


ZIV

Mr. DISTRICT ATTORNEY



STARRING DAVID BRIAN

Champion of the people! Here's proof!

56.6

CHARLOTTE

beats What's My Line, Studio One, Ford Theatre, Godfrey and his Friends and others.

37.6

OKLAHOMA CITY
beats Ed Sullivan, I Love Lucy, George Gobel, What's My Line and others.

25.6

BALTIMORE
beats Dragnet, Godfrey and Friends, Sid Caesar, Ford Theatre and others.


31.5

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

RENEWED BY CARTER'S IN 37 MARKETS!

ARB—October, November, December '56

"I LED 3 LIVES"



STARRING RICHARD CARLSON

HOT

"HIGHWAY PATROL"



STARRING BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

58.2

JOHNSTOWN

beats I Love Lucy, Disneyland, Kraft TV Theatre, Life of Riley and others.

51.9

BAKERSFIELD
beats Ed Sullivan, I Love Lucy, Disneyland, George Gobel and others.

41.3

ROANOKE
beats I Love Lucy, Jackie Gleason, Robert Montgomery Presents and others.

40.2

PEORIA
beats Ed Sullivan, Jackie Gleason, Disneyland, Climax and others.

SELLING FOR BALLANTINE'S IN 23 MARKETS!

ARB—November, 1955

"THE CISCO KID"



STARRING DUNCAN RENALDO as "CISCO" and LEO CARRILLO as "PANCHO"

NOTHING TURNS ON THE HEAT LIKE ZIV

Web Winners

QUEEN FOR A DAY—NBC-TV

The honor of being NBC's highest rated daytime program apparently is all but in the bag for this show, which is now rounding out its fourth week as a network TV program. The show pulled a Trendex rating of 9.9 this week, which, according to an NBC research projection, will give it a Nielsen AA rating of between 14 and 16. The program pulled a 5.1 Trendex and a 10.0 Nielsen AA its first week on the air.

CAPTAIN GALLANT—NBC-TV

Some indication of the audience pull exerted by this program can be gleaned from the fact that the show not only is the top rated program in its time slot but also beats the ratings that are garnered by the NBC programs that precede and follow it. According to the Nielsen AA ratings for the second half of December, "Captain Gallant" got a 20.1 rating in comparison to CBS' "Omnibus" rating of 10.5 and ABC's "Super Circus" rating of 14.3 for the 5:30-6 p.m. Sunday time period. The preceding NBC program, "Wide, Wide World," pulled a Nielsen AA of 18.5, while the NBC show that followed "Captain Gallant," "Meet the Press," was able to pull a mere 8.3 rating. Judging from the ratings, the show is giving NBC's Sunday afternoon line-up quite a boost.

BEAT POLITICAL GUN

NBC Near Election SRO; Others Set

NEW YORK, Jan. 28.—The purchase of the National election coverage on all three networks, at an estimated cost of close to \$15,000,000, was close to being a reality this week. Only NBC's election package with a tab of \$5,600,000 remains to be sold, but at week's end Ford seemed likely to pay the bills, with RCA a distinct possibility to share costs, if Ford doesn't want the whole package.

Philco this week bought the elections on ABC, so far its major commitment for the 1955 season. The Philco purchase was a triumph for the ABC sales department which nosed NBC out of the

picture. The cost of the ABC election package, however, is reported to be substantially lower than NBC's.

Meanwhile, CBS has wrapped up election clearances for Westinghouse on its election package. The Westinghouse buy was made several months ago, so that CBS had plenty of clearance jump on its rivals. The Westinghouse strike, however, still remains to be settled and should it continue to be protracted, the heavy appliance firm might conceivably be forced to move out of its sponsorship commitment.

P&G Weighs Tony Martin

NEW YORK, Jan. 28.—Procter & Gamble this week was taking a long hard look at Tony Martin for possible sponsorship. The singer holds forth in the Monday 7:30-7:45 time period on NBC-TV.

The show was formerly sponsored by Webcor and Associated Foods.

J. Orr Joins NBC Film Div.

NEW YORK, Jan. 28.—Jack Orr has joined NBC Film division's publicity department as assistant director of publicity, reporting to Fritz Jacobi, head of the department.

Orr, who comes to NBC from Guild Films' publicity department, replaces Jack Sebastian, who has switched over to CBS-TV film Sales.

News in Brief

WHIRLPOOL TO SPONSOR NEW 'KUKLA' SERIES VIA WNBQ . . .

In a move that may surprise some ABC-TV executives, Whirlpool has made a deal to sponsor a new "Kukla, Fran and Ollie" series in Chicago. Burr Tillstrom, who packages the puppet show, has a long-term pact with ABC, but the new Whirlpool local show will be on the NBC station, WNBQ. The local show for Whirlpool will be aired in color Thursdays 10:30-11 p.m.

GIMBELS FIRST TO SPONSOR NBC'S 'WINDOW' SEG . . .

Gimbels in New York this week became the first department store to sign a sponsorship contract on NBC's new "Window" program, conceived especially for department store use. The Gimbel windows will be aired in color five minutes each day across the board for 13 weeks starting February 13. The Gimbels "Windows" will be aired 8:55 a.m. and 9:55 a.m. alternate days.

'CHANCE OF LIFETIME' SET FOR ABC SAT. SHIFT . . .

"Chance of a Lifetime" will definitely shift to a Saturday, 10-10:30 p.m. time slot on ABC on March 10. The show currently occupies the Sunday night 9-9:30 period. Between now and March 3 the Saturday 10-10:30 p.m. period will be filled with "Life Begins at 80," which its sponsor, Geritol, is putting back on the air for six weeks. The "Chance of a Lifetime" move will leave ABC's Sunday, 9-9:30 p.m. period available for sale.

SKELTON SETS PRODUCTION FIRM FOR FEATURES, TV . . .

Red Skelton has formed his own production company, Red Skelton Enterprises, which will engage in production of theatrical feature films and TV shows. Skelton Enterprises has already bought up the backlog of TV films in which he starred. The film series, aired two years ago on NBC, will probably be made available for syndication when and if Skelton can line up a TV film distributor to take on the show.

McCann-Erickson TV Revamp Emphasizes 'Creative' Policy

NEW YORK, Jan. 28.—The emphasis in the newly revamped McCann-Erickson TV department will be on creative showmanship. Terry Clyne, veepee and management director of the TV department at the agency feel that it must make a substantial contribution to programs that McCann-

Erickson handles for its clients. These contributions must be in three areas—aiding in the concept of the properties; doctoring shows and proving them under fire on TV.

Clyne has named George Haight veepee in charge of the TV-radio department. A former M-G-M producer, Haight will have under him three associate TV directors, two already having been named. They are Ted Bergmann, former head of the DuMont network, and Lansing Lindquist, former head of TV at Ketchum, McLeod & Grove, Pittsburgh agency.

Each of the three associate TV directors is to have two TV account executives under his direct command. Five of the six have already been assigned. They are King Horton, Jerry Harrison, Bill Wylie and Cliff Lapkert.

The TV department also has a production head in New York, Mary Harris, and one in Hollywood, Joyce Cook. Frank Gilday handles business affairs for TV. McCann's Hollywood operation is headed by veepee Neil Regan.

Each of the six TV account executives sits in on designated product groups at the agency and is responsible for TV recommendations which then go to the marketing board to the creative board, and finally to the plans board. The McCann-Erickson TV set-up is rather a revolutionary development, stressing as it does a chain of command from lower to higher level in the agency's TV department and an integration between TV and other media. It gives TV a new status in media affairs, placing on the shoulders of the department the final word as to a client's TV plans.

The major assignment of Haight and other top executives is to concentrate on the creative side of TV. They are not being bogged down with any business details so that they will be free to make a creative contribution. McCann now spends more than 50 per cent of its clients' dollars on TV.

Rahmel Heads Nielsen Indexes

NEW YORK, Jan. 28. — The A. C. Nielsen Company has expanded to the point where Arthur Nielsen can no longer personally supervise broadcast research. Effective next week Henry Rahmel, one of the five executive vice-presidents, will take command of the Nielsen TV Index, Radio Index, Station Index and Coverage Service.

With Nielsen 11 years, Rahmel was up to now vice-president in charge of engineering and field work. He was instrumental in the development of the Audimeter.

The Nielsen Coverage Service No. 2 has now been sold to three networks (CBS-TV, CBS-Radio and Keystone), 60 TV stations, 240 radio stations and 55 ad agencies, assuring it a gross return of around \$500,000 so far against a probable cost of \$750,000.

Celler to Probe Grid Regulating

WASHINGTON, Jan. 28.—Rep. Emanuel Celler, chairman of the House Judiciary Committee may trot his anti-monopoly subcommittee out onto the football field next month.

The Congressman, who has announced a forthcoming probe of industries that start off as "regulated" but seem to him to be "regulators," will look into the status of football broadcasting at the request of Representative Hillings.

Hillings asked the Judiciary Committee to investigate the alleged control by the National Collegiate Athletic Association over the televising of intercollegiate football games. Hillings said football fans had complained that "they could not see the best games" on television, with NCAA determining which games can be televised.

Admitting that the subject poses a "delicate question of government control," Hillings nevertheless pointed out that "television is a regulated industry" and therefore NCAA decisions on football broadcasting are open to query.

McGraw for 'Confidential'

NEW YORK, Jan. 28. — Walter McGraw will produce "New York Confidential" for Television Programs of America. He flew out to the West Coast last weekend to close the deal with TPA Board Chairman Edward Small.

McGraw, a top radio documentary producer, whose last TV effort was this season's "Wanted" on CBS-TV, plans to start shooting "Conf" here in two weeks.

TVB Ups H. Barrett

NEW YORK, Jan. 28. — The Television Bureau of Advertising will delegate sales specialization after all. TVB this week upped Halsey Barrett to the post of director of national sales.

This appointment follows the resignation of Ray Nelson as director of national spot sales.

ABC Discount To Glamorene

NEW YORK, Jan. 28. — ABC-TV's new incentive sales plan on its feature film programs is beginning to pay off. Glamorene this week became the first sponsor to take advantage of the discounts afforded advertisers who buy into both "Afternoon Film Festival" and "Famous Film Festival."

The bankroller this week bought 14 participations in "Afternoon Film Festival," which thereby makes him eligible to buy an equal number of participations in "Famous Film Festival" at \$6,000 per participation instead of the regular price of \$6,500 per spot. The lower price will probably be applied to 14 of the 26 "Famous Film Festival" participations that Glamorene bought several weeks ago.

Another bankroller, Dow Chemical, this week moved into "Famous Film Festival" by contracting for six participations. The spot will air once a week for six weeks starting March 4.

'Name Tune' On Trendex Rating Rise

NEW YORK, Jan. 28.—"Name That Tune" is beginning to play a lovely rating melody in the Tuesday 7:30-8 p.m. time period on CBS-TV for Whitehall Pharmacal. The show started slowly with a 7.3 Trendex and last week hit an 18.4.

Its highest Trendex is a 19.3. "Tune" is the only show in the 7:30-8 strip that doesn't appeal primarily to children, but generally is bested only by Monday night's "Robin Hood" in the strip ratings battle.

Swift Buys 'Uncle Coons'

NEW YORK, Jan. 28. — Swift this week bought 11:30-12 a.m. Saturday morning on NBC-TV for its new video property, "Uncle Johnny Coons." The program will replace Paul Winchell and Jerry Mahoney, who are being shifted into a different time period on NBC.

"Uncle Johnny Coons" has been on TV previously, but for Lever Brothers.

Apologies to W.&G. On Billing Error

NEW YORK, Jan. 28.—A news item recently published in The Billboard inadvertently credited the Earl Ludgin Agency with handling the Mogen David Wine and Helene Curtis billings on ABC's "Dollar a Second." Actually, Weiss & Geller is the agency for those advertisers on the show.

in any language sales results

in the Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

Profitable selling is the only translation when you study this unique market. Here is a vast, multi-city region with 3½ million people who have 912,950 TV sets and an annual spendable income of \$5½ billion.

Channel 8 Multi-City Market

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York	Lebanon
Hanover	Pottsville
Geltysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

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Clair McCollough, Pres.

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MEEKER TV, INC.

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The Billboard

STARTS ON PAGE 85
COIN MACHINE
INTERNATIONAL
QUARTERLY EDITION

STARTS ON PAGE 54
Spotlight on
RHYTHM
& BLUES
1956 EDITION

FEBRUARY 4, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Giant Foreign Juke Box Market Asleep

\$12,000,000 Business Barely Tickles His Nose; Signs Point to Rise in Future

By BOB DIETMEIER

CHICAGO, Jan. 28.—The potential market for U. S. juke boxes, records and artists in foreign countries is a sleeping giant.

Altho juke box exports to more than 35 countries has shot from an annual \$6 million to almost twice that figure in just the last few years, all the evidence suggests that this is hardly a beginning.

And while locally produced music sung in the national language is a must for successful music machine programming in foreign countries, successes being won by American tunes and artists on the juke boxes support the view that here's a fertile field for U. S. record firms.

Reports to The Billboard from juke box distributors, operators and foreign representatives of U. S. manufacturers acknowledge the potential, postscript that it's far from being realized—for a variety of reasons, none of them easily solved.

Barriers

High costs of American-made equipment (because of shipping, duties, etc.), government import restrictions on "non-luxury" merchandise in which juke boxes are included, high internal licenses and currency problems, and taxes within countries—these are primary problems which legislate against further growth.

There are others, such as no pressings of local music on 45 r.p.m. disks as is the case in many Asiatic and South American countries.

Finally, some great potential juke box customers, such as Brazil, have only a handful of juke boxes because of most of the reasons listed above.

Real Potential

In the face of such obstacles, it is truly amazing that growth of juke box play throught the world has been as great as it has. In fact, it is just this growth—viewed against the background of barriers—that implies the real potential that exists.

A look at what's happening around the world provides graphic proof (see the special International section in this week's issue for details).

Colombia, for example, which prohibited juke boxes up until a

International Record Deal

NEW YORK, Jan. 28.—Mercury Records this week closed a reciprocal deal with the Scandinavian Metronome-Orion diskery.

Via an agreement reached by Metronome's Claes Dahlgren and Mercury's Art Talmadge, Mercury will get 10 12-inch LP's from Metronome's jazz, pop and mood music catalogs for issue here on either Mercury or Wing labels. Metronome in turn has rights to handle the entire Mercury catalog in Sweden, Finland, Norway and Iceland.

few years ago, is numbered today among the top 10 importing countries of U. S. juke boxes. It's estimated that already there are about 10,000 machines on location and the number continues growing.

And with rural electrification (Colombia is about 40 per cent electrified), rural areas became hotly competitive with cities for machines.

Music for Cowboys

Take the town of Villavicencio (population 23,000). Sales have soared, explains Leopoldo Franco, partner of Importaciones, Cabo, Ltda., Bogota Wurlitzer distributor in Eastern Colombia. Here's why: The town is the shipping point for all cattle areas of the Eastern Plains, and that when the drives came in, the cowboys wanted music—lots of it.

Here's what happened: Importaciones Cabo has sold nearly 90 machines, all installed in a 10-block area.

So well is the juke box received in one village that the parish priest rolls his machines into the village square during market days and fairs and adds the money collected to the parish treasury.

Asia Picture

In Asia, it's the same. William J. Suter, AMI Far East representative of Manila, reports that Malaya offers a great opportunity for juke box sales.

American, Chinese, Hindu and Malayan music is played, all on 78 r.p.m. machines. As in other countries, both here and in South

(Continued on page 86)

R.&B. ROCKS MOVIE HOUSES, ROLLS IN COIN

NEW YORK, Jan. 28.—Rock and roll shows are rapidly becoming the hottest attractions at movie theater box offices across the country with even Manhattan's strictly Main Stem show house the Roxy on an r.&b. kick.

The first-run movie theater, which will present a "Rock and Roll Ice Revue" here starting Wednesday (1), originally tried to book deejay Alan Freed's rock and roll stagershow, but the spinner reportedly rejected the bid (a flat offer of \$30,000) and held out for a percentage. Freed is booked back into the Brooklyn Paramount for 10 days, starting March 30, followed by a two-day date March 24-25 at the State, Hartford, Conn., and a one-nighter in Baltimore April 14.

Meanwhile, rock and roll has taken over in the Detroit area, with the Saul Kirman circuit inaugurating r.&b. shows in its four local movie houses, marking the first permanent stage policy in Detroit within several years. Policy calls for shows to be presented at each house one or two days a week, with attractions moved around on a rotating basis, thus creating a "little circuit." Admission is tagged at \$1, about double regular rates at each house. Harry Falk is booking talent, with the first line-up spotlighting the Orioles, the Charms, the Flamingos, Dakota Station, the Sweethearts, Nolan Lewis, Willie Murray and the T. J. Fowler band.

(Continued on page 61)

Square Circles Peg Rock and Roll Idiom As a Beat to Stick

Carnegie Hall, Theaters, Movies, Radio, TV—All Are Getting Hip

By PAUL ACKERMAN

NEW YORK, Jan. 28.—The shouting and the tumult has died, but rhythm and blues or, as the teen-agers call it, rock and roll, has not departed.

Rather, it may be stated that it has achieved respectability. The true measure of this development is the extent to which the idiom is being used in more or less pedestrian areas of the entertainment and advertising world.

On the Roxy Theater's stage, for instance, the "Rock 'n' Roll Ice Revue" opens February 1, billed as "the hottest production ever staged on ice." Two of the production numbers are titled "Rock 'n' Roll Waltz" and the "Roxy Rock." It is also reported that the Roxy management is negotiating for a regular rhythm and blues stagershow. (See separate story in Music department.)

Radio, Movies

Another indication of this acceptance at high levels is the upcoming CBS radio program, featuring so-called rock and roll, with Alan Freed as the deejay. The deal, which last week was reported nearly set (The Billboard, January 28) would have Camel cigarettes as sponsor. Freed, incidentally, has lately been spending time in Hollywood as consultant on the Columbia film, "Rock Around the Clock," which will star

Bill Haley and present Freed as himself.

The Columbia film, in itself, is another milestone along the line of mass acceptance of rock and roll. It is true that other films, notably "Blackboard Jungle" and "How to Be Very, Very Popular," have included important rock and roll production numbers, and have kicked off big rock and roll hits. However, the Columbia film is the first by a major studio which is actually pegged to a distinct rock and roll character and story.

TV's Part

TV, as well as radio, has played an increasing part in bringing rock and roll and r.&b. talent into the home. Dr. Jive, eminent r.&b. deejay, was booked on the Ed Sullivan TV show November 20. Dr. Jive lined up the talent and emceed the show, which featured Lavern Baker, Bo Diddley, the Five Keys and Willis Jackson's ork.

Sullivan is putting together another "Toast of the Town" show, scheduled for the summer, featuring rhythm and blues, jazz and pop talent.

There's even a rock and roll type of cigarette commercial. This one plugs Pall Mall cigarettes with a beat which bespeaks the sponsor's understanding of the idiom.

Rhythm and blues has even percolated to such eminent class show spots as Carnegie Hall, where Lou Krefetz's "Top Ten" revue fractured a full house several months ago.

And, of course, it has even infiltrated, and allied itself to, the nursery rhyme field. Witness for instance, M-G-M Records' recent disk, "Rock Around Mother Goose," by Bobby Gordon, with Art Mooney's orchestra. Young Gordon recently had the big Christmas record "Nuttin' for Christmas," and the diskery reports his latest venture is a big seller.

There are many more illustrations, but these suffice to make the point.

Note that these illustrations are gleaned chiefly from fields other than the disk business, where rhythm and blues made its initial impact in the pop field. This impact, of course, has never lessened.

(Continued on page 54)

NEWS OF THE WEEK

TV Film Distributors Mull Ways to Reduce Stations' Network Time . . .

TV film distributors have been spending lots of time in intra-industry meetings lately, meetings that have so far produced no positive accomplishments. One important conclave was held by a hard core, backed by a couple of important film-buying stations, seeking political means to reduce the amount of time network programs consume on station schedules. . . . Page 7

Audio Show Situation Mirrors Battle Between Hi-Fi Interests . . .

A full frequency fracas is shaping up between rival sponsors of high fidelity audio shows. A manufacturer group is now scheduling its own affairs, bucking established private show producers. A factor contributing to the fuss is the competitive tussle between manufacturers of hi-fi components and complete quality phonographs . . . Page 14

Non-Productive TV Shows Axed; Many Others Seen Likely to Go . . .

Cancellation activity was rife on the TV network front, with two shows virtually axed, and sponsors generally poised to give the coup de grace to many others which haven't produced this season. The two casualties are "Justice" and the Johnny Carson Show. . . . Page 2

N. J. High Court Rule Boosts Outdoor Vending Industry . . .

The outdoor vending machine trade was given a vote of confidence this week when the New Jersey Supreme Court denied the right of municipalities to tax the vendors out of business. The court ruled that a \$100 license fee

on outdoor milk venders was wrong, marking a major victory for the vending industry in its contest with local grocer groups and milk unions. . . . Page 97

Rhythm and Blues Disk Jockeys To Set Up National Association . . .

A conclave of top rhythm and blues disk jockeys from 15 key cities will meet in Manhattan the weekend of February 25-26 to set up the National R.&B. Disk Jockey Association of America. Primary objective of the organization is to solidify the position of the r.&b. jockey while the r.&b. craze is still going strong. . . . Page 15

Famous Baltimore Park Threatened by Rink Fire . . .

A loss of \$175,000 was sustained by Carlin's Amusement Park in Baltimore this week when a seven-hour blaze leveled its Iceland skating rink, home of the Baltimore Clippers pro hockey team. Direction of the wind prevented the flames from enveloping the venerable amusement spot. . . . Page 71

DEPARTMENTS AND FEATURES

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Even Dogs Dig Rock and Roll

NEW YORK, Jan. 28.—RCA Victor's assignment of rock and roll material—Kay Starr and Eddie Fisher evidently is paying off, so now the diskery has assigned more of the same to another of its top-selling acts, the Singing Dogs.

Next week, the company will make initial shipments on the new canine cutting of "Hot Dog Rock and Roll." This item, like its predecessor, "Oh, Susanna," was recorded in Denmark for Metronome label and imported by Victor.

Senators and FCC Launch Selves Onto Stormy U. S. Television Seas

Magnuson Committee Never Gets Past Reef of Deintermixture and Petitions

WASHINGTON, Jan. 28.—In a packed hearing room, a group of Senators and Federal Communications Commissioners Thursday (26) began an attempt to chart the stormy seas of American television service. With Sen. Warren G. Magnuson at the helm of the Senate Commerce Committee probers, the exploring group never got past the reef of deintermixture of UHF and VHF and the FCC's denial of individual petitions in favor of its new allocations proceedings. (The Billboard, November 19.)

Startlers in plans for floundering UHF included FCC Commissioner Lee's proposal of legislation to permit toll TV for UHF only Senator Pastore's push for three-of-a-kind markets, all UHF or all VHF, and FCC Chairman McConnaughey's vow that FCC would settle the allocations problem in the next 15 or 20 years "if it involved putting the whole cockeyed thing in UHF."

The hearings were launched with a rundown by the FCC chairman on the Commission's efforts to date in allocation and network problems.

Not Refinement

Magnuson's introductory review of 1954 Commerce Committee hearings (Plotkin & Jones report) revealed a possibility of large-scale changes in the 1934 Communications Act itself. He quoted former Sen. C. C. Dill, "father" of the act, as feeling that "mere refinement" in the language of the old legislation would never meet the "pressing problems in the television field."

After the calm, the UHF argument broke out, with Senator Pastore demanding of the FCC commissioners: "Do you honestly feel that after you have mixed, you can unmix UHF and VHF?" Pastore doubted that UHF and VHF could ever "live together." He suggested that FCC assign three outlets to market areas and "make them all UHF or all VHF, instead of mixing them and putting the UHF's out of business."

FCC Chairman McConnaughey defended the new VHF grants in

several of the five UHF areas formerly selected for deintermixture, as necessary "in the public interest." McConnaughey denied that new VHF grants ruled out deintermixture and said the final allocation rulings might result in "whole islands of UHF or VHF." Above all, he wanted "no freeze! It scares me to death."

"Controlled" subscription television was proposed by Commissioner Lee, limited to UHF only in the beginning, to promote revenue by a "large volume" of "small fees." Also, Lee feels any new

VHF channels taken from FM or military bands should be given to UHF "pioneers." (The same proposal was made on the Hill Thursday (26) by Rep. Philip J. Philbin, who said UHF's in his State are only holding on in hope of getting new VHF assignments.)

Commissioner Hyde, invited by Magnuson to comment, recommended a steady gyroscope of "clear policy," by having the FCC declare the 80 UHF channels fundamental in the future of U. S. television. This would "stabilize" (Continued on page 6)

RUMOR & REALITY

Cigarettes & Beer Unsettle Agencies

NEW YORK, Jan. 28.—This was another week of rumor and reality along Madison Avenue, with more rumor than reality present as clients continued to play fast and loose with their agencies. TV is said to be the main reason for sponsor uneasiness.

Should one contemplated change take place, such properties as "Gunsmoke," "Warner Brothers Presents" and "Dragnet" might be affected. This is that Chesterfield will discontinue its long-time affiliation with Cunningham & Walsh and switch to Kenyon & Eckhardt. Liggett & Myers would let L&M filters stay where it is at C.&W.

Also being bandied about was talk that John Toigo, who has left Biow-Beim-Toigo, will find his way to McCann-Erickson, taking with him the Philip Morris cigarette account. Should this occur, it would be certain to affect the Philip Morris TV emphasis on spots and might result on their returning to network TV.

The "Schlitz Playhouse of Stars" is certain to come under close scrutiny by the client's new agency, J. Walter Thompson, which picked up the business from Lennen & Newell. Schlitz had previously selected Beim-Biow-Toigo, but Milton Biow refused to accept the business.

Geritol Buys 'Meet Millie'

NEW YORK, Jan. 28.—Geritol this week purchased full sponsorship of "Meet Millie," CBS-TV Tuesdays 9-9:30 p.m. The property was co-sponsored by Carter Products, which has just given up its half of the program.

Lever Brothers was interested in purchasing half of the property, but since Geritol had first option on the show, Lever was unable to make the buy.

SPONSOR, WEB CANCELS

Two Shows Bite the Dust, More Sure to Follow Path

NEW YORK, Jan. 28. — Two important shows this week fell by the wayside, with subterranean indications that sponsors were beginning their long hard look for new properties. The immediate casualties were "Justice," which American Tobacco canceled on NBC-TV Sundays 10:30-11 p.m. giving up the time, too, and Johnny Carson, to which General Foods has all but given notice. March 29 is said to be the date of its execution on the latter. It is presented on CBS-TV, Thursdays, 10-10:30 p.m.

But more programs are certain to follow in the near future. So far the season has been relatively

stable. Those shows which have been dumped are the "Colgate Variety Hour" on NBC, "My Favorite Husband" and "Wanted" on CBS and "Penny to a Million" on ABC-TV. "Life Begins at 80" has been given a short six-week reprise on ABC, but it is also certain to part company from Geritol.

The packagers of such shows as "People's Choice," "M-G-M Parade," "Screen Directors' Playhouse," "It's Always Jan" and "Warner Bros. Presents" are secure for the season, but must improve their product drastically if they are to remain on TV next season.

Still another large group of shows are hanging in the balance. These include "Stage Show," "Appointment With Adventure," "It's a Great Life," "Star Tonight," "Ethel and Albert," "Crossroads," "Damon Runyon Theater" and "Father Knows Best." The majority of these programs will go if better programming can be found to replace them.

There are a number of stanzas which are ticketed for shifts. They include "Warner Bros. Presents," the Robert Cummings show and "Frontier," with perhaps "It's a Great Life" being given another chance if a better time period can be found for it. Whether NBC's new "Comedy Hour" will be around next season is dependent

TOO MUCH DRAMA?

CBS Eyes Thursday 9:30 for 'Playhouse'

NEW YORK, Jan. 28.—CBS-TV is toying with the idea of slotting its new "Playhouse 90" Thursday nights 9:30-11 p.m. next season. Since the hour and a half dramatic show would follow Chrysler's "Climax," now in the previous hour slot, the web would be programming two and a half hours of drama. CBS is now doing research to see whether audience tastes for drama might remain constant over that length of time.

The alternative would be to move the 90-minute dramatic show into Friday nights. This would involve selling the show, all or part, to General Foods which already owns Friday 8-9 on CBS. Such a sale might be difficult, for the food sponsor is inclined to prefer its own vehicles, tho it shares "I Love Lucy" with Procter & Gamble.

In terms of solving a programming problem area, the CBS execs would probably prefer to slot the strong dramatic vehicle on Thurs-

day nights. The network has had problems Thursday 10-11 p.m. where its programming has been rather weak. General Foods is already looking for another show to replace Johnny Carson, (see other story this issue) and "Quiz Kids" is considered as a temporary replacement for Whitehall Pharmaceutical, 10:30-11 p.m. unless it can produce impressive results. CBS, of course, would still have the General Foods problem on Thursday nights, but the fact that the client needs a show there might influence its decision positively.

In the event the show cannot be sold on a regular basis, either Thursday or Friday nights, it will probably be programmed once monthly on either of those days.

Sponsors Eye NBC-TV Opera

NEW YORK, Jan. 28.—After six years of being sustained, the NBC Sunday afternoon operas may become sponsored. Several advertisers are showing distinct interest in the package because of the fact it will go on tour of 40 cities in the near future.

Among the clients said to be bidding for the package are the American Railroad Association which has not gone network yet, and a heavy farm equipment firm. The tour of the operas will give the sponsor plenty of chance for local merchandising and good will. The American Railroad Association sponsored the "Railroad Hour" on radio for many years.

The Billboard

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

Publishers

Roger S. Littleford Jr.
William D. Littleford
E. W. Evans Pres. & Treas.
K. Kemper Vice-Pres.
M. L. Reuter Vice-Pres.
Lawrence W. Gatto Secy.

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Subscription rates payable in advance. One year, \$12 in U.S.A. and Canada. All foreign countries, \$24. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of

March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes "Tide," the fortnightly magazine of sales and advertising trends, one year, \$6.50, and "Vend," the monthly magazine of automatic merchandising, one year, \$4. Vol. 68 No. 5

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Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$12 (a considerable saving over single copy rates). Foreign rate \$24.

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Web Winners

QUEEN FOR A DAY—NBC-TV

The honor of being NBC's highest rated daytime program apparently is all but in the bag for this show, which is now rounding out its fourth week as a network TV program. The show pulled a Trendex rating of 9.9 this week, which, according to an NBC research projection, will give it a Nielsen AA rating of between 14 and 16. The program pulled a 5.1 Trendex and a 10.0 Nielsen AA its first week on the air.

CAPTAIN GALLANT—NBC-TV

Some indication of the audience pull exerted by this program can be gleaned from the fact that the show not only is the top rated program in its time slot but also beats the ratings that are garnered by the NBC programs that precede and follow it. According to the Nielsen AA ratings for the second half of December, "Captain Gallant" got a 20.1 rating in comparison to CBS' "Omnibus" rating of 10.5 and ABC's "Super Circus" rating of 14.3 for the 5:30-6 p.m. Sunday time period. The preceding NBC program, "Wide, Wide World," pulled a Nielsen AA of 18.5, while the NBC show that followed "Captain Gallant," "Meet the Press," was able to pull a mere 8.3 rating. Judging from the ratings, the show is giving NBC's Sunday afternoon line-up quite a boost.

BEAT POLITICAL GUN

NBC Near Election SRO; Others Set

NEW YORK, Jan. 28.—The purchase of the National election coverage on all three networks, at an estimated cost of close to \$15,000,000, was close to being a reality this week. Only NBC's election package with a tab of \$5,600,000 remains to be sold, but at week's end Ford seemed likely to pay the bills, with RCA a distinct possibility to share costs, if Ford doesn't want the whole package.

Philco this week bought the elections on ABC, so far its major commitment for the 1955 season. The Philco purchase was a triumph for the ABC sales department which nosed NBC out of the

picture. The cost of the ABC election package, however, is reported to be substantially lower than NBC's.

Meanwhile, CBS has wrapped up election clearances for Westinghouse on its election package. The Westinghouse buy was made several months ago, so that CBS had plenty of clearance jump on its rivals. The Westinghouse strike, however, still remains to be settled and should it continue to be protracted, the heavy appliance firm might conceivably be forced to move out of its sponsorship commitment.

P&G Weighs Tony Martin

NEW YORK, Jan. 28.—Procter & Gamble this week was taking a long hard look at Tony Martin for possible sponsorship. The singer holds forth in the Monday 7:30-7:45 time period on NBC-TV.

The show was formerly sponsored by Webcor and Associated Foods.

J. Orr Joins NBC Film Div.

NEW YORK, Jan. 28.—Jack Orr has joined NBC Film division's publicity department as assistant director of publicity, reporting to Fritz Jacobi, head of the department.

Orr, who comes to NBC from Guild Films' publicity department, replaces Jack Sebastian, who has switched over to CBS-TV film sales.

News in Brief

WHIRLPOOL TO SPONSOR NEW 'KUKLA' SERIES VIA WNBQ . . .

In a move that may surprise some ABC-TV executives, Whirlpool has made a deal to sponsor a new "Kukla, Fran and Ollie" series in Chicago. Burr Tillstrom, who packages the puppet show, has a long-term pact with ABC, but the new Whirlpool local show will be on the NBC station, WNBQ. The local show for Whirlpool will be aired in color Thursdays 10:30-11 p.m.

GIMBELS FIRST TO SPONSOR NBC'S 'WINDOW' SEG . . .

Gimbels in New York this week became the first department store to sign a sponsorship contract on NBC's new "Window" program, conceived especially for department store use. The Gimbels windows will be aired in color five minutes each day across the board for 13 weeks starting February 13. The Gimbels "Windows" will be aired 8:55 a.m. and 9:55 a.m. alternate days.

'CHANCE OF LIFETIME' SET FOR ABC SAT. SHIFT . . .

"Chance of a Lifetime" will definitely shift to a Saturday, 10-10:30 p.m. time slot on ABC on March 10. The show currently occupies the Sunday night 9-9:30 period. Between now and March 3 the Saturday 10-10:30 p.m. period will be filled with "Life Begins at 80," which its sponsor, Geritol, is putting back on the air for six weeks. The "Chance of a Lifetime" move will leave ABC's Sunday, 9-9:30 p.m. period available for sale.

SKELTON SETS PRODUCTION FIRM FOR FEATURES, TV . . .

Red Skelton has formed his own production company, Red Skelton Enterprises, which will engage in production of theatrical feature films and TV shows. Skelton Enterprises has already bought up the backlog of TV films in which he starred. The film series, aired two years ago on NBC, will probably be made available for syndication when and if Skelton can line up a TV film distributor to take on the show.

McCann-Erickson TV Revamp Emphasizes 'Creative' Policy

NEW YORK, Jan. 28.—The emphasis in the newly revamped McCann-Erickson TV department will be on creative showmanship. Terry Clyne, veepee and management director of the TV department at the agency feel, that it must make a substantial contribution to programs that McCann-

Erickson handles for its clients. These contributions must be in three areas—aiding in the concept of the properties, doctoring shows and proving them under fire on TV.

Clyne has named George Haight veepee in charge of the TV-radio department. A former M-G-M producer, Haight will have under him three associate TV directors, two already having been named. They are Ted Bergmann, former head of the DuMont network, and Lansing Lindquist, former head of TV at Ketchum, McLeod & Grove, Pittsburgh agency.

Each of the three associate TV directors is to have two TV account executives under his direct command. Five of the six have already been assigned. They are King Horton, Jerry Harrison, Bill Wylie and Cliff Lapkert.

The TV department also has a production head in New York, Mary Harris, and one in Hollywood, Joyce Cook. Frank Gilday handles business affairs for TV. McCann's Hollywood operation is headed by veepee Neil Regan.

Each of the six TV account executives sits in on designated product groups at the agency and is responsible for TV recommendations which then go to the marketing board to the creative board, and finally to the plans board. The McCann-Erickson TV set-up is rather a revolutionary development, stressing as it does a chain of command from lower to higher level in the agency's TV department and an integration between TV and other media. It gives TV a new status in media affairs, placing on the shoulders of the department the final word as to a client's TV plans.

The major assignment of Haight and other top executives is to concentrate on the creative side of TV. They are not being bogged down with any business details so that they will be free to make a creative contribution. McCann now spends more than 50 per cent of its clients' dollars on TV.

Rahmel Heads Nielsen Indexes

NEW YORK, Jan. 28.—The A. C. Nielsen Company has expanded to the point where Arthur Nielsen can no longer personally supervise broadcast research. Effective next week Henry Rahmel, one of the five executive vice-presidents, will take command of the Nielsen TV Index, Radio Index, Station Index and Coverage Service.

With Nielsen 11 years, Rahmel was up to now vice-president in charge of engineering and field work. He was instrumental in the development of the Audimeter.

The Nielsen Coverage Service No. 2 has now been sold to three networks (CBS-TV, CBS-Radio and Keystone), 60 TV stations, 240 radio stations and 55 ad agencies, assuring it a gross return of around \$500,000 so far against a probable cost of \$750,000.

Celler to Probe Grid Regulating

WASHINGTON, Jan. 28.—Rep. Emanuel Celler, chairman of the House Judiciary Committee may trot his anti-monopoly subcommittee out onto the football field next month.

The Congressman, who has announced a forthcoming probe of industries that start off as "regulated" but seem to him to be "regulators," will look into the status of football broadcasting at the request of Representative Hillings.

Hillings asked the Judiciary Committee to investigate the alleged control by the National Collegiate Athletic Association over the televising of intercollegiate football games. Hillings said football fans had complained that "they could not see the best games" on television, with NCAA determining which games can be televised.

Admitting that the subject poses a "delicate question of government control," Hillings nevertheless pointed out that "television is a regulated industry" and therefore NCAA decisions on football broadcasting are open to query.

McGraw for 'Confidential'

NEW YORK, Jan. 28.—Walter McGraw will produce "New York Confidential" for Television Programs of America. He flew out to the West Coast last weekend to close the deal with TPA Board Chairman Edward Small.

McGraw, a top radio documentary producer, whose last TV effort was this season's "Wanted" on CBS-TV, plans to start shooting "Confo" here in two weeks.

TVB Ups H. Barrett

NEW YORK, Jan. 28.—The Television Bureau of Advertising will delegate sales specialization after all. TVB this week upped Halsey Barrett to the post of director of national sales.

This appointment follows the resignation of Ray Nelson as director of national spot sales.

ABC Discount To Glamorene

NEW YORK, Jan. 28.—ABC-TV's new incentive sales plan on its feature film programs is beginning to pay off. Glamorene this week became the first sponsor to take advantage of the discounts afforded advertisers who buy into both "Afternoon Film Festival" and "Famous Film Festival."

The bankroller this week bought 14 participations in "Afternoon Film Festival," which thereby makes him eligible to buy an equal number of participations in "Famous Film Festival" at \$6,000 per participation instead of the regular price of \$6,500 per spot. The lower price will probably be applied to 14 of the 26 "Famous Film Festival" participations that Glamorene bought several weeks ago.

Another bankroller, Dow Chemical, this week moved into "Famous Film Festival" by contracting for six participations. The spot will air once a week for six weeks starting March 4.

'Name Tune' On Trendex Rating Rise

NEW YORK, Jan. 28.—"Name That Tune" is beginning to play a lovely rating melody in the Tuesday 7:30-8 p.m. time period on CBS-TV for Whitehall Pharmaceutical. The show started slowly with a 7.3 Trendex and last week hit an 18.4

Its highest Trendex is a 19.3. "Tune" is the only show in the 7:30-8 strip that doesn't appeal primarily to children, but generally is bested only by Monday night's "Robin Hood" in the strip ratings battle.

Swift Buys 'Uncle Coons'

NEW YORK, Jan. 28.—Swift this week bought 11:30-12 a.m. Saturday morning on NBC-TV for its new video property, "Uncle Johnny Coons." The program will replace Paul Winchell and Jerry Mahoney, who are being shifted into a different time period on NBC.

"Uncle Johnny Coons" has been on TV previously, but for Lever Brothers.

Apologies to W.&G. On Billing Error

NEW YORK, Jan. 28.—A news item recently published in The Billboard inadvertently credited the Earl Ludgin Agency with handling the Mogen David Wine and Helene Curtis billings on ABC's "Dollar a Second." Actually, Weiss & Geller is the agency for those advertisers on the show.

in any language sales results

in the Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA.
NBC and CBS

Profitable selling is the only translation when you study this unique market. Here is a vast, multi-city region with 3 1/2 million people who have 912,950 TV sets and an annual spendable income of \$5 1/2 billion.

Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.


New York Chicago
Los Angeles San Francisco

This One

UR2J-XUL-BG4N

ZIV

Mr. DISTRICT ATTORNEY



STARRING DAVID BRIAN

Champion of the people! Here's proof!

56.6

CHARLOTTE
 beats What's My Line, Studio One, Ford Theatre, Godfrey and his Friends and others.

37.6
OKLAHOMA CITY
 beats Ed Sullivan, I Love Lucy, George Gobel, What's My Line and others.


31.5
BOSTON
 beats Dragnet, This Is Your Life, George Gobel, Sid Caesar and others.

25.6
BALTIMORE
 beats Dragnet, Godfrey and Friends, Sid Caesar, Ford Theatre and others.

RENEWED BY CARTER'S IN 37 MARKETS!

ARB—October, November, December '56


"I LED 3 LIVES"



STARRING RICHARD CARLSON

HOT

"HIGHWAY PATROL"



STARRING BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

58.2

JOHNSTOWN
 beats I Love Lucy, Disneyland, Kraft TV Theatre, Life of Riley and others.

51.9
BAKERSFIELD
 beats Ed Sullivan, I Love Lucy, Disneyland, George Gobel and others.

40.2
PEORIA
 beats Ed Sullivan, Jackie Gleason, Disneyland, Climax and others.

41.3
ROANOKE
 beats I Love Lucy, Jackie Gleason, Robert Montgomery Presents and others.

SELLING FOR BALLANTINE'S IN 23 MARKETS!

ARB—November, 1955

"THE CISCO KID"



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

NOTHING TURNS ON THE HEAT LIKE ZIV

AS THE

Now 3rd Year in Production!

47.2

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

26.6

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

26.4

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


27.5

HOUSTON
beats Ed Sullivan, I Love Lucy, Jackie Gleason, Perry Como and others.

RENEWED BY
PHILLIPS IN
44 MARKETS!

TELEPULSE—October, 1955
ARB—November, 1955

"SCIENCE FICTION THEATRE"



All-star cast . . . William Lundigan, Don DeFore, Howard Duff, Pat O'Brien, Vincent Price . . . others.

46.5

BOISE

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

44.8

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

39.8

PORTLAND
beats Ed Sullivan, Climax, Studio One, Danny Thomas and others.

42.1

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

Voted #1 New
Syndicated
Show for '55!

ARB—November, '55

HOWLS!

Now 6th Year in Production!

36.5

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

26.1

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

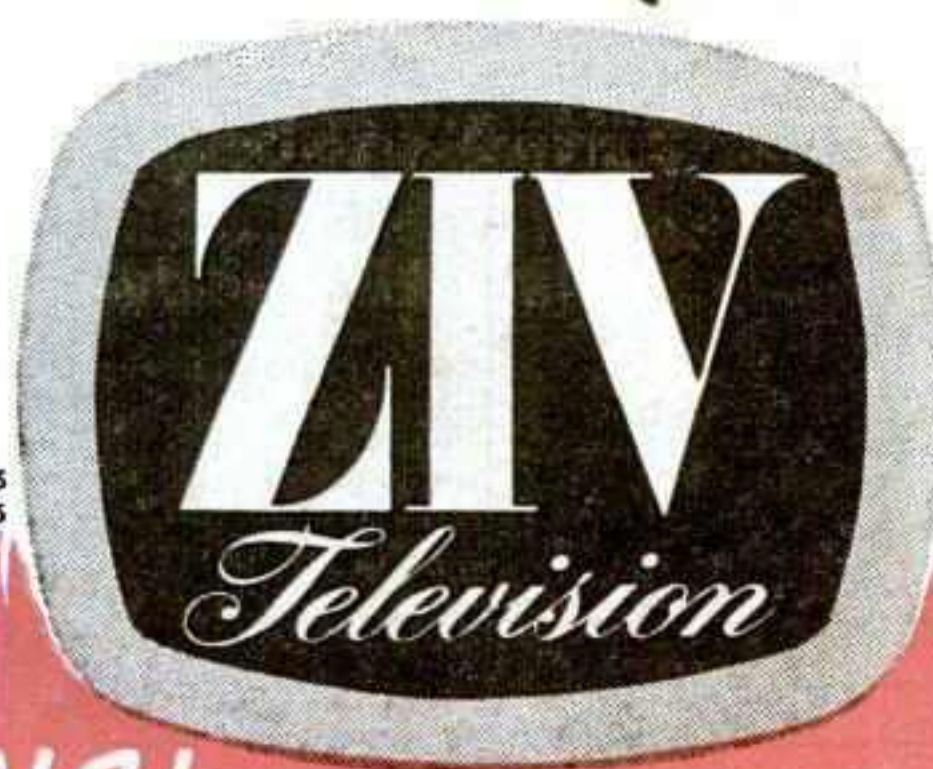
RENEWED BY
INTERSTATE
BAKERIES FOR
6TH YEAR IN
39 MARKETS!

29.0 21.0

CINCINNATI BUFFALO

ARB—November, December '55
TELEPULSE—November '55

ZIV'S NEW RATING-GETTER!



"The Man Called X"

STARRING

BARRY SULLIVAN



PRODUCTIONS!

COMBINES BIZ WITH PLEASURE

NEW YORK, Jan. 28.—Ed Bleyer, an ABC-TV salesman who's not averse to mixing pleasure with business, is taking advantage of the growing popularity of skiing among ad agency execs to kill two business birds with one stone. Bleyer has bought into Ski Flights, Inc., which runs a low-cost package ski weekend to Stowe, Vt., by plane. What with skiing becoming almost as popular as golf among the advertising fraternity, chances are good that Bleyer may find himself closing some deals on the ski slopes. Additionally, he makes some profit on the plane fares.

Dudley Completes 'Nairobi Story'

HOLLYWOOD, Jan. 28.—Half-hour TV plot of a documentary series, titled "The Nairobi Story," has been completed by Dudley Picture Corporation in South Africa. The show deals with the problems of Africa, as well as with its big-game industry.

Series, shot in color by Carl Dudley and Dick Goldstone, is intended to cover the trouble spots of the world.

Doug. Edwards Loses Client In Pall Mall

NEW YORK, Jan. 28.—Pall Mall this week relinquished sponsorship on the Tuesday and Thursday segments of Doug Edwards and the News on CBS-TV, 7:15-7:30. Two of the other three-quarter-hours are sponsored by Ronson and one by Whitehall Pharmacal. Pall Mall was unhappy when the show was moved forward 15 minutes to make room for the half-hour strip of kiddie shows, 7:30-8 p.m.

Walt Tibbals Named New 4-Star V.-P.

HOLLYWOOD, Jan. 28.—Walt Tibbals, v.-p. and West Coast production chief of BBD&O, resigned from the agency this week to become vice-president of Four-Star Films, Inc. In his new job, effective February 15, he'll be in charge of the creation of new properties and of liaison with agencies and clients.

Tibbals was originally set to head for New York and take over the Revlon account for the agency, but decided to remain on the West

Senators and FCC

Continued from page 2

the industry and encourage all-channel set production, set buyers and UHF advertising. He doubted the FCC's right to reverse itself on grants, with legal rights of investors involved. Senator Pastore agreed.

Bartley Stand

Commissioner Bartley felt the FCC should have ruled on the five "selected deintermix" areas and criticized the Commission's assignment of new VHF's several of these UHF areas. The new VHF grants face possible stay by ruling of the District U. S. Court of Appeals, which has been pondering the question, on appeal by UHF'ers involved.

Occasional argument between Senators with predominantly UHF homesites and those from VHF cities showed the strong concern for the fate of the \$15,000,000 television industry, with its 37,000,000 receivers, and a \$3,000,000 ad revenue. A long voyage is in prospect for the hearings, with Magnuson noting that "not one out of the 96 Senators is without TV complaints," by constituents.

He added that "individual cases" would be considered during the course of the hearings, which resume February 7.

Coast instead. Don Rowe replaces him at BBD&O.

New TV Spot Campaigns

Future National Spot Drives— Contracts Being Signed Now

Deals Set During Two Weeks Ending January 21

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Amm-I-Dent Toothpowder & Paste, Block Drug	Instant Maxwell House Coffee, General Foods
Bayer Aspirin, Bayer Co.	L&M Cigarettes, Liggett & Myers
Brylcreem Medical, Harold F. Ritchie	Lava Soap, Procter & Gamble
Carter's Pills, Carter Products	Electric Shave, J. B. Williams
Charles Antell Hair Preparations, Charles Antell	Morton's Frozen Foods, Morton Packing
Chrysler Cars, Chrysler Div.	Nair Lotion, Carter Product
Colgate Dental Cream, Colgate Palmolive	Oh Henry Candy, Williamson Candy
Crest Toothpaste, Procter & Gamble	Old Gold Cigarettes, P. Lorillard
Decaf Coffee, Nestle Co.	Oldsmobile Cars, Oldsmobile Div.
Eveready Batteries, National Carbon	Oxydol, Procter & Gamble
Feed Supplement, Chas. Pfizer	Phillips Milk of Magnesia, Chas. H. Phillips
Frenchette Salad Dressing, American Diets	Readers' Digest, Readers' Digest Assn.
Gleem Toothpaste, Procter & Gamble	Rise Shave Lotion, Carter Products
Hacksaw, Grant Co.	Shaler Rislone Oil Alloy, Shaler Co.
Instant Chase & Sanborn Coffee, Standard Brands	Shredded Wheat, National Biscuit
	Simoniz Polish, Simoniz Co.
	Sterling Salt, International Salt

REGIONAL SUMMARIES

Eastern

Bayer Aspirin, Bayer Co.	L&M Cigarettes, Liggett & Myers
Bolster Candy Bar, New England Confectionery	Lava Soap, Procter & Gamble
Borden's Instant Coffee, Borden Co.	Electric Shave, J. B. Williams
Brylcreem Medical, Harold F. Ritchie	Max Factor Cosmetics, Sales Builders
Carter's Pills, Carter Products	Molle De Luxe Brushless Shaving Cream & Lather, Sterling Drug
Charles Antell Hair Preparations, Charles Antell	Morton's Frozen Foods, Morton Packing
Chrysler Cars, Chrysler Corp.	Nair Lotion, Carter Products
Coca-Cola, Coca-Cola Co.	Necco Candies, New England Confectionery
Colgate Dental Cream, Colgate Palmolive	Nu Soft, Corn Products Sales
Cream of Wheat Cereal, Cream of Wheat Corp.	Nycol Sleeping Tablets, Block Drug
Crest Toothpaste, Procter & Gamble	Oh Henry Candy, Williamson Candy
Decaf Coffee, Nestle Co.	Oxydol, Procter & Gamble
Delsey Toilet Tissues, International Cellucotton	Pabst Blue Ribbon Beer, Pabst Brewing
Dentyne Gum, American Chicle	Peter Paul Mound Candy, Peter Paul
DeSoto Motor Cars, DeSoto Div.	Phillips Milk of Magnesia, Chas. H. Phillips
Dodge Motor Cars, Dodge Div.	Plymouth Motor Cars, Plymouth Motor Corp.
Earth Satellite, General Electric	Polident for False Teeth, Block Drug
Eveready Batteries, National Carbon	Purina Dog Chow, Purina Co.
Fanny Farmer Candy, Fanny Farmer	"Ransom" (Movie), M-G-M
Feed Supplements, Chas. Pfizer	Reader's Digest, Reader's Digest Assn.
Frenchette Salad Dressing, American Diets	Rise Shave Lotion, Carter Products
Gallo Wines, E. J. Gallo Winery	Rocket, Grant Co.
Gleem Toothpaste, Procter & Gamble	Roll-A-Ton, J. C. Branscombe
Hacksaw, Grant Co.	Simoniz Polish, Simoniz Co.
Hi-Lite Furniture Polish, Simoniz Co.	Sterling Salt, International Salt
Instant Chase & Sanborn Coffee, Standard Brands	Tafon Distributors, Johnston & Johnston
Instant Maxwell House Coffee, General Foods	"The Harder They Fall" (Movie), Columbia Pictures

Southern

Amm-I-Dent Tooth Powder & Paste, Block Drug	Lydia E. Pinkham's Vegetable Compound, Lydia E. Pinkham
Art Instructions, Art Talent	Morton's Frozen Foods, Morton Packing
Bayer Aspirin, Bayer Co.	Old Gold Cigarettes, P. Lorillard
Bufferin for Headache & Stomach, Bristol Meyers	Oldsmobile Cars, Oldsmobile Div.
Carter's Pills, Carter Products	Oxydol, Procter & Gamble
Cloverbloom Margarine, Armour	Palmolive Toilet Preparations, Soaps, Colgate-Palmolive
Colgate Dental Cream, Colgate-Palmolive	Pan American Air Travel, Pan American
Crest Toothpaste, Procter & Gamble	Phillips Milk of Magnesia, Chas. H. Phillips Co.
Decaf Coffee, Nestle Co.	Reader's Digest, Reader's Digest Assn.
Eveready Batteries, National Carbon	Rise Shave Lotion, Carter Products
Exterminators, Orkin	Shredded Wheat, National Biscuit
Frenchette Salad Dressing, American Diets	Sterling Salt, International Salt
Gleem Toothpaste, Procter & Gamble	Sweetpeach Snuff, American Snuff
Hacksaw, Grant Co.	Texize Household Cleaner, Texize Chemicals
Holiday Magazine, Curtis Publishing	Watermaid & Mahatma Rice, L. State
Kellogg Shredded Wheat, Kellogg Co.	Rice Milling
Lava Soap, Procter & Gamble	
Luzianne Coffee & Tea, Wm. B. Reily	

Midwestern

Amm-I-Dent Toothpowder & Paste, Block Drug	Instant Chase & Sanborn Coffee, Standard Brands
Arrid Deodorant, Carter Products	Ironized Yeast, Centaur Caldwell Div.
Brylcreem Medical, Harold F. Ritchie	Kool Metholated Cigarettes, Brown-Williamson
Carter's Pills, Carter Products	L&M Cigarettes, Liggett & Myers
Charles Antell Hair Preparations, Charles Antell	LeHigh Acres, Arthur Meyerhoff
Chevrolet Motor Cars, Chevrolet Div.	Electric Shave, J. B. Williams Co.
Colgate Dental Cream, Colgate-Palmolive	Northern Tissue, Northern Paper Mills
Crest Toothpaste, Procter & Gamble	Oh Henry Candy Bar, Williamson Candy
Dromedary Food Products, Hills Brothers	Old Gold Cigarettes, P. Lorillard
Falstaff Beer, Falstaff Brewing	Oldsmobile Cars, Oldsmobile Div.
Feed Supplement, Chas. Pfizer	Oxydol, Procter & Gamble
Fertilizer, Smith-Douglas	Reader's Digest, Reader's Digest Assn.
Fleischmann's Yeast, Standard Brands	Shaler Rislone Oil Alloy, Shaler Co.
Fluffo Shortening, Procter & Gamble	Shredded Wheat, National Biscuit
Formula No. 9 Hair & Scalp Treatment, Charles Antell	Simoniz Polish, Simoniz Co.
Gleem Toothpaste, Procter & Gamble	Smith Bros. Cough Drop & Cough Syrup, Smith Brothers
Hacksaw, Grant Co.	Sunshine Biscuit, Sunshine Biscuit Co.
Hostess Cake, Continental Baking	TV Guide, Triangle Publications
Hudson Napkins & Towels, Hudson Paper Corp.	Vaseline Preparations, Chesebrough Mfg. Co.
	Viceroy Cigarettes, Brown-Williamson

Southwestern

Bardahl Oil, Bardahl	Oxydol, Procter & Gamble
Carter's Pills, Carter Products	Reader's Digest, Reader's Digest Assn.
Cheese, Kraft Products	Shaler Rislone Oil Alloy, Shaler Co.
Cookies & Crackers, National Biscuit	Shredded Wheat, National Biscuit
Dr. Pepper Soft Drinks, Dr. Pepper Co.	Special "K," Kellogg
Kendall Dog Food, Kendall Dog Food	Travel, S. W. Greyhound Lines
Milk, Buttermilk, Borden	

Rocky Mountain & West Coast

Anahist Tablets, Anahist Co.	M. J. B. Coffee, M. J. B. Co.
Brisk, Laundry Finish, S. O. Johnson & Son	Mounds Candy Bar, Peter Paul
Carter's Pills, Carter Products	Nair Lotion, Carter Products
Chrysler Cars, Chrysler Div.	Nestle Milk Chocolate, Nestle Co.
Colgate Dental Cream, Colgate-Palmolive	Oh Henry Candy Bar, Williamson Candy
Crest Toothpaste, Procter & Gamble	Organs, Hammond Co.
Instant Maxwell House Coffee, General Foods	Post Toastie Cereal, General Food
Life Magazine, Time, Inc.	Reader's Digest, Reader's Digest Assn.
Lucky Lager Beer, Lucky Lager Brewing	Rise Shave Lotion, Carter Products
	Royal Custard Style Dessert, Standard Brands

Entries Are Now Due For The Billboard's 18th Annual PROMOTION COMPETITION

for TV Stations and TV Film Distributors

YOUR ENTRY MUST ARRIVE BY FEBRUARY 10

To enter, please fill in coupon below and mail with your entry.

COMPLETE RULES:

I. PURPOSE:

To give recognition to the best audience promotion—designed to stimulate viewing of TV shows by the public during the calendar year of 1955.

II. CATEGORIES OF ENTRANTS:

- TV Stations will compete against other stations in these categories:
 - One-station markets
 - Two- or three-station markets
 - Markets of four or more stations
- TV Film Distributors of Series and/or Feature Films
- TV Networks (rules and categories to be announced)

III. AWARDS:

Entries in each category are eligible to compete in any or all of the following awards:

- TV STATIONS. A separate entry is required for each award division entered.
 - Audience promotion of any single network program aired
 - Audience promotion of any single syndicated film program or feature film program aired
 - Audience promotion of any other local program aired
- TV FILM DISTRIBUTORS may enter one or both of the following award divisions. A separate entry is required for each division entered:
 - Audience promotion of a single series or feature film package
 - Audience promotion on behalf of an entire catalog

IV. FORM OF ENTRIES:

A separate entry must be sent for each award division entered. Entries will take the form of presentation explaining and illustrating promotion work done, and may include samples of promotions. However only quality of the promotion will count; size and elaborateness of presentation do not enter into judging. Presentation should be limited to minimum size and weight possible, and should not exceed five pounds in weight. Intention to enter must be declared by sending in coupon below or forwarding the information in the coupon in typewritten form. Entries will be returned if so requested.

V. DEADLINE FOR ENTRIES:

All entries must be received by The Billboard's Promotion Competition on or before February 10, 1956.

VI. HOW TO ENTER:

Fill out entry reservation coupon below and mail with your entry, to:

TV Promotion Competition, The Billboard, 1564 Broadway, New York 36, N. Y.

If you enter more than one award division, a separate entry is needed for each division. These entries may be sent separately. One entry per division is permitted.

VII. ANNOUNCEMENT OF WINNERS:

The judges will meet to make their selection on February 20, 1956. Winners will be announced in The Billboard issue of March 19, 1956.

RESERVATION COUPON FOR ENTRANTS

(Please fill in and mail with your entry)

We hereby enter The Billboard's 18th Annual Promotion Competition in the following category and with entries in the following divisions:

FOR TV STATIONS

A. CATEGORY (Check one only)

- One-station market
 2 or 3-station market
 Market of 4 or more stations

B. DIVISION (Check as many as you plan to enter with separate presentations)

- Promotion of a single network program
 Promotion of a single syndicated film or feature film program
 Promotion of other local program

FOR TV FILM DISTRIBUTORS

A. DIVISION

- Promotion of single series or feature film package
 Promotion of entire catalog

SEND COUPON & ENTRY TO:
 The Billboard Promotion Competition
 1564 Broadway
 New York 36, N. Y.

FOR ALL ENTRANTS:

Company name _____ Name of General Manager _____
 Address _____ Name of Promotion Manager _____
 City and State _____ Entry will be sent on or about (date) _____
 Individual entering and title _____ Check here if entry is to be returned to entrant _____

THE BOARD OF JUDGES

ADVERTISERS

Albert R. Stevens, Adv. Mgr., American Tobacco Co.
 James MacWithey, Dir. of Pub. Relations, Bristol-Myers Co.
 Col. Harry Henshel, VP, Bulova Watch Co.
 Frank Patterson, Asst. Adv. Dir., Campbell Soup Co.
 Robert D. Kesner, Radio-TV Mgr., The Coca-Cola Co.
 George T. La Boda, Dir. Radio-TV, Colgate-Palmolive Co.
 Lee Mack Marshall, Adv. Mgr., Continental Baking Co.
 Paul E. Chandler, Pub. Rel. Mgr., Kraft Foods Co.
 Stanley H. Pulver, Media Mgr., Radio-TV, Lever Bros. Co.
 William L. Dye, Adv. Mgr., Liebmann Breweries, Inc.
 William M. Ramsey, Dir. Radio-TV, Procter & Gamble
 Robert L. Schaus, Adv. Mgr., Quality Bakers of America
 Richard C. Rettig, Dir. of Adv., Whitehall Pharmacal Co.
 James E. Hagen, Pub. Relations, U. S. Steel Corp.

ADVERTISING AGENCIES

James McGarry, Asst. to Pres., BBD&O
 Thomas J. McDermott, VP, Benton & Bowles
 Peter A. Krug, VP, Calkins & Holden
 Roger Pryor, VP, Foote, Cone & Belding
 William B. Templeton, VP, Bryan Houston
 Hal Davis, VP, Kenyon & Eckhardt
 Maxfield S. Gibbons, AE, Ketchum, McLeod & Grove
 Myron P. Kirk, VP, Kudner Agency
 Nicholas F. Keesely, VP, Lennen & Newell
 Dorothy B. McCann, VP, McCann-Erickson
 George Wolf, VP, Ruthrauff & Ryan
 Harry J. Deines, VP, J. Walter Thompson
 Harry Rauch, VP, Young & Rubicam

NARTB CODE

Pic Distribs, Producers May Qualify

WASHINGTON, Jan. 28.—Television film producers and distributors may participate in the television code of the National Association of Radio and Television Broadcasters. A resolution recommending their admission—on an associate basis—was adopted this week (26) by NARTB's television code review board during its quarterly meeting.

Board Chairman G. Richard Shaffo, WIS-TV, Columbia, S. C., stated, "In the four years of the Code's existence, more than half of the nation's stations and all of the television networks have become subscribers, pledging their active co-operation in applying, on a voluntary basis, the minimum tenets of good programming set forth in the document. It becomes apparent now that public appreciation for television programs can best be enlarged thru a single code applicable to broadcasters of live programs and producers and distributors of film programs."

According to Shaffo, the action is taken "as a practical and realistic step on the part of the board in behalf of subscribers to advance the cause of better film, as well as the live product for the American viewing audience," but "does not lessen the ultimate responsibility of the licensee."

Reed Resuming Entertainment Pix

HOLLYWOOD, Jan. 28 — TV entertainment film production at Roland Reed Productions, suspended since the completion of "Waterfront" last summer, was being renewed this week. Reed will shoot the pilot of one series in conjunction with MCA-TV, another in co-operation with the U. S. Army and two on his own.

The first rolled this week in New York and Washington by Guy V. Thayer Jr., executive v.-p. of the company. The pilot film, a musical for the Army, will be shot with the West Point Glee Club at the Army institution and with the Army Band in Washington. Apparently it cues the start by the Army of a similar type of TV promotion as that which it has been doing on radio.

"Adventures of the Sea Hawk," a contemporary sea adventure story, is being done in conjunction with MCA-TV. Shooting will start at Film Studios, Ltd., in Bermuda on February 18, with George O'Brien in the lead. MCA-TV is aiming the series for national sale.

The other two pilots will be done at California Studios in Hollywood. One is the "Treasure Hunter," an anthology series with a central character that deals with the search for treasure. The script is by Charles Funnell.

The other is "Alarm," semi-documentary which will tell the stories of famous fires thruout the United States.

NTA in Pitch of Selznick Features

NEW YORK, Jan. 28.—While still holding the 11 David O. Selznick pictures for network sponsorship, National Telefilm Associates has already begun pitching the package to stations. It is selling them in conjunction with a campaign on its new "TNT" package. NTA is understood to be asking a fixed price per picture on the overall buy. On the conviction that the Selznick pictures are some of the greatest ever made and this some of the greatest that will ever get on TV, the per-picture price on the total package is said to be record high.

But the asking price is contingent on the stations' getting the

CARTOONS

UPA Plan Is New Idea in Use of Reruns

HOLLYWOOD, Jan. 28.—The UPA cartoon series for CBS-TV next season will embody a new concept in the use of reruns. Each half hour, 26 of which are scheduled, will consist of several segments, most of them approximately 10 minutes in length. These will be shuffled around during the 26 reruns, so that there will be different combinations in all of the 52 episodes.

The music plans for the entire skein are not completed yet, UPA proxy Stephen Bosustow plans several original scores and numbers, and expects to set up his own publishing company to handle the material.

The show will contain several "series" within it, such as one on American history, one on famous artists, one on sports and another on the adventures of a boy in the circus, called "Dusty of the Circus." First of the segments was delivered to CBS this week.

FILM DISTRIBS IN HUDDLES

One Group Moving to End Alleged Network Domination

NEW YORK, Jan. 28.—The TV film distribution business seems to be spending nearly as much time in closed door meetings these days as in selling film. At least three separate series of meetings have been taking place, all involving film distributors attempting to arrive at joint agreement on important problems. To date, none has achieved major success.

The most serious of these conferences has involved a small hard core of distributors, understood to number only three or four, with the backing of a couple of important film-buying stations. They have been meeting to discuss what they regard as network domination of station schedules. They are understood to be studying measures that might effectively cut back the amount of time used by the networks, in order to make room for more syndicated film programming.

Their first line of attack probably will be the Magnuson Committee hearings now taking place in Washington. They apparently

plan to produce station testimony on the cause and effect of network power to get station time, and expect to make recommendations to alter this situation, perhaps by suggesting that there be a legal limit to the amount of network programming any station can take in a single day.

On another level is a larger group that met here two Wednesday nights this month. Their main interest is the next convention of the National Association of Radio and Television Broadcasters. The leadership of this group is trying to discourage the staging of extravagant exhibits at the upcoming Chicago convention, April 14-19. In the past, they argue, each exhibitor tried to make a better showing than his neighbor, and none got his money's worth. Already, some distributors have decided to go right ahead as in the past, but the meetings nevertheless indicate that other will have smaller exhibits than last year in Washington.

In the background is the series of meetings that took place thru-

out last year, involving a so-called "steering committee" that tried to set up a formal association of TV film distributors to perform essentially public relations functions. This attempt to band the distribbers together is not dead, but is presently in cold storage.

It has been said that if five or six of the top companies really wanted a formal association they could have it tomorrow morning. But indications are that they are more willing to get together informally, rather than in permanent, chartered form with their competitors. One major distributor, who has had representatives present at many of these meetings, said this week that an organization is pointless because it cannot discuss the one subject which has real mutual significance: Prices. This, he said, cannot be discussed without violating the law.

There has been no unanimity at any of the various distrib sessions yet, and a feeling seems to be growing among the distributors themselves that agreement will become even harder to attain as time elapses. Nevertheless, the leaders of these sessions believe that any manifestation of a co-operative spirit is important, and so the meetings will be on once again next week. These leaders also hope that continued determination ultimately will result in some kind of positive action.

Nat'l Spot-Booked Program Buys Surge Ahead on Several Fronts

MCA Gets Share of Business, Adds GE Deal; Major Renewals Figure in Activity

NEW YORK, Jan. 28.—The recent surge of program buying by national spot sponsors continued to mount this week. General Electric's consumer products division bought 13 second-run dramas from MCA-TV to spot-book in 60 markets beginning March 5. Young & Rubicam has already cleared some 40 stations, GE will use the show to plug its ranges, refrigerators and washers. As in other national spot dramatic series, GE will put its own title on the show.

The 13 films were first run in the "Pepsi-Cola Playhouse" and "Studio 57." If they prove effective, GE will continue the spot campaign with another 13. It has high expectations for the show, since it drew top ranking ratings last summer with a group of MCA-TV dramatic reruns it ran on CBS-TV under the title "Undercurrent."

MCA-TV has been getting a handsome share of the recent national spot business. Last week it sold Foremost Dairies a new Rosemary Clooney series. The week before it sold Bulova Watch 13 second-run dramas for co-op sponsorship.

This business came soon after Memmen bought "Passport to Langer" and Socony Mobil bought a dramatic series from ABC Film Syndication.

Major Renewals

Midst this came renewals on two major spot deals. Bromo Seltzer bought a second year of "Science Fiction Theater" from Ziv-TV. And

Seven Up bought a second year of "Soldiers of Fortune" from MCA-TV.

This is still not the end of the surge. At least one other major advertiser, Swift, is reported to be looking for a show of its own to spot-book.

The amount of national spot sponsorship has been building, the format trends in this type of deal remain substantially unchanged—music, kiddie, adventure and dramatic reruns.

The explanation of these trends seems to be that when a national bankroller takes to spot booking, his primary aim is either fringe-time audience and/or a good cost per thousand rather than the prestige and mass impression associated with network sponsorship.

Flexibility

Of course, another virtue of spot for national sponsors is flexibility. For this purpose, a number of major sponsors are spread over 20 or more markets with a different syndicated show from one market to the next. On this type of campaign, they usually buy the show from the station rather than the distributor, the buying being done by the agencies' media rather than TV departments. GE itself bought

syndicated film from a couple of stations last year.

A few months before buying the MCA films, GE is understood to have been studying the advisability of making its spot campaign via feature films, which it would probably have had to purchase station by station.

'Looney Tunes' In 110 Cities

NEW YORK, Jan. 28. — Guild Films this week sold its "Looney Tunes" package in 15 more markets, bringing its sales on the show to a total of 110 markets. The animated cartoon series was moved into such markets as New Orleans, Oklahoma City, Duluth and Rochester, Minn.; Madison, Wis.; Roanoke, Va.; St. Joseph and Columbia, Mo.; Huntington, W. Va.; Rockford, Ill.; Cedar Rapids and Mason City, Ia.; Spartanburg, S. C.; Cheyenne, Wyo., and Satellite station KSTF, Scotts Bluff, Neb.

Guild is also holding a sales meeting here this week at which plans for increasing the sales of some of its current properties will be discussed. The syndication outfit has budgeted \$250,000 for advertising this year, a great chunk of which is to be spent in trade magazines.

Peace Looms For Animators, Cartoonists

HOLLYWOOD, Jan. 28. — Settlement of the deadlock between the Screen Cartoonists' Guild and producers of animated commercials, which has crippled West Coast animated spot production, appeared likely when it was learned both sides are considering a new proposal to end the strike and lockout.

The dispute is over whether the CFPA, the producers' organization, is to be recognized as a legal bargaining unit. The Guild claims that it is not, and that it will negotiate only with individual producers. An NLRB decision is now awaited on the matter.

The new proposal, submitted by producers, would, in effect, give in to the Guild on the present negotiations, provided that the union abide by the NLRB decision, whether for or against the film makers, in future contract discussions.

'Royal Mounted' To Be Filmed

HOLLYWOOD, Jan. 28.—"King of the Royal Mounted," new adventure TV series, will go before the cameras at Flying A Productions next week. Total of 26 episodes are planned.

Series is based on the comic strip and cartoon character created by Stephen Slesinger. Program will be offered for national sale, and will be ready approximately March 1.

The new addition brings to six the number of shows which Flying A is producing.

'Mrs. Angel' Skein Mapped

HOLLYWOOD, Jan. 28.—Don Fedderson has started preparing a new TV show for Betty White titled "The Dreams of Mrs. Angel." Series is intended as a situation comedy.

At the same time Fedderson is readying two other shows, one of them a comedy which would use the same technical formula as "Do You Trust Your Wife?" the latest of his properties to hit the air waves. Producer-director Gerry Mayer has been signed as associate producer for the shows.

U-I PLACING DURBIN FEATURES ON MARKET

HOLLYWOOD, Jan. 28.—Universal-International is placing 18 Deanna Durbin features on the market, with a price tag of \$100,000 each, or \$1,800,000 for the package. The pix are available immediately, with the Rosenberg-Coryell Agency handling the sale.

It's understood that NBC-TV has the inside track on the block, leading to some speculating that the web would slot the feature opposite Ed Sullivan. This, however, was denied today.

The offering marks the first major release by U-I of feature films on TV, altho the "B" group has some

averred, to offer any of its other features to the medium, the Durbin group being released because the singer has been out of motion pix for several years.

The block includes all but three of the movies made by Miss Durbin, their issue dates ranging from 1936 to 1948. To a potential advertiser the importance of the package is that it gives him a musical series through-

BLOCK FEATURES FOR TV

Can They Hold Their Own? ARB 16.3 Rating Says 'Yes'

HOLLYWOOD, Jan. 28.—How effective is a block of features when edited specially for television.

MCA-TV put the Autry-Rogers block on the market last summer. Can such features hold their own when pitted against other TV programs, both net and syndicated?

The answer seems to be a resounding "yes." In 30 markets (out of the 90 to a 100 in which the features are in) rated by ARB last November-December, Autry-Rogers averaged 16.3, outrating the principal opposition in 17 of these.

This places it near the top of all syndicated series, and far ahead of any other western.

The rating is even more impressive when it's considered that in approximately half the markets the show is stripped. It therefore sustains its audience as well as attracts it.

What MCA has done with the features is edit them all down to 53 minutes, breaking the show for six one-minute spots plus id's. This gives a station a series of hour pix that can be slotted anywhere in its schedule.

The advantage is obvious. The usual feature sold to television is of no particular length. If it is to be slotted anywhere except at late nighttime, it must be cut by the station itself. Very few channels are adequately equipped to do such a major pruning job. Further, each

film editor must make his own breaks for commercials, and often doesn't have time to do a really careful job. In the Autry-Rogers block all these things are done for him.

There is, additionally, another important factor which has led to the widespread station acceptance; and that is that there are enough of the pix, 123, to give a sponsor continuity. In effect, he knows that all of the shows are of a certain type and that if one is suitable for his product the others will be also.

A majority of the stations (19) are running the film between 4 and 6 p.m. Rating-wise there does not seem to be a significant difference, altho the average for this time period is slightly higher, 17.5, than the over-all.

It is interesting to note that in six of the seven markets in which the show is slotted opposite "Mickey Mouse" it gives the Disney program a run for its money, topping it in two of them.

In one market, Phoenix, as "Western Theater" the shows completely dominate the 6-7 p.m. time slot against top net and syndicated competition with an average of 17.7. The principal opponents were Producer's Showcase (21.0), Rin Tin Tin (15.8), and Bob Hope (15.4).

Another unusual programming concept is that of KHJ-TV, Los Angeles, which strips the same show six nights of the week from 7 to 8 p.m., obtaining a cumulative audience of 19.9.

The one area in which the pix have not done too well is in the large Eastern cities, tho Boston (18.0) is an exception.

This is the track record of Autry-Rogers.

A-R	Market	Principal Opposition
16.0	Columbus	17.3
3.9	Baltimore	14.0
3.2	New York	17.0
10.8	Atlanta	20.8
6.1	Minneapolis	20.7
9.2	Tucson	6.9
29.3	Shreveport	3.8
20.9	Springfield, Mo.	20.2
18.0	Boston	11.3
15.6	Sacramento	17.5
14.6	Milwaukee	4.4
13.9	Columbia, S. C.	8.3
25.3	Albuquerque	9.1
17.7	Phoenix	21.0
11.5	Wheeling	9.4
11.2	Nashville	3.1
19.3	Charleston, W. Va.	14.2
14.0	Little Rock	20.0
14.9	Fort Wayne	23.6
24.5	Muncie	10.1
26.3	Hannibal	16.3
35.9	Fargo	8.7
18.8	Fresno	16.9
13.4	Roanoke	20.3
17.3	Memphis	10.8
24.2	Boise	7.5
13.5	Indianapolis	4.0
11.0	Louisville	23.0

BUILD UP

'Mayor' Show Gets Full Treatment

HOLLYWOOD, Jan. 28.—Richfield Oil Company is staging what is, probably the most extensive promotional campaign of any regional advertiser in TV history to kick off its "Mayor of the Town" te'eries in 28 Western markets next week.

Richfield actually purchased the program when it was first placed on the market nearly 18 months ago, but has been paying the producer, Rawlins-Grant, a retainer fee of several hundred dollars a week to keep the show off the air. Reason is that Richfield wanted the program to publicize its oil conservation campaign, which it is only now entering into.

The promotion combines all the elements of billboards, TV, radio, newspaper and magazine advertising and circulars, plus personal appearances by the star, Thomas Mitchell.

Newspaper ads have been placed in 106 dailies and 316 weeklies in the area in which the show will be seen. A full page has been bought in a national magazine, "Sports Illustrated," with other ads in some 20 regional mags.

A half-hour interview filmed with Mitchell at his home by local Station KTTV will be seen sometime prior to the first regular series episode on all 28 stations, each of which has cleared a class-a-time period. Richfield further has made one-minute trailers of episodes in the series itself, and these will be used as promotional spots thruout the sponsorship of the program.

Nine radio stations, affiliated with the TV channels, will plug the show. A "Mystery Traveler" contest has already resulted in Richfield service stations handing out a half million folders about the series. Even the boy scouts have been enlisted, and are including pamphlets in their monthly mailing.

Norman Nelson, of the Hixson-Jorgensen agency, is in charge of the operation.

"WRESTLING from Chicago"

("RUSS" DAVIS commentary)



... more sales

"IMPACT"

FOR EACH ADVERTISING DOLLAR

If it's IMPACT you want ... go to IWF! There's a new show each week ... and proven ratings to measure its consistent popularity!

iwf
imperial WORLD films, inc.
SYLVIA DAVIS, President
GENE LUKAS, Sales Mgr.

WGR-TV

Buffalo's television CHANNEL 2

Films to Watch

SCIENCE FICTION THEATER—Ziv-TV

With Bromo-Seltzer renewing in numerous markets, this unique anthology will go into a second year's production in another couple of weeks. This in itself, of course, is a sign that the show is doing a job. It had a good story in the analysis of syndicated dramas in last week's "Scoreboard." Its average weighted Pulse rating of 10.4 in November stood it third among dramatic series. It drew 75 men per hundred viewing homes, standing it second among dramatic shows on this score. It gets a fair share of kids, 24 per 100 homes. And it continues to be a top attraction for teen-agers.

Oddly enough, however, "Science Fiction Theater" has only occasionally proved to be a front runner in individual market breakdowns. Of the 10 cities for which December Pulse ratings are listed in this issue, "Science Fiction" is among the top 10 syndicated shows in four. Last week, in the eight cities listed, it was one of the top 10 in only one market. That was Chicago, where it is booked on WNBQ, Sunday, 10:30-11 p.m. The week before, of six major markets listed, "Science Fiction" was one of the top 10 in only one, Los Angeles, where it plays KTTV, Tuesday, 8-8:30 p.m.

It is scoring high where it counts, tho on a broad basis, Pulse figures in December did not show it to be one of the leading syndicated attractions.

Special Promotions to Hype Old Feature Pix

NEW YORK, Jan. 28.—Sales of the older catalogs of feature films have so far shown no appreciable decline as the result of the release of the several big new packages, according to reports here. Nevertheless, the distributors are beginning to seek promotion gimmicks to give an extra spark to rerun sales.

Governor TV Attractions this week concluded arrangements for a prize merchandise offering. It is calling it "The 50 Per Cent Plan." On any contract of \$2,000 or more, Governor will return to the station 50 per cent of the value in prizes

including such items as TV sets, bicycles, clocks, blenders and vacuum cleaners. The station can use the prizes however it wishes, but it must commit itself to a minimum promotion schedule.

Associated Artists Productions has laid out a dozen special occasion promotions for 1956, beginning with Lincoln's Birthday, Palm Sunday, Good Friday, Easter, Academy Awards, the Kentucky Derby, and so on thru to Christmas. Certain films in its catalog that tie in with these occasions will get a special push three different ways in advance of those dates. They will be pitched to national spot sponsors for special one-shots; the stations that have the pictures under contract will get special promotion material for booking the pictures on those dates; stations that do not have lease on the films will be offered them on one-shot bases.

An example of the film-date tie-in is "Lady With a Lamp" to run in National Hospital Week. For the week of Academy Award announcements, AAP is recommending booking of eight of its pictures that star Oscar winners.

Eight Titles Listed Among Alexander Pix

NEW YORK, Jan. 28.—M. & A. Alexander has joined the throng of distributors who are unveiling new first-run feature film packages. The distributor this week closed a deal with WCBS-TV here for an eight-title package of features.

Titles in the package include: "Mrs. Mike," with Dick Powell and Evelyn Keyes; "Whistle at Eaton Falls," with Lloyd Bridges and Dorothy Gish; "Three Steps North," with Lloyd Bridges; "Africa Screams," with Abbott and Costello; "Capt. Scarlet," with Richard Greene; "Terror Ship," with William Lundigan; "Lady at Midnight"; "Strange Mrs. Crane."

Stroh Beer for 'Crunch & Des'

NEW YORK, Jan. 28. — The NBC film division this week racked up still another regional beer client. Stroh Beer has bought "Crunch and Des" for 17 markets in Michigan, Indiana and Ohio. This will bring to 85 the number of markets in which the vidfilm series has been purchased since being placed on sale.

Other regional beer sponsors are Lucky Lager on the West Coast, which has placed it in 36 markets; Regal, which has it in five markets in the Southeast, and Schmidt's, which sponsors it in three Pennsylvania markets.

MCA's TV film operation and before that was with NBC as supervisor of TV network sales presentations.

The opening of a Screen Gems office in Mexico City, which will be Manson's headquarters for covering the Latin-American market, is the firm's latest move to expand its international sales operation.

Consolidated Opens in N. Y.

NEW YORK, Jan. 28.—Consolidated Film Industries, the Republic Films subsidiary, will open its new \$1,000,000 processing laboratory here next week. The plant incorporates such new features as automation in operation, volume facilities and the use of exclusive high-speed spray developing machines. Under the direct supervision of Douglas T. Yates, the laboratory will be used for both commercials and programs.

Screen Gems Adds Marquis

NEW YORK, Jan. 28. — Pierre Marquis has joined Screen Gems as director of sales development, while John M. Mauson is moving into the firm's personnel line-up as manager of Latin-American sales. Marquis, before joining Screen Gems, was research director of

INDUSTRIAL HEART OF THE TRI-STATE AREA
TV's New Queen
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

a top quality film show for **Every Product, Every Market, Every Budget**
MCA-TV Film Division

NEW ... for DAYTIME TV
IT'S FUN TO REDUCE
Five quarter-hours per week.
Backed by a merchandising "hooker" that makes it a sales-winning natural!
GUILD FILMS
460 PARK AVE NEW YORK MU 8-5365

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

TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Web Situation Comedies

DECEMBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	I Love Lucy, General Foods, Procter & Gamble (CBS)	46.6
2.	December Bride, General Foods (CBS)	33.6
3.	Honeymooners, Buick (CBS)	32.4
4.	Life of Riley, Gulf (NBC)	30.1
5.	Burns and Allen, Carnation Milk, General Mills (CBS)	28.0
6.	Our Miss Brooks, General Foods (CBS)	27.1
7.	Phil Silvers, R. J. Reynolds, Amana (CBS)	26.9
8.	Ozzie and Harriet, Telechron, Quaker Oats, Hot Point, (ABC)	24.9
9.	The Lucy Show, Dorothy Gray, Lehn & Fink (CBS)	24.2
10.	Bob Cummings, R. J. Reynolds (CBS)	24.1

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Honeymooners, Buick (CBS)	.95
2.	It's a Great Life, Chrysler (NBC)	.94
3.	Phil Silvers, R. J. Reynolds, Amana (CBS)	.84
4.	Life of Riley, Gulf (NBC)	.83
5.	Make Room for Daddy, Dodge Division, American Tobacco Co. (ABC)	.82
6.	I Love Lucy, General Foods, Procter & Gamble (CBS)	.80
6.	Meet Millie, Carter Products, Pharmaceuticals (CBS)	.80
8.	Topper, Standard Brands (ABC)	.78
9.	December Bride, General Foods (CBS)	.77
9.	Ethel and Albert, Ralston-Purina (ABC)	.77

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Ethel and Albert, Ralston-Purina (ABC)	1.18
2.	Honeymooners, Buick (CBS)	1.13
3.	Our Miss Brooks, General Foods (CBS)	1.13
4.	My Favorite Husband, Frigidaire (CBS)	1.12
4.	I Love Lucy, General Foods, Procter & Gamble (CBS)	1.12
6.	December Bride, General Foods (CBS)	1.11
7.	Make Room for Daddy, Dodge Division, American Tobacco Co. (ABC)	1.10
7.	Meet Millie, Carter Prods., Pharmaceuticals (CBS)	1.10
7.	It's Always Jan, Procter & Gamble (CBS)	1.10
10.	Mama, General Foods (CBS)	1.09

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Topper, Standard Brands (ABC)	1.18
2.	Bob Cummings, R. J. Reynolds (CBS)	1.12
2.	The Lucy Show, Dorothy Gray, Lehn & Fink	1.12
4.	It's a Great Life, Chrysler (NBC)	1.04
4.	Life of Riley, Gulf (NBC)	1.04
6.	Ozzie and Harriet, Telechron, Quaker Oats, Hot Point (ABC)	1.01
7.	Mama, General Foods (CBS)	.94
8.	Honeymooners, Buick (CBS)	.83
9.	It's Always Jan, Procter & Gamble (CBS)	.77
9.	People's Choice, Borden's (NBC)	.77

LATEST NETWORK RATINGS

Nielsen Top 10 TV Web Shows

(2 Weeks Ending December 24)

* Indicates Film

Total Audience/Show

Rank	Program & Web	Homes %
1.	Ed Sullivan Show (CBS)	54.1
2.	\$64,000 Question (CBS)	49.8
3.	*I Love Lucy (CBS)	48.2
4.	Ford Star Jubilee (CBS)	46.6
5.	*Disneyland (ABC)	45.8
6.	Jack Benny Show (CBS)	40.9
7.	Max Liebman Presents (NBC)	40.0
7.	Producers Showcase (NBC)	40.0
9.	*G.E. Theater (CBS)	39.3
10.	*Private Secretary (CBS)	39.0

Average Audience/Minute

Rank	Program & Web	Homes %
1.	\$64,000 Question (CBS)	46.1
2.	Ed Sullivan Show (CBS)	45.9
3.	*I Love Lucy (CBS)	45.3
4.	*Disneyland (ABC)	38.2
5.	Jack Benny Show (CBS)	38.0
6.	*Private Secretary (CBS)	36.3
7.	*G.E. Theater (CBS)	36.1
7.	*December Bride (CBS)	35.1
9.	I've Got a Secret (CBS)	34.9
10.	*The Millionaire (CBS)	34.3

• ARB Top Shows Among Women

How Network Shows Rated Among Women in December

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

(* Indicates Film)

Rank	Show, Sponsor & Web	Women Per Set	Avg. Dec. Rating
1....	Ed Sullivan Show, Lincoln-Mercury Dealers (CBS)	1.28	50.7
1....	Life Is Worth Living, Admiral (ABC)	1.28	10.5
3....	Lawrence Welk, Dodge (ABC)	1.26	24.4
4....	What's My Line?, J. Montenier & Remington-Rand (CBS)	1.24	32.9
4....	Color Spread (M. Chevalier), U. S. Rubber, Howe, Maybelline, Florists Delivery, Sunbeam (NBC)	1.24	17.6
6....	*Loretta Young Show, P&G (NBC)	1.22	29.9
6....	Perry Como, Dormeyer, Int. Cellucotton, Armour, Coldseal (NBC)	1.22	34.2
8....	Two for the Money, P. Lorillard & Sheaffer (CBS)	1.20	28.0
8....	Ozark Jubilee, Sust. (ABC)	1.20	9.9
8....	\$64,000 Question, Revlon (CBS)	1.20	61.4
11....	Goodyear Playhouse, Goodyear (NBC)	1.19	23.4
12....	Jack Benny, Am. Tobacco (CBS)	1.18	-11.3
12....	I've Got a Secret, R. Reynolds (CBS)	1.18	36.0
12....	U. S. Steel Hour, U. S. Steel (CBS)	1.18	21.7
12....	Ethel and Albert, Ralston-Purina (ABC)	1.18	7.3
16....	Truth or Consequences, P. Lorillard (NBC)	1.17	24.0
17....	George Gobel, Pet Milk & Armour (NBC)	1.16	37.0
17....	People Are Funny, Paper Mate & Toni (NBC)	1.16	23.7
17....	The Honeymooners, Buick (CBS)	1.16	32.4
17....	The Millionaire, Colgate (CBS)	1.16	29.9
17....	Godfrey & Friends, Toni, Pillsbury, CBS-Columbia & Kellogg (CBS)	1.16	27.6
17....	March of Medicine, Smith, Kline & French Lab. (NBC)	1.16	10.2
17....	Amateur Hour, Pharmaceuticals (ABC)	1.16	12.4
24....	Playwrights '56, Pontiac (NBC)	1.15	20.7
24....	Kraft TV Theater, Kraft (NBC)	1.15	20.9
24....	This Is Your Life, Hazel Bishop (NBC)	1.15	29.6
24....	Texaco Star Theater, Texaco (NBC)	1.15	23.8

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Mysteries

NOVEMBER RATINGS		
Rank	Show & Distributor	Avg. Nov. Rtg.
1.	Mr. District Attorney (Ziv)	16.2
2.	Man Behind the Badge (MCA)	15.7
3.	Badge 714 (NBC)	13.8
4.	City Detective (MCA)	11.4
5.	Sherlock Holmes (UM&M)	9.6
6.	Racket Squad (ABC)	9.2
6.	Follow That Man (MCA)	9.2
8.	The Whistler (CBS)	7.6
9.	Captured (NBC)	6.5
9.	Paris Precinct (UM&M)	6.5

VIEWERS/100 HOMES		
Rank	Show & Distributor	Viewers Per 100 Homes Tuned In
1.	Badge 714 (NBC)	238
2.	Boston Blackie (Ziv)	215
3.	Mr. and Mrs. North (ATPS)	214
4.	The Whistler (CBS)	212
5.	I Am the Law (MCA)	211
6.	Lone Wolf (MCA)	210
7.	Sherlock Holmes (UM&M)	209
7.	Man Behind the Badge (MCA)	209
9.	Follow That Man (MCA)	208
10.	City Detective (MCA)	205
10.	Inspector Mark Saber (Koch)	205

AMONG MEN		
Rank	Show & Distributor	Men Per 100 Homes Tuned In
1.	Ellery Queen (TPA)	.87
2.	Mr. District Attorney (Ziv)	.84
2.	Racket Squad (ABC)	.84
2.	The Whistler (CBS)	.84
2.	Boston Blackie (Ziv)	.84
6.	I Am the Law (MCA)	.82
6.	Inspector Mark Saber (Koch)	.82
6.	Mr. and Mrs. North (ATPS)	.82
6.	Sherlock Holmes (UM&M)	.82
10.	Lone Wolf (MCA)	.81

AMONG WOMEN		
Rank	Show & Distributor	Women Per 100 Homes Tuned In
1.	The Whistler (CBS)	.92
2.	Follow That Man (MCA)	.90
3.	Mr. and Mrs. North (ATPS)	.89
4.	Mr. District Attorney (Ziv)	.88
5.	City Detective (MCA)	.85
5.	Ellery Queen (TPA)	.85
7.	Lone Wolf (MCA)	.83
8.	I Am the Law (MCA)	.82
9.	Boston Blackie (Ziv)	.81
10.	Inspector Mark Saber (Koch)	.80

AMONG TEENS		
Rank	Show & Distributor	Teens Per 100 Homes Tuned In
1.	Badge 714 (NBC)	.26
2.	Inspector Mark Saber (Koch)	.25
3.	City Detective (MCA)	.24
3.	Sherlock Holmes (UM&M)	.24
5.	Inner Sanctum (NBC)	.23
5.	Man Behind the Badge (MCA)	.23
7.	Mr. and Mrs. North (ATPS)	.21
7.	Racket Squad (ABC)	.21
9.	Captured (NBC)	.20
9.	The Whistler (CBS)	.20

AMONG CHILDREN		
Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1.	Badge 714 (NBC)	.64
2.	Boston Blackie (Ziv)	.33
3.	I Am the Law (MCA)	.30
4.	Sherlock Holmes (UM&M)	.28
5.	Lone Wolf (MCA)	.27
5.	Man Behind the Badge (MCA)	.27
7.	Follow That Man (MCA)	.24
8.	Mr. and Mrs. North (ATPS)	.22
9.	Inspector Mark Saber (Koch)	.18
9.	Paris Precinct (UM&M)	.18

• Pulse Top Pix Among Women

How Non-Net Films Rated Among Women in November

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

Rank Order	Title and Distributor of Series	Women Per 100 Homes	Avg. Nov. Rating
1....	Liberace (Guild)	96	8.7
2....	Foreign Intrigue (Official)	94	4.8
3....	Douglas Fairbanks Jr. Presents (ABC)	93	7.6
4....	The Whistler (CBS)	92	7.6
5....	Dangerous Assignment (NBC)	90	5.5
5....	Follow That Man (MCA)	90	9.2
7....	My Little Margie (Official)	89	8.9
7....	Mr. & Mrs. North (ATPS)	89	6.1
9....	Mr. District Attorney (Ziv)	88	16.2
9....	I Led Three Lives (Ziv)	88	12.3
11....	Beulah (Flamingo)	87	3.6
11....	Famous Playhouse (MCA)	87	4.3
11....	Great Gildersleeve (NBC)	87	8.4
14....	Guy Lombardo (MCA)	86	6.2
14....	The Playhouse (ABC)	86	3.8
16....	City Detective (MCA)	85	11.4
16....	Confidential File (Guild)	85	10.3
16....	Ellery Queen (TPA)	85	5.4
16....	My Hero (Guild)	85	6.2
16....	Waterfront (MCA)	85	13.1
21....	Lone Wolf (MCA)	83	4.4
21....	Star & the Story (Official)	83	5.4
24....	Dr. Hudson's Secret Journal (MCA)	82	10.3
24....	I Am the Law (MCA)	82	4.2

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The Billboard Scoreboard PULSE LOCAL RATINGS DECEMBER

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

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

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

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

SEATTLE-TACOMA 4 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

PITTSBURGH 4 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

CHARLOTTE 1 STATION

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

NEW ORLEANS 2 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

DAYTON, O. 2 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

KANSAS CITY 3 STATIONS

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

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

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

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

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

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

ATLANTA 3 STATIONS

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

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

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

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

(Continued on page 12)

LEGIT

'Time' Looks Headed For a Limitless Run

By BOB FRANCIS

If the Theater Guild hasn't got a hit with "Time Limit" at the Booth Theater, it will be a sorry commentary on public reaction to fine theater. Personally, I think the Booth will be jammed to the rafters for an indefinite period.

The mental ostriches, of course, are always with us, and the Henry Denker-Ralph Berkey drama poses a question that such would prefer not to think about. The ostriches will be distressed by "Time Limit!" But no person of reasonably good will can afford to ignore its premise, and when it is stated in one of the most emotionally taut dramas to come along in years, it should be a must on the agenda of any thoughtful theater-goer.

Briefly, the authors are asking: When does heroism end and cowardice begin? Is there no limit to endurance to mental torture? Are there no extenuations for the conduct of a man who goes over to the enemy, or is the military code branding him a traitor inflexible? Their focus is on the court martial of a PW major who has collaborated with his captors in Korea. It is not the purpose here to tell the story. That must be seen and heard from a theater seat. Be it said, however, that anyone who goes to hear it will be on the edge of that seat three-quarters of the time and will come out with plenty to think about.

Icearama
Conrad Hilton, Chicago

For pleasant supper-time entertainment, the current ice edition here earns an above-average mark. It's nice and wholesome—and a kiddie treat. Blade talent, costumes, and ditties combine to brightly amuse young and old. Helga Neff and Peter Voss glide thru an Indian number, demonstrating their rink finesse to lead the opening production number. A talented duo, they are nicely received in proving they're old friends with the ice.

Michael Meehan whisks over the ice handily, cutting a handful of fancy capers in the process and fills the dual role of opening and closing the proceedings. Shirley Linde, as headliner in the "Wizard of Oz" sequence, is an eye-filling accomplished girl in skates. Dave Park, a dog (Pluto) in the preceding show, turns up as a scarecrow in this one and shows he's as good a contortionist in one as the other. Boy Foy, a juggler, is a man of no mean talent and shows it amply with a balancing routine while perched on a unicycle. Jerry Bergman and Mimi pantomime. With Boulevard-Dears and Boulevard-Dons. Frankie Masters fronts ork. Dietmeier.

Count Basie
Blue Note, Chicago

Count Basie is taking this nitery by storm, the second time in five months. Playing to an overflowing crowd, the Count aptly demonstrates why he's a big demand in a day and age when dance bands and orchestras are lucky to eat. Numbers like "Basie's Back in Town," "Little Pony" and "The Bunny" just aren't long enough for the patrons. "Even Tide" and "Falling in Love" prove his boys as good on the slow ones. And as the evening rolls on and the tempo gets faster, the show gets better and the house more crowded. Solos on trumpet, sax, bass, trombone and even flute lets the audience meet the boys and all are well received.

Joe Williams does the vocals and clinches the show. With an easy style which lets everyone know he's enjoying himself and giving his all, Williams can't get on the stage fast enough to suit the customers, and once on, he can't get off. Such tunes as "Teach Me Tonight" and "Well All Right" bring the house down. Wickman.

Arthur Kennedy is giving one of his surest performances as a sympathetic judge advocate who sees below the surface of things. Co-star Richard Kiley is equally deft as the major who follows his conscience.

The whole cast has been evidently hand-picked and magnificently drilled by director Windsor Lewis. Outstanding are contributions from Thomas Carlin and Arthur Storch as fellow PW's. Harvey Stephens is excellent, as usual, in upholding the Army code. Allyn McLerie makes one of the prettiest WAC corporals on record, and Frank Aletter is fine as an ubiquitous sergeant. Patricia Benoit adds some singularly heart-rending moments in a plea for her accused husband.

Ralph Alswang's single set can switch you from a judge advocate's office to a Korean prison camp at the drop of a hat. He can be proud of it. So can the authors and the Guild be of what happens at the Booth.

Sam Levenson
Chez Paree, Chicago

Sam Levenson, who heads up the proceedings and whose style and basic subject matter are all well known, is incredibly resourceful in exploring the territory of yesterday's familial reminiscences in comparing them to modern day doctrine, an area which in lesser hands would be generally prosaic. He is unerring in striking the comic chord in this business and picking out tunes based on it with wit and taste. The obvious kicks he gets out of it adds to the laughs and hearty reception he earns. The high regard he has for his material is reflected in the fact that, aside from being reworked and added to, all of it always seems fresh.

Dolores Hawkins, a talented thrush, wins a warm hand with "Rock-a-Bye" and "Sing You Sinners," number she puts lots of stuff into. The "Anything Can Happen Mambo," done with a gent from the audience, goes over big. Clark Brothers, a pair of dancing demons, open the show on a terrifically fast pace and are well received thruout. "Saturday Night," a boy-girl jitterbug routine, is cleverly done and gets nice applause. With Chez Paree Adorables, always an eye-filling treat. Dietmeier.

The Ponder Heart
Shubert, Boston

For those who know Eudora Welty's book, the Fields-Chodorov two-act adaptation may fall short of expectations. There is the creepy feeling of laughing at idiocy where only simplicity should be, and there are times when the comedy appears less than funny.

Act 1 is a curious blend of the arty and the obtuse, and a judgment based on the play's first half would be negative. Courtroom

BROADWAY SHOWLOG

Performances Thru
January 28, 1956

DRAMAS

A View From the		
Bridge	9-27-'55	143
Bus Stop	3-2-'55	381
Cat on a Hot Tin Roof	3-24-'55	355
Diary of Anne Frank	10-5-'55	133
Fallen Angels	1-17-'56	15
Hatful of Rain	11-9-'55	93
Inherit the Wind	4-21-'55	304
Janus	11-24-'55	76
King Lear	1-12-'56	20
No Time for Sergeants	10-20-'55	116
Six Characters in Search of an Author	12-11-'55	56
Tambourlaine	1-19-'56	12
The Desk Set	10-24-'55	112
The Chalk Garden	10-26-'55	109
The Great Sebastians	1-4-'56	29
The Hot Corner	1-25-'56	5
The Lark	11-17-'55	84
The Matchmaker	12-5-'55	64
The Righteous Are Bold	12-22-'55	44
The Teahouse of the August Moon	10-15-'53	959
Third Person	10-29-'55	36
Tiger at the Gates	10-3-'55	136
Time Limit	1-24-'56	7
Will Success Spoil Rock Hunter?	10-13-'55	124
Witness for the Prosecution	12-16-'54	470

MUSICALS

Damn Yankees	5-5-'55	308
Fanny	11-4-'54	516
Pajama Game	5-13-'54	710
Pipe Dream	11-30-'55	69
Plain and Fancy	1-27-'55	420
Silk Stockings	2-24-'55	387

COMING UP

Uncle Vanya	1-31-'56
Marcel Marceau	2-1-'56

Four Lads
Blinstrub's, Boston

Boniface Stanley Blinstrub had the ropes up at his booming bistro as the Canadian chanters opened to a sellout and rounds of appreciative applause. They fall prey to the same over-production of power that marks many other foursomes. If they ever decided to throw in a nice quiet number, it could be sensational. However, the payees didn't seem to mind, and the louder the boys sang the louder the patrons cheered. Their big platter numbers, "No, Not Much," and "Moments to Remember," came off like the winners they are. "Great Pretender" perhaps showed them at tops with good presentation. All they need to be perfect craftsmen is a little less belting.

Warming up the big spot were Nick and Vicki Collins, a tap duo; from the circus, the Collineaus; Helen and Howard in a clever comedy-dance act, and Los Gatos. Mike Gaylord and his ork out a good show. Dewar.

scenes are traditionally successful, and the action picks up in the long trial scene, but the indecision between humor and pathos looks like the big problem.

David Wayne and Una Merkel have some soaring moments, but neither characters are sharply enough drawn, which makes for confusion in story line and characterization. The additions of music will hardly mar or make this piece, but if the first act is tightened, the roaring trial scene might easily give the play a fair run. Dewar.

LEGIT

'Hot Corner' Batters Never Reach Home

By BOB FRANCIS

It is something of a mystery why two such astute players as Sam Levene and Vicki Cummings should have permitted themselves to become involved in such an un-funny fracas as "The Hot Corner." The pair are front-rankers in our finest player category, but both must have picked up a blind spot when they read the Allen Boretz-Ruby Sully comedy.

A play about baseball has two strikes against it to start with ("Damn Yankees" notwithstanding) Just why nobody seems to know, but our national pastime and the stage somehow don't mix. In this one the authors are concerned with a hot-tempered bush league manager who has a chance to climb back to the majors, provided he can win his pennant. This rests with a hillbilly left-hander who suddenly refuses to enter the ball park, because he promised his pappy never to cross a picket line. The expelled peanut vendors are picketing. The lad loves the old boy's pretty daughter, and the Boretz-Sully combo have concocted some situations that could be made amusing to bring their shaky craft to its happy-ending harbor.

Unfortunately, the situations don't pan out any more artful than the lines, and the latter grow progressively dreary. Both Levene, as the peppery manager, and Miss Cummings, as his ever-loving wife, labor prodigiously with these matters, but despite all their craft, the laughs are sparse and far between. "Corner" is at its best when it busts out into helter-skelter farce, but there is a singular lack of inventiveness which might make many a scene a lot funnier than it is. This possibly may be blamed on Levene, since in directing it he may have missed the over-all woods for the trees of his own lengthy stint.

Lillian Roth
Monte Carlo Hotel, Miami Beach

Attendance and study of a Lillian Roth performance should be required of younger singers, because here is a woman who knows how to hold a night club crowd in her hand and twist its emotions. A first-night audience in the Monte Carlo Roulette Room, which included many old-time stars, marveled at her showmanship. During her "Joe" and "I'll Cry" songs, not a glass tinkled, and you could have heard a pin drop.

She has wisely added new material since her appearance here last year, maintaining just enough oldies for proper flavor. There is no play for sympathy for her comeback. Miss Roth relies entirely upon talent and experience. As a result, audiences take her for what she is today, not what she was yesterday. Kelly.

Otherwise, there is an amiable performance from Don Murray as the hick pitcher, and Earyl Grimes is a likely ingenue. The rest of them labor ably but with little avail.

In diamond parlance third base is termed "the hot corner." Nobody at the Golden Theater ever even hits to first.

Howard Keel
Eden Roc Hotel, Miami Beach

Howard Keel has "Showboat" in some shallow waters and seems in imminent danger of being grounded for a while in the Eden Roc's Cafe Pompeii, but he keeps a cool head and comes out of it safely.

The manly man from the movies found this supper club a tough nut to crack, but his stand-up-straight style and wide smile finally melted the crowd with fairist success.

Much of Keel's act includes standards such as "September Song," a rousing medley from "Oklahoma!" and his familiar "Old Man River." He is assisted by a Negro trio that sings and dances and helps give life to the show. Kelly.

Dick Shawn
Palmer House, Chicago

The Empire Room has a winning combination on hand with its present line-up. After Dick Shawn wreaks his havoc on a willing audience, and order is again established, the thought may occur to many—just what in hell makes him so funny? But suffice it to say that he has a generous talent for freshly wrought comedy with material which is about as off-beat as you can get without getting downright weird.

Genevieve harnesses a strong, voice to gallop, trot and walk thru a series of French ditties—some gay, some sad—all to the delight of the pedestrians. Gaits include "A Paris," "Je Mens," "Millions" and "Les Goelands." The Bruxellos provide acrobatic mischief to open and win a warm reception. Dietmeier.

Nat (King) Cole
Ciro's, Hollywood

"Easy does it" has always been the trade-mark of Nat (King) Cole. His style is such that he almost personalizes each song for every individual customer, and they showed they appreciated it at his Ciro's opening. They jammed the Sunset nitery to the rafters, giving it one of its biggest b.o.'s of the season.

Cole sticks mostly to the standard pops, but comes in nicely with some stuff like "Calypso Blues" and the off-beat "Miss Otis Regrets." If there's one criticism to be made it's that he tended to play too much to the ringsiders and thus never completely captured the back-row audience.

The torrid Paul Moores Dancers are holdovers from the previous show, with Dick Stable ork continuing to backstop. Spielman.

Lena Horne
Cocoanut Grove, Hollywood

There's no denying that Lena Horne sings like Marilyn Monroe walks, tho by comparison la Monroe is still a toddler. Miss Horne's act appears to have changed somewhat since she last played the Grove. There's less of the standard jazz material, and more sophisticated cocktail entries in her current repertoire. Either way she's still a cobra, and like she says in the song, she "Strikes While the Iron Is Hot." Outstanding in her repertoire are "Frankie and Johnny," rendered so that dad would never remember it, and "It's All Right With Me," the latter included in her Cole Porter medley. Hubby Lennie Hayton conducts, with Gene Denove, Johnny Cresci and George Duvivier augmenting the Leighton Noble ork, who render yeoman musical chores. Friedman.

NIGHT CLUB

Clown Kelly Clicks Solidly in Club

By MAURIE ORODENKER

Brand new to the nitery belt, tho a long-time veteran of vaudeville, carnivals and, of course, the circus, Emmett Kelly, probably the nation's leading and best known clown, now registers solidly in this new, for him, medium at Philadelphia's Celebrity Room. Kelly proves that his pantomiming is universal and appeal is as strong for the sophisticated as the teen-age moppets.

The moppets, however, were not neglected, with the club, which added a 7 p.m. show for Kelly's engagement, especially tailored for the pint-sized element. Minimum for the youngsters has been

waived, with lollypops and ginger ale cocktails featured.

Kelly, for his nitery turn, sticks with his famous "Willie the Tramp" character. He enters as the club janitor and clowns with the moppets and oldsters alike in the audience several minutes before getting onstage. Once there he swings into a hilarious restaurant bit aided by chorine Jody Lane, pressed into service as a waitress.

Kelly then shows off his talent as a cartoonist, tossing off self-portraits and caricatures of ringsiders with a nice blend of cartooning and his laugh-provoking mugging antics in pantomime. This turn has added impact, since his artistic ability seems to come as a

complete surprise to all. The clown actually started his show business career in vaudeville with a cartooning act before donning the circus greasepaint. And it's the cartooning rather than any sawdust trail fashions that makes his effort add up to entertainment for an after-dark audience.

Kelly keeps the illusion complete with nary a word for the 20 minutes he's on before the spots. Even for his sign-off, he writes it out on the drawing paper—"so long."

As a novelty offering, particularly on the strength of his Big Top background, Kelly is a cinch to attract attention to any nitery—and customers as well.

Hi-Fi Competitors in Hassle Over Control of Trade Shows

Manufacturers Institute Members May Bypass Audio Fair for Own

By IS HOROWITZ

NEW YORK, Jan. 28.—Growing pains of the fast-growing high fidelity industry has occasionally led to friction between competing elements, but current maneuvering to gain control of the influential hi-fi trade shows seems certain to raise howls of increasing decibel content in coming months.

Basically, the fuss at this point appears to be derived from conflicting interests between private promoters of shows, some of which have proven quite profitable, and industry groups anxious to superintend their own extravaganzas.

On a more profound level, the hassle throws into new relief interests between certain hi-fi components manufacturers and producers of packaged phonographs bearing hi-fi seals.

It was learned this week that the Institute of High Fidelity Manufacturers has contracted space to run its own audio show here September 27-30, one short week before the 1956 Audio Fair, promoted here successfully for seven years by Harry Reizes, is scheduled. Locations of the shows are across the street from one another.

Shows Split-Up

It is now believed certain that a substantial group of institute members, all components people and including some of the top-brand names in the field, will bypass the Audio Fair, where they have figured prominently for the past seven years.

Most of the 55-company makeup of the institute are understood also to be firm on the non-admittance of commercial package manufacturers to their show, while the Audio Fair increasingly has enlarged its show representation from this area in the last few years.

90-DAY MOVE

10 Woolworth Stores Added To Sheet Test

NEW YORK, Jan. 28.—Ten more stores of the F. W. Woolworth chain have been added to the original list of 37 taking part in a 90-day pop sheet music sales test. Expansion of the test group was viewed by traders as an encouraging sign in the move to build the market for copies.

The test was kicked off January 3 (The Billboard, December 24). Sheet music racks have been installed in the test stores adjacent to the record department. The racks hold 20 titles of current hits in a depth of five copies each. Selling price is 49 cents per copy. Spokesmen for Music Dealers' Service, which is the exclusive supplier of copies for the test period, indicated that reorders are holding up well and that the picture at this time looks very good.

Fred Foster Joins Merc C&W Dept.

NEW YORK, Jan. 28.—Fred Foster has been appointed to the newly created post of promotion manager of Mercury Records country and western department. Foster, who will headquarter in Nashville, formerly worked as a promotion staffer for Mercury in the Washington-Baltimore area. Jimmy Lam has now moved into this post.

George Silber, of Rek-O-Kut, and just elected president of the institute, said his firm would only exhibit at one show (obviously the institute's). "We can't be expected to support two groups," he said.

At Audio Fair headquarters, an associate of Harry Reizes described the fuss as "a nasty situation." He admitted that "we don't know yet if the component manufacturers will exhibit at the Audio Fair."

"But," said the Fair spokesman, "we won't take it lying down. We definitely will run our show."

Silber asserted the institute had a number of beefs to register against private show entrepreneurs, tho he was careful not to aim any specific barbs at Audio Fair management. In fact, he noted that Reizes had been offered the managership of the institute show, which Reizes, however, turned down.

Manufacturers' Beef

Among these beefs, Silber noted, are that manufacturers were not

consulted as to the dates of planned shows, that they had no say as to what type of manufacturers would be allowed to exhibit, that show budgets were not made public, that exhibit locations were not fairly assigned, etc. He said it was the institute's view that the industry should have control of any trade show in its field.

The fuss, tho now confined to the New York area, is bound to spread. The institute plans to run at least three shows a year in other cities.

Meanwhile, at a meeting last week the institute elected the following officers in addition to Silber: Walter Jablon, of Presto Recording, vice-president, and Vinton K. Ulrich, of David Bogen Company, secretary-treasurer. Directors named included Silber, Avery Fisher, Fisher Radio; Sid Harman, Harman-Kardon; Joe Benjamin, Pilot Radio; Al Khan, Electrovoice, and William Thomas, of James B. Lansing Sound.

LIGHT PEACE PIPE

'B. G. Story' Album Hassle Cools Off

NEW YORK, Jan. 28.—Latest reports from The Benny Goodman "Story" album—front indicate that all is reasonably quiet, with some labels involved smoking a peace pipe, while others at least have simmered down to a slow burn.

Columbia and Decca this week reached a settlement regarding the latter's right to issue the Goodman movie sound track, while Capitol came thru with newly revised copy-titles for its Goodman album covers.

Columbia's beef with Decca last week was over the use of Harry James and Buck Clayton in the Decca sound track package, since both artists were under contract to Columbia at the time the picture was made by Universal-International, a Decca subsidiary. However, after lengthy weekend confabs, an agreement was reached this week, whereby Decca may release the sound track intact.

Key Execs of Columbia to Visit Distributions

NEW YORK, Jan. 28.—In a further move to accelerate its sale of singles, Columbia Records is sending four key execs out on the road next week to visit distributors, dealers and deejays in 16 cities. The quartet includes artist and repertoire chief Mitch Miller, sales director Hal Cook, single sales head Dick Linke and distributor sales manager Bill Gallagher.

The foursome tees off at a distributor meeting here Wednesday (1) with Miller presiding, following which each man will visit a different group of cities during the next seven days. Current singles will be discussed, and as yet unreleased platters played and appraised by each distributor group.

The one-week promotional push is the first of what will probably be a regular feature of Columbia's single sales picture. Cities scheduled to be visited by one of the four execs include Boston, Hartford, Philadelphia, Washington, Baltimore, Cleveland, Detroit, Chicago, Buffalo, Cincinnati, Pittsburgh and Milwaukee.

A Decca spokesman confirmed the report that the agreement between the two labels involved artist exclusivity rights. Altho no details of the agreement were disclosed, the pact is understood to permit certain Columbia artists (formerly under contract to Decca) to re-record sides for Columbia, which they cut less than five years ago on Decca.

Most contracts state artists can't re-record their old sides for another label until five years have *(Continued on page 50)*

200G DEBT PLAN

Miller Offers Pay Idea to Creditors

PHILADELPHIA, Jan. 28.—Late this week Dave Miller, chief of Palda and Media Records, called a meeting of creditors in order to offer a plan whereby the indebtedness of the labels could be paid off in a period of three to five years. Miller stated the indebtedness amounted to \$200,000.

The meeting was held in the offices of Sklar & Pearl, attorneys, who earlier this month had notified creditors of the session, with an invitation to attend or to send representatives or suitable statements relative to their accounts.

It is known that Harry Fox, publisher's agent and trustee, was represented on behalf of publishers,

'CARO NOME' IS SUMMED UP IN 'A LITTLE WORD'

NEW YORK, Jan. 28.—The bastions between the different musical categories continued to crumble this week. And this time it was the formerly formidable barrier between rhythm and blues and grand opera. The tune was an r.&b. item called "A Little Word," cut as a duet by Shirley and Lee (soprano and baritone) on Aladdin label. The opus actually turned out to be an adaptation of the celebrated aria "Caro Nome" from "Rigoletto" by Verdi. Since the original hit version (not a cover) of the latter was cut some time back by Amelita Galli-Curci for Victor, some traders are now requesting that Victor rush out a re-release of the thrush's waxing on the subsidiary Groove label.

Kapp Buys Up Trend Label For Re-Release

NEW YORK, Jan. 28.—Kapp Records has purchased the assets of Trend Records, West Coast jazz-oriented label which went into bankruptcy about six months ago. Purchase price was described as "well up into five figures."

Trend masters involved in the transfer number about 200, most of which had been released at one time or another. Kapp's plan is to reprocess all the tapes, repackage and re-release the sides as 12-inch LP's. Among the artists represented in the catalog are Matt Dennis, Dave Pell, the Hi-Los, Claude Thornhill, Jerry Fielding and the Lancers.

Diskery chief Dave Kapp said he intends to issue 10 LP's of Trend-derived material in a single release early this spring, once reprocessing is completed. The LP's will swell Kapp's catalog of disk packages, due to number 22 LP's by next month.

RCA Launches Coupon-Bonus Dealer Plan

Retailer-Operated 1 Mo. Special Deal Tested in 3 M'kts

NEW YORK, Jan. 28.—RCA Victor's new dealer-operated, coupon-bonus plan was launched this week on a test basis on three markets, Boston, Kansas City, Mo., and Los Angeles. If it proves successful, the plan (reported exclusively in The Billboard, December 17) will become a general nation-wide promotion in March.

The Victor plan is a one-month special. A customer may go to his dealer, purchase a book of 15 coupons for \$3.98 and surrender one immediately for a special LP worth \$3.98. Thereafter, he may purchase one \$3.98 LP per month at the special price of \$2.98 plus one coupon. Or, if he elects, he doesn't have to purchase any more. During two months of the year, which will be designated later, the customer may redeem his two bonus coupons for additional gratis disks.

Special Issues

All disks, bonuses and monthly offerings, will be special issues apart from the usual catalog releases. There will be one pop and one Red Seal issue each month.

Three key execs in the Victor package department took off early in the week to get the tests under way. General Sales Manager Bob Yorke is in Los Angeles, Merchandise Manager Dave Finn is in Boston and John Trifaro, who actually is sales director for the company's Personal Music Service plan, has been drafted for duty in Kansas City. In each locale, they are holding meetings with groups of dealers and also visiting stores personally.

Bally Inks 26 Distributions Plus Gayden Sisters

CHICAGO, Jan. 28.—The new Bally label this week signed its second recording act—the singing Gayden Sisters, who recently appeared on Arthur Godfrey's CBS-TV show. At the same time, Bally's president, Jimmy Hilliard, wrapped up an initial network of 26 distributors across the country.

Meanwhile, canary Betty Johnson (first artist signed by Bally) has taken a one-week leave from the ABC "Breakfast Club" show in order to concentrate on plugging her first Bally platter, "I'll Wait" backed by "Please Tell Me Why." She'll visit jocks and operators in Milwaukee, Pittsburgh, Cleveland, Detroit, Cincinnati and Chicago.

Bally's new distributor line-up is *(Continued on page 50)*

1956 V-M Sales Aim at 30% Hike

ST. JOSEPH, Mich., Jan. 28.—Annual sales seminar of the V-M Corporation held here last week was told that the company is aiming at a 30 per cent gain in sales in 1956 with the bulk of the increase expected to come from merchandising of tape recorders.

At the same time the sales execs were given a preview of new units which will spearhead the firm's spring campaign, as well as a run-down of dealer promotion plans.

A featured item in the line will be a new Model 750 "tape-o-

matic," equipped for binaural playback as well as monaural recording and playback. It will list at \$259.95 and includes two eight-inch speakers plus tweeter, in addition to output jacks for separate speaker and amplifier (needed for binaural use). Legs are optional at added cost.

Also introduced were two new versions of V-M's popular-priced recorder, the Models 700 and 701. Latter, to be offered at a suggested list of \$199.95, is factory-con- *(Continued on page 50)*

R&B Disk Jockeys To Form Own Org.

Top DJ's Meet to Combat Abuses In R&B Field Thru United Action

NEW YORK, Jan. 28. — In a move to solidify the position of the rhythm and blues jockey while the r.&b. craze is still at its peak, a conclave of top r.&b. disk jockeys from 15 key cities will meet here the weekend of February 25-26 to set up the National R.&B. Disk Jockey Association of America.

A stated purpose of the new organization will be to combat certain abuses in the field, such as payola and offensive lyrics.

Altho the spinners unofficially banded together about a year ago to condemn the release of offensive r.&b. material, this is the first time they've moved to set up their own association on an official charter basis. Execs of r.&b. disk companies have been invited to attend the meet and discuss ways and means by which the jocks and the r.&b. industry as a whole can help maintain and strengthen the present focal position occupied by r.&b. in the over-all music field today.

To Elect Officers

Among the jocks who will meet here next month to elect officers for the new association will be Jockey Jack Gibson, WERD, Atlanta; George (Hound Dog) Lorenz, WKBW, Buffalo; Larry McKinley, WMRY, New Orleans; John Harding, KSIN, San Francisco; Spider Burke, KXLW, St. Louis; Bristoe Bryant, WJLB, Detroit; Ed Cook, WLOU, Louisville; Larry Dean, WCIN, Cincinnati; Ken Knight, WHRC, Jacksonville, Fla., and Tommy (Dr. Jive) Smalls, WWRL, New York. The jocks will meet at Dr. Jive's new club, Small's Paradise, here in Harlem.

Gibson, who originated the idea of bringing the jocks together to form the organization, stressed the fact that all of the spinners in-

involved in the formation of the group have been in the r.&b. radio field for five years or more. In line with this Gibson opined that the Johnny-come-lately-jocks, who have only moved into the field since r.&b. started to invade the pop market, are primarily responsible for present abuses, wherein he alleged record companies are being pressured for payola, disks with offensive lyrics are aired, etc.

United Action

The association, said Gibson, hopes to change all that by combining on a course of action to combat these evils, and setting up annual r.&b. jockey festivals in different cities for local charity drives, etc.

Commenting on the current popularity of r.&b. music in the pop market, Gibson, who stages special r.&b. dances, said the trend has even evinced itself down South. Only about 200 patrons of some 5,000 people attending his dances were white a few years ago, notes Gibson, whereas currently some 2,500 whites show up for the affairs.

New Execs Named for Col. ET Jobs

NEW YORK, Jan. 28. — Increased activity of Columbia Records' transcription division was heralded this week by several new executive appointments. The division, a key factor in the diskery's move toward product diversification, is headed by A. Schulman, who named Cal Roberts, formerly an account exec, as national sales manager.

At a meeting of the division's sales staff here last week, Schulman noted "healthy growth in 1955" and asserted he expected much of the increased activity this year to hinge on industrial use of Columbia's new "Auravision" process. Latter involves a method of pressing disks on plastic-processed paper for use in publications, direct mail advertising and other forms of promotion where sound as well as sight could play an effective role.

Other appointments by Schulman include the naming of Tom Le Strange and Mike Coolidge as account executives. Jerry Ellis, in charge of the transcription division's Chicago office, was feted as a 20-year man with the company during the sales meet.

CORAL ACQUIRES PLATTERFUL OF DISGUSTINGEST

NEW YORK, Jan. 28.—Coral Records this week purchased a master recording of what has been extravagantly claimed as "the world's most disgusting song." As a number of veteran Tin Pan Alley publishers prepared to battle that claim, Coral moved rapidly toward an early release of the opus, written by cartoonist Al Capp and Davey Lambert, and entitled "Lonesome and Disgusted." This is the tune that has been appearing in Capp's syndicated comic strip, Long Sam, for the past month. Capp's brother Jerry arranged to have a demo of the tune recorded by Leo de Lyon. Publisher Paul Kapp took this to Coral's Bob Thiele, who reportedly reacted violently. "Anything this bad has to be a hit," said Thiele, and he bought the demo as a master.

VICTOR ALBUMS

Dennis Farnon In Pop Dept. As A&R Exec

NEW YORK, Jan. 28.—Dennis Farnon, writer and musician, will join RCA Victor's pop album department next week as West Coast artists and repertoire chief. His addition is expected to facilitate a vast revamping program which is being inaugurated by pop album director Ed Welker, and which deals specifically with material recorded for Victor by the big names of the swing era.

According to Welker, the new Victor plan is to merchandise the company's swing standards henceforth on the basis of artist rather than on gimmick ideas. In other words, many sides that are now spread around in "miscellaneous" collections now will be consolidated in 12-inch sets, each of which will be devoted to a single name. A Benny Goodman number that may be included in a "Theme Songs" set henceforth will appear only in one all-Goodman set. The company will strenuously avoid duplicating any one selection in different sets.

As the currently listed 10-inch sets run out of stock, few if any will be replaced. Instead, there will be a steady conversion to new 12-inch collections, a process that the diskery feels will take between two and three years to accomplish properly. Among the artists included in the operation are Goodman, Tommy Dorsey, Fats Waller, Artie Shaw, Louis Armstrong, (Continued on page 20)

Are Dealers Liable For Label Faults?

Tax Suit Vs. Goody, Portem on AFN's Copyright Violation May Find Answer

NEW YORK, Jan. 28. — The question of whether or not record dealers can be held responsible in instances of copyright law violations by manufacturers may be brought into the open in the course of a precedential action initiated this week by publishers' agent Harry Fox against dealer Sam Goody and Portem Distributing here.

Attorneys Abeles and Bernstein filed on behalf of Fox for a summary judgment against Goody and Portem, which, if successful, is likely to be filed against all other dealers who offered for sale certain Glenn Miller Air Force Band recordings issued on the Air Forces Network (AFN) label. Fox is asking for \$250 per song on nine songs on which AFN allegedly never filed notice of use and failed to pay publisher royalties.

Goody's attorney, Abraham Lowenthal, originally was prepared to fight the suit on the basis of principle, questioning whether a dealer must demand proof of every manufacturer that the latter has paid his publisher royalties, or be held responsible for the manufacturers' malpractices.

Former Judgment

However, in the course of research on the AFN history, Lowenthal says, he turned up court records indicating that Fox, via Abeles and Bernstein, previously had entered a judgment against the AFN operator asking 2 cents per tune royalty plus 6 cents per tune damages. The attorneys also sought to have the masters destroyed. The court, however, ruled against this, impounding the masters until royalties would be paid.

Thrush Gets Groove Push

NEW YORK, Jan. 28.—Groove Records is inaugurating a big promotion push on behalf of Varetta Dillard, thrush who was recently pacted by the diskery. Ray Clark, manager for Groove, got the drive under way this week so as to time the promotion with the release of the chanter's first Groove disk.

Campaign includes a heavy ad schedule, portraits of Varetta on deejay labels, personal long-distance phone calls by the singer to deejays — all supplemented with notes and advance pressings, spot announcements and open-end interviews leading into spins of her disks. An extensive personal appearance tour has also been set up covering such key markets as Baltimore, Washington, Philadelphia and Boston.

Subsequently, Lowenthal declared, Fox had accepted \$2,000 from AFN in settlement, and the action was dismissed. It is now Lowenthal's contention that the Fox judgment had been satisfied and, in effect, the manufacturer's royalties were paid.

The Goody-Portem complaint answerable February 7.

Polyvox Moves To Distribution Of Phonotapes

NEW YORK, Jan. 28.—Polyvox, distributing arm of Vox Records, has taken on all domestic and export distribution for Phonotapes, major producer of pre-recorded tapes. The move follows by a few weeks the acquisition of Vox tape rights by Phonotapes.

Larry Green, who heads up the Polyvox operation, said he will shortly move to set up regional distribution points for the tape product. Among the tape distributors may be some who currently handle Vox LP's.

Phonotapes, meanwhile, this week released its first eight reels transferred from Vox masters. Like all other music tapes in the line they are being issued under the Phonotapes-Sonore tag, altho the packs will bear prominent Vox identification. Among the first reels is a Schumann program by pianist Guiomar Novaes.

Phonotapes this week also began distribution of a new catalog listing 40 music reels in its catalog. The firm also has a large catalog of ethnic, educational and folk material, much of which is gleaned from the Folkways disk library.

Gene Bruck, general manager of Phonotapes, said his firm will make available custom reels for the ultra "i-fi" fringe on special order, in addition to normal releases on conventional tape speeds. The super sets will be on single track tape, running at 15 i.p.s.

Savoy, London Can. Sign Pact

NEW YORK, Jan. 28. — Savoy Records has signed an exclusive pact with London Records of Canada whereby the latter will release the Savoy line of singles and LP's in the rhythm and blues, and jazz categories, according to Herman Lubinsky, Savoy president.

Savoy also has a pact with British Decca for the release of its line in all European countries except France, Holland and Belgium, in addition to a pact with Tru-Tone in South Africa, and one with Festival in Australia. Lubinsky stated he was currently in negotiation with a French label for release of the line in that country.

Anent Canada, Lubinsky says that r.&b. is beginning to happen there.

Miss Lewis Signs Excl. King Pact

NEW YORK, Jan. 28. — King Records this week signed an exclusive disk contract with Monica Lewis. The thrush, who previously was pacted to Capitol and M-G-M, is scheduled to cut her first date Tuesday (31) under the supervision of King artists and repertoire chief Hy Grill.

King also signed Shura, a pop pianist for its accelerated LP program. He is cutting two 12-inch LP's immediately. Grill just completed several jazz LP's featuring groups of New York all-stars.

Chess Bros.' Marterry Label To Hit Stands

CHICAGO, Jan. 28.—The first releases on the new Marterry label, to be launched here by the Chess Brothers, will hit the stands next week. Initially, the company will put out two pop singles, and two 12-inch LP's will be ready for shipment on February 15.

The label, which has been planned in order to insure pop coverage and exposure on material turned up by the brothers' Chess and Checker operations, will be sold thru an entirely different set of distributors (The Billboard, December 24). Chess and Checker are mainly rhythm and blues oriented.

Last week, Leonard Chess returned from a trip to the West Coast, bringing with him the entire old Crystalette record catalog, which he purchased there. This includes 28 Kay Starr masters, plus several erstwhile hits by Mr. Goon Bones, including "Sweet Georgia Brown."

In addition to the previously reported signing of thrush Savannah Churchill for Marterry, the label has inked ballad singer Bull Moose (Continued on page 20)

Cap Takes Ex on Duotone Needles

HOLLYWOOD, Jan. 28.—Capitol Records Distributing Corporation will shortly take on the exclusive national distribution of Duotone needles, with the firm's company-owned branches and distributors expected to have complete stock of the line later this month.

Capitol recently handled the Fidelitone needle line.

RECORDING HOLIDAY IN EUROPE

International Federation Warned On New Pressings of BIEM Rep

NEW YORK, Jan. 28.—Members of the International Federation of the Phonograph Industry have been advised by the organization that they may not undertake new recordings of material in the repertoire of Bureau Internationale de L'edition Mecanique until further instructions and advices are issued.

Thus, a contract-less situation—and a recording holiday—is in virtual existence abroad, altho it has been ascertained that talks are continuing between the European mechanical agency and European record manufacturers. A favorable outcome is expected in the not too distant future.

The last contract expired January 1. In the International Federation's recent memo to manufacturers, it was stated that the Fed-

eration refused to accept the proposals of BIEM.

BIEM and the Federation have been trying to reach agreement covering mechanical royalties in several areas. Two chief points are 1) whether the price of the jacket is to be included in the price of an LP, and 2) the royalty schedule for medleys or "multiple fragments." The first-mentioned is important because the royalty rate is based upon the selling price. As for the working out of a rate on medleys, it is known that BIEM has been seeking an increase in these rates as well as a clause in the contract specifying that the total number of fragments shall not exceed 14.

BIEM has also been seeking an increase in mechanical royalties from 4 to 5 per cent per side—

which is equal to 10 per cent of the sales price of the disk.

In an earlier notice to disk manufacturers, the Federation had advised them to take note of Article 26 of the expired agreement. This article grants the diskeries the right for two years beyond the expiration date of the pact, to make use of any matrices which were made during the period of the contract.

The deadlock has little effect on disk operations in the United States, in view of the fact that publishers here who hold United States rights on foreign songs are not members of BIEM. Should the deadlock persist, however, it is regarded as likely to have some effect on the American music-record business with regard to disk export operations and the operations of foreign affiliates of American record companies.

DOWN TO 7

James Cuts Big Band To Group

HOLLYWOOD, Jan. 28.—In the first change of a major name band in recent years, maestro Harry James is currently disbanding his 16-man aggregation in favor of a new seven-man group. The new unit will be known as "Harry James and His New All-Star Jazz Group."

The decision to disband comes at a time when the dance band business is valiantly making efforts to drum up additional business. James avowed that increasing costs of maintaining a big band and dwindling road receipts influenced his decision to discard the big band.

Special arrangements are currently being written which are hoped will give the new James unit as close a sound to his old aggregation. Whenever specific dates require the use of additional musicians, James will augment the date with local men. Recording dates for Capitol Records will also be augmented if a given session requires it.

In working with a small group, James declared he would be in a position to guarantee his men a minimum of 40-50 work weeks per year. The maestro plans on retaining only key figures in his present band. I. E. Juan Tizol, Willie Smith, with discussions currently going on with Buddy Rich and Louis Bellson for the drummer's chair.

James reportedly had the blessings of the Music Corporation of America in making known the new group. Bookings are currently being mulled for concert dates in Europe, in addition to a break-in tour in the United States.

London Sued For Royalties

NEW YORK, Jan. 28.—London Records was named defendant in a suit filed in New York Supreme Court this week by five music publishers, all members of the Music Publishers' Holding Corporation. Plaintiffs charged that the label underpaid them on royalties on EP records made of various tunes.

The suit hinged on the plaintiffs' claims that they should be paid 2 cents per tune for each record sold. The defendants claimed that under a verbal agreement with the publishers, the rate was to be 1½ cents per tune.

The publishers and the amounts claimed to be still due them include: Harms, Inc., \$2,022; M. Witmark, \$1,654; Remick Music, \$198; New World Music, \$85, and Advanced Music Corporation, \$2.58.

Jones Leaves RCA, Inks With Granz's New Verve Label

HOLLYWOOD, Jan. 28.—After more than 10 years, Spike Jones and RCA Victor have decided to sever their recording affiliation, with Jones almost immediately signing a recording contract with Norman Granz's recently formed Verve Records.

Jones reportedly was offered a renewed pact with RCA and declined. He is expected to record both albums and singles for Verve, with his first session for the firm held this week. First sides, which are expected to be released early this month, are a potpourri tagged "Spike Jones Spoofs the Pops."

Maestro was one of the RCA Victor veteran mainstays and was responsible for numerous hits during his tenure, among them "The Fuhrer's Face," "Cocktails for Two," "I Saw Mommy Kissing Santa Claus," etc.

Granz meanwhile recorded Ella Fitzgerald in her first session for Verve here this week.

PLATTERS' DISK OF 'PRETENDER' WINS 3-CROWN

NEW YORK, Jan. 28.—Seven weeks after its first appearance on The Billboard's rhythm and blues charts, the Platters' Mercury disk of "The Great Pretender" cracked the select Triple Crown Award circle last week.

A special plaque, emblematic of finishing in the top spot on the rhythm and blue best-selling retail, most played by disk jockeys and most played in juke charts, will be presented to the group.

The disk is showing exceptionally well in pop markets as well. This week it placed in the second slot on the pop best selling, and most played by jockey charts, and appeared in third place on the pop juke box listing.

COMMERCIALS

Video New Medium for Jazz Talent

NEW YORK, Jan. 28.—Dizzie Gillespie, Benny Carter, Teddy Wilson, Charlie Shavers, Joe Jones and Oscar Peterson are among the hot and cool jazz exponents now active in a new showcase medium—TV commercials.

Storyboard, Inc., local producer of filmed commercials specializing in animated material, has kicked off what Gene Deitch, an exec of the firm, labels the newest trend in commercials. Background music for the animated spots is strictly instrumental jazz, featuring notable performers of the art.

Past and present clients, Deitch said, include Amoco gas, Van Camp's pork and beans, E-Z Pop popcorn, Diamond Crystal salt, Snowdrift shortening and Milky Way candy bars. "Flip for Philip," with Shorty Rogers and Shelly Manne, was completed for Philip Morris just before the firm canceled out of TV altogether.

Porter Asks Damages

NEW YORK, Jan. 28.—Suit was filed in Federal Court this week by Cole Porter, asking an injunction, damages sustained and not less than \$250 for alleged infringement of his song, "I Love Paris," by Parlex Corporation. Complaint alleges defendant infringed by giving a public performance of the song December 6, 1955, and at other times, without proper license or permission.

FUNDS FOR M. OF D. 1956

RCA Victor's 'Starliner' Winds-Up Anti-Polio Pitch

NEW YORK, Jan. 28.—The March of Dimes-RCA Victor "Starliner" train pulled into town Sunday (22) after completing a 10-day, 11-city tour on behalf of the anti-polio organization's 1956 fundraising campaign.

It cannot be determined how much money actually was raised as a result of the tour, but in one city, Milwaukee, the troupe participated in an afternoon telethon that brought in pledges of \$100,000. Actually, the purpose of the venture was to make the public aware that the polio problem has not been licked entirely, despite the development of the Salk vaccine, and that a great deal of money is still required.

At the outset of the trip it was understood that the artists were not to perform. However, impromptu shows were staged at every hospital visited en route.

Trip Tallies

The tallies at the end of the trip were: about 200 disk jockeys participating; over 400,000 feet of taped interviews and speeches supplied by Victor and approximately another 100,000 feet brought in by

Prom Unveils New Pop Hit Line at 49c

NEW YORK, Jan. 28.—Prom Records, low-priced pop hits label, this week discontinued its 39-cent line and launched a new 40-cent EP line instead.

The new Prom series will feature four hit tune covers per disk, and will be issued as 10-inch, 78 r.p.m. disks and as seven-inch 45 r.p.m. disks. The line is produced by Synthetic Plastics, which also produce Peter Pan kiddie records. Outfit has its main distribution in chain and variety stores.

The first 49-cent release will offer three disks featuring such artists as Laura Leslie, Bill Marine, the Rockets, Jack Sanford, Jerry Packer, Trudy Marlin, Jimmy Farmer, Art Russell and Carter Farris. Maury Laws handles artists and repertoire and conducts.

One typical Prom grouping includes "Memories Are Made of This," "Band of Gold," "The Great Pretender" and "Dungaree Doll."

Delaney, Ram Team Up in Talent Biz

HOLLYWOOD, Jan. 28.—Joe Delaney, vet disk industry figure most recently associated with Cadence Records, has entered the talent management business with the formation of Delaney, Ram Associates. Partnered with him is Buck Ram, vocal coach, currently active in handling a number of rhythm and blues attractions, and an advisor on Columbia Pictures' "Rock Around the Clock" feature.

Firm is expected to get under way by April 1 with Delaney and Ram inking papers sometime this week. Both left for Las Vegas this weekend for discussions with the Dukes of Dixieland, currently appearing at the Thunderbird there.

Initial plans call for the firm to open both New York and Coast offices, with representatives in Chicago and possibly other major cities. Talent line-up includes the Dukes of Dixieland, singer Betty Owens, Sam Butera, Eddie Fontaine, the Platters, the Colts, the Penguins, Shirley Gunter, the Harris Sisters, Sugar and Spice and the Blockbusters.

Delaney will continue to act as a consultant to Cadence records thru 1956.

'HELP YOURSELF' NIXED ON AIR

NEW YORK, Jan. 28.—The new Broadcast Music, Inc., tune "Help Yourself" has three platter versions out on the market, but CBS, Mutual and local Boston stations evidently disapprove of the ditty's self-service lyric sentiments. At any rate, the broadcasters have banned the song.

The whole thing irks publisher Julie Stearns, who protests that the tune "isn't any more suggestive than others now being played." Wax versions out on the song include Diahann Carroll on RCA Victor, Nita Summers on Coral and Joanne Wheatly on Kapp.

BURTON TALK

Exemption On Juke Box Unfair

NEW YORK, Jan. 28.—Bob Burton, vice-president and general manager of Broadcast Music, Inc., this week said that in his talk January 17 before the California Copyright Society he stated that the present exemption enjoyed by the juke box industry is grossly unfair and has been for many years.

Burton issued the statement as a result of a previous story (The Billboard, January 28) quoting him as predicting that current juke box legislation now before Congress will not be enacted, because such an action would be an "extension of rights and not in the public interest at this time."

In clarifying this, Burton states that at the end of his speech, and wholly unrelated to discussions of the juke box problem, he said: "Copyright in the United States under the Constitution is a limited monopoly in the public interest, and that whenever people interested in copyright sought to extend their rights, they had to bear in mind that theirs was not an unlimited privilege, but one in which the American public shared. In pressing for such extension of rights, they always had to bear in mind the ultimate public interest."

Pacific Bows New LP Disk For Deejays

HOLLYWOOD, Jan. 28.—A special 12-inch LP featuring condensed versions of otherwise lengthy jazz music is to be released to disk jockeys shortly by Pacific Jazz. Dick Bock, president of the company, acknowledged that the release is designed to increase deejay exposure and overcome existing jockey reluctance to program jazz because of time barriers.

The idea was first proposed by disk jockey Zeke Manners, KFVB here, who believed that jazz could be given greater air play if records conformed more to the accepted program schedules of the jockeys. Manners, as previously reported in The Billboard, proposed the issuance of regular "short" jazz releases.

Pacific Jazz' disk jockey promotion will feature excerpts of selections by Gerry Mulligan, Chico Hamilton, Bud Shank, Chet Baker, Jack Montrose, Russ Freeman, Lauendo Almeida, Kitty White and others.

Decca Inks Estes, Kallman, La Mann

NEW YORK, Jan. 28.—Decca Records has signed three new artists. These are Gloria Mann, whose "Teen-Age Prayer" on the Sound label has been getting action; Dick Kallman, vocalist who has been working the night club circuit, and vocalist Don Estes.

Miss Mann's first disk on the Decca label is being rushed out.

CONCERTOS

Rubinstein To Record For Victor

NEW YORK, Jan. 28.—RCA Victor's pianist Artur Schnabel, who will give a heavy series of Carnegie Hall concerts in February, has been booked by the diskery for several major concerto recordings while in town.

On February 11 and 12 with Alfred Wallenstein conducting the orchestra, the pianist will cut new versions of the Grieg A Minor and the Liszt E flat concertos in Carnegie Hall. Last week he completed new versions of the Rachmaninoff Concerto No. 2 and "Rhapsody in a Theme of Paganini" in Chicago with the Chicago orchestra under Fritz Reiner.

All of the above-named works currently are available in earlier Rubinstein cuttings.

Rubinstein's Carnegie appearances will be similar to the "iron man" stints he performed last year in Paris and London. On each of five evenings, February 7, 10, 15, 17 and 19, he will offer three major piano-with-orchestra works. The occasion will be his 50th anniversary as a concert artist.

Station Sues For Alleged Tape Piracy

WASHINGTON, Jan. 28.—WGMS, local indie radio station, has brought suit in United States District Court here seeking to enjoin manufacture and distribution of an unauthorized recording of a broadcast by the station. The program was a performance by the National Symphony Orchestra and the Howari University Chorus.

The complaint alleges that Robert H. Bodholdt, of Falls Church, Virginia, taped the performance by the two groups of Carl Orff's "Carmina Burana" aired by the station's FM outlet on January 19, 1955. The complaint further states that LP records, from the tape master, were offered for public sale at the Discount Record Shop in the Capital.

WGMS President M. Robert Rogers has explained that the station seeks no financial settlement but is suing to resolve a problem involving the rights of the musicians who played the concert. "Anyone who makes an unauthorized recording from a broadcast is, in effect, depriving the musicians of their rightful fees," Rogers said.

Williams for New RCA Custom Post

NEW YORK, Jan. 28.—Ralph C. Williams this week took over the newly created post as manager of the Custom Product and Sales Planning Division of the RCA Victor Custom Record department.

This executive position is the second created in that department this month, the first having been that of manager of Custom Record administration, which was filled by Emmett B. Dunn.

Williams since 1948 had been a salesman for the Custom Division, dealing with independent record companies. Previously he was with the NBC Radio Recording Division.

Unique Label Sets Pop Album Series

NEW YORK, Jan. 28.—Unique Records is planning a series of pop albums for the coming months. The label's Joe Leahy already has six in the can, which he figures will be released within the next 90 days.

Included is a package by Jack Carroll, titled "My Heart Sings"; "Intimacy," with Ted Malone and Lee Sullivan, and "You and the Night and the Music," a piano album by Lew Snyder.

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RCA VICTOR



**"New Orthophonic"
High Fidelity recordings**

MUSIC AS WRITTEN

FOUR VOICES AS ROXY'S ONLY NON-SKATERS

The Four Voices, Columbia recording group, will open at the Roxy Theater Wednesday (4) as the only non-skating act in the pioneer rock and roll ice show. The group just closed at Al Siegel's Lew Beverly Club in New York. Fred Weismantel, veteran arranger, is acting as personal manager for the unit.

RAND NOW IN PERSONAL MANAGEMENT FIELD

Ray Rand, former top exec with A-V Tape Libraries, is now in the personal management field. Rand handles Renzo Cesana, better known as the Continental, who goes back on TV with a weekly program of his own on NBC-TV Sunday night (29).

CHAPPELL GETS "TOYLAND" BRIT., CANADA RIGHTS

Publisher Ivan Mogull has assigned right on his "Take Me Back to Toyland" song to Chappell for the British Empire and Canada. The tune, originally waxed by Nat Cole on Capitol has recently been cut by Rickey Zahn at Columbia for release as both a kiddie and pop disk. Meanwhile, Mogull has acquired a new ballad "Angeli Senza Cielo" from Nazional Music, Milan, Italy. The song will be given special English lyrics for release here.

'SOMEWHERE' GOES TO CROMWELL MUSIC

Cromwell Music, Inc., Howard S. Richmond firm affiliated with the American Society of Composers, Authors and Publishers, has taken over from Tanglewood Music, Inc., the song "Somewhere Someone Is Lonely." Ditty was authored by Don George, with music by Nick Acquaviva. There is currently a Joni James M-G-M disk out on the song.

FOUR VOICES SIGNED FOR ROXY SHOW

Columbia's new vocal group, the Four Voices, are believed to be the first rock and roll singing group to play Manhattan's plush movie house, the Roxy. The boys will be featured in a "Rock and Roll Ice Review" starting Wednesday (1). The Voices, who appeared with WINS deejay Alan Freed at

the Brooklyn Paramount last year, will warble their latest Columbia sides in the Roxy show.

WFB, NEW LP AND TAPE PRODUCER, OPENS SHOP

WFB Productions has been formed as a new LP and pre-recorded tape producer with headquarters in Souderton, Pa. Walter Baghurst is president and sales manager. Classical and semi-classical LP's are in production, with most sets issued to date consisting of concert band selections.

GRAVES LAUNCHES OWN INDIE DISKERY

Ralph Graves Jr., son of the silent film star of the same name, this week officially launched an indie diskery of his own, Sycamore Records. First release features singer Tony Ramano, with Graves planning on adding additional name talent in the near future. Firm will deal with pop material only, issuing both singles and LP's.

New York

The SESAC Transcribed Library is releasing the first sides of two new series to its subscribers—music by the Eddie Safranski Quintet and gospel songs sung by the John Daniel Quartet. . . . Franwil Records, of New Haven, Conn.,

launched its 1956 national distribution campaign at an informal reception last week at the Hotel Garde in New Haven, where President William (Doc) Francis announced promotion plans for the coming year. Connecticut's leading deejays attended the clambake and each received a portfolio of the diskery's new waxings.

Decca artist Ralph Young has just cut "Molly-O," tune which is featured in the United Artists production, "The Man With the Golden Arm." The diskery's sound track album of "Golden Arm" will be released shortly.

Cross Country Records has appointed Lester Friedman of Baltimore a field representative to cover the Delaware, Maryland and Washington area.

Kay Armen and Dick Hyman start a new live-wax deejay show over WRCA here February 6 from 9:30 to 10 a.m. Miss Armen will warble and pianist Hyman will play for special live segs in between platters. . . . Two Cadence Albums—Don Shirley's "Tonal Expressions" and Billy Maxted's "Hi-Fi Keyboard"—were exhibited as sterling examples of album packaging at the 14th Exhibition of Printing here last week.

While Betty Johnson is away this week plugging her new Bally record, her spot on the ABC "Breakfast Club" will be filled by a succession of guest stars, including Gloria Mann, Lucille Ball and Desi Arnaz, Homer and Jethro and Lurlene Hunter. . . . Sid Wayne, staff writer with Joy Music for the last 18 months (lyricist on "The Fish," "Ninety-Nine Years," etc.), has effected an amicable parting with the firm and will branch out on his own with TV and publisher assignments.

In last week's Country & Western Record Review section, the artist credit line over the review of Rose Maddox's new record, "Hey, Little Dreamboat," and "Tall Men" was omitted and erroneously placed over the review of the Davis Sisters' record "Don't Take Him for Granted" and "Blues for Company." Apologies to Miss Maddox and to the Davis Sisters. . . . Jack Mills has left for Boca Raton and Havana where he'll spend a month on vacation.

Hollywood

Lee Palmer, Coast manager of Mercury Records Distributing Corporation, announced the forthcoming wedding of his daughter, Carol Lee to Richard Zobel, non-pro. . . . Chris Warfield continues as guest singer with the Jerry Gray ork on the weekly NBC Monitor show. . . . Murray Arnold sliced four sides for his upcoming "Overheard in a Cocktail Lounge" album for Marquee Records. . . . Promotion man Bob Bacon celebrated the first anniversary of his firm since leaving Columbia Records. . . . Manning Sherwin, composer of "A Nightingale Sang in Berkeley Square," has returned from a 15-year stay in London, and will return to work in

AN OVERNIGHT SMASH!
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a theme from
"The Threepenny Opera"
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Don Cherry—Decca
"BEN, BEN, QUAKER BEN"
5 Encores—Rama
"SIXTEEN TEENS"
Hey Jackson Quintet—Josie
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THE ADVERTISING COLUMNS OF **THE BILLBOARD!**

Victor Albums

Continued from page 15

Glenn Miller, Duke Ellington, Lionel Hampton, and most of the other perennials whose sales have held firm since the '30's.

Completing Goodman

This summer Victor will have virtually completed its Benny Goodman disk reorganization. In addition to the 60 sides available in the new limited edition, and the 12 in the set of tunes featured in "The Benny Goodman Story," there will be one 12-inch of additional band sides, and one including trio and quartet numbers. Actually, 96 of the 266 sides Goodman cut for Victor in his career will be available in packages without a single duplication.

Farnon, who had been associated with UPA as a writer of the "Mr. Magoo" cartoon flicks, is the brother of Robert Farnon, one-time Hollywood conductor-cleffer who emigrated to England to become a successful London recording artist. The Farnons originally came from Canada.

Farnon will report to Welker, who, in turn, reports to George Marek, head of the Victor package department.

Materry Label

Continued from page 15

Jackson, formerly with King, and the Daps, a vocal group. Bobby (Later Alligator) Charles, whose current hit is on Chess, will be shifted to Materry. In the jazz line, Chess signed "cool" thrush Pinky Winters in California.

The first two LP's will carry programs by Misses Winters and Start.

Best Selling SHEET MUSIC IN BRITAIN For Week Ending January 21

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

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

Best Selling POP RECORDS IN BRITAIN For Week Ending January 21

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

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

motion pictures and television. Sherwin teamed with Frank Loesser at Paramount before going to England. . . . The Modernaires set for one-nighters in Palm Springs and Los Angeles here next week. . . . Mickey Champion has been added to the Dootone Records roster. . . . George Baron, KOWL vice-president, is in Palm Springs recuperating from a recent virus attack. . . . "The Opposite Sex," by Nicholas Brodsky and Sammy Cahn, has been set as the title song for the M-G-M picture of the same name. . . . Tony Martinez has formed a complete package show featuring his 14-man ork, male and female singers, dance team and comedy act. . . . Harpist Corky Hale debuts her new cafe act at the Cameo Room, New York, March 1, sharing billing with Mei Torme.

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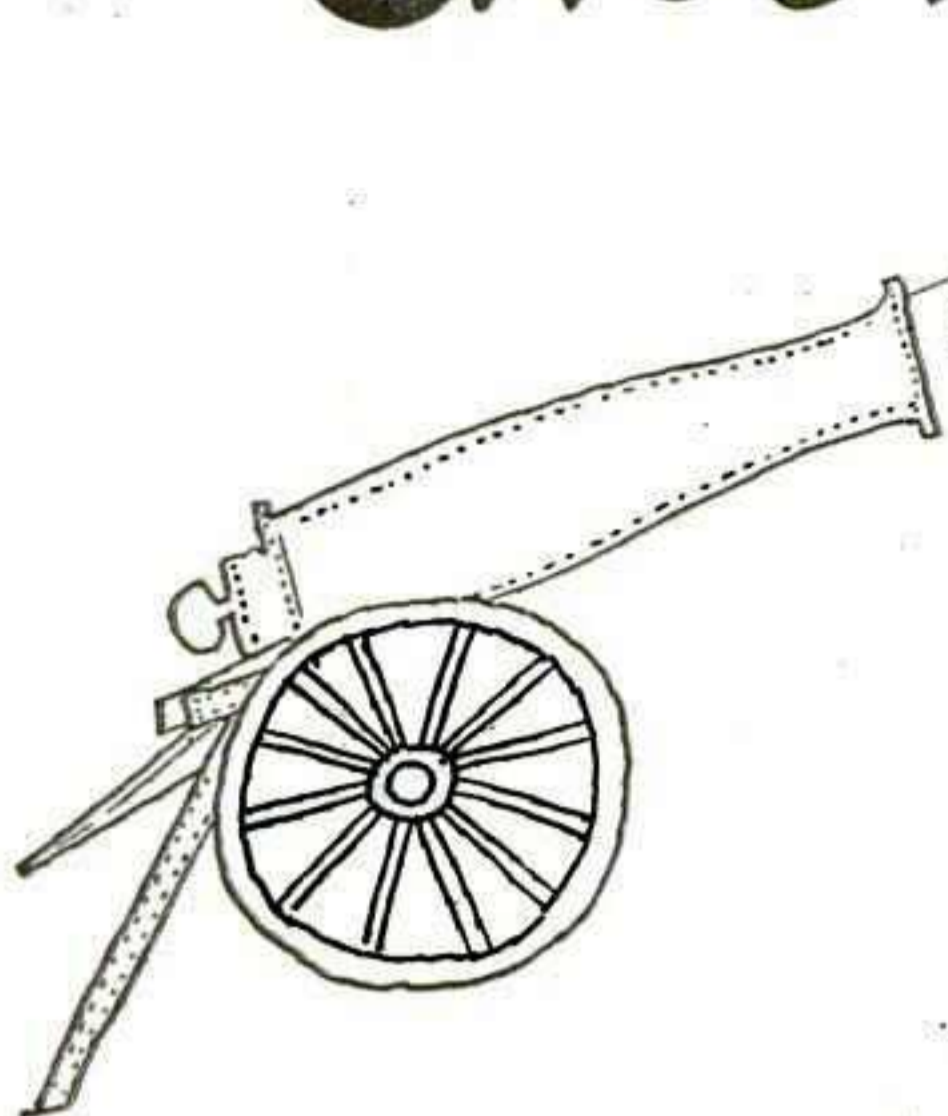
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Lawrence Welk Coral 57011

2. TAMBOO—Les Baxter...Capitol T 655

3. MUSIC FOR LOVERS ONLY; MUSIC TO MAKE YOU MISTY —
Jackie Gleason.....Capitol W 475

4. JACKIE GLEASON PLAYS ROMANTIC JAZZ
.....Capitol W 568

5. I LOVE PARIS—Michel LeGrand... Columbia CL 555

6. TV FAVORITES

Lawrence Welk Coral 57025



The Billboard
Jan. 28, 1956

WELK HOT PARADE



**LAWRENCE WELK AND
HIS SPARKLING STRINGS**
CRL 57011 • EC 82020

**THE GIRL FRIENDS
LAWRENCE WELK AND
HIS CHAMPAGNE MUSIC**
CRL 57023 • EC 81101 • EC 82012



**TV FAVORITES
LAWRENCE WELK
AND
HIS CHAMPAGNE MUSIC**
CRL 57025 • EC 82019



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LARRY HOOPER
sings
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and
**Nobody
Knows But
The Lord**

CORAL 61592 (78 RPM) and
9-61592 (45 RPM)

BREAKING BIG
LAWRENCE WELK
AND HIS
SPARKLING SEXTET
play
MORITAT

A Theme from "The Threepenny Opera"

and
STOMPIN' AT THE SAVOY

CORAL 61574 (78 RPM)
and 9-61574 (45 RPM)

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Review Spotlight on . . .

ALBUMS

Popular

YOU AND THE NIGHT AND THE MUSIC (1-12)—Andre Kostelanetz and his ork. Columbia CL 772

Andre Kostelanetz is a top album-seller in the mood-music field, and this LP should be another winner for him. Lush, romantic instrumental arrangements make the most of such great standards as "My Funny Valentine," "Thou Swell," "My Romance," "Dancing on the Ceiling," "Blues in the Night," and the title tune. Excellent programming for deejays, too.

GARRY MOORE PRESENTS MY KIND OF MUSIC (1-12)—Columbia CL 717

This is a fascinating off-beat package with strong commercial possibilities. It has already received considerable plugging, via Garry Moore's CBS-TV show, and is certain to benefit greatly from Moore's personal popularity and that of such varied instrumental jazz stylists as Wild Bill Davison, Sonny Terry, George Barnes, Mel Henke, Ernie Caceres, and that genius on the tin whistle Randy Hall. Davison's tasteful trumpet solo on "Yesterday," (backed with delightful incongruity by Percy Faith's lush strings) is a stand-out, as are Moore's witty and informative liner notes. For jazz and pop fans.

Reviews and Ratings of New Popular Albums

STRING ENCHANTMENT78 Alfred Newman and his Ork (1-12") Decca DL 8194

Here is lush, listenable mood music wrapped up in tasteful instrumental arrangements, with emphasis on the string section. The eight selections blend classics ("Last Spring" by Grieg, "Tchaikovsky's Waltz"), with pop ("Holiday for Strings," etc.). The LP is handsomely packaged with an eye-catching color photo of a svelte red-headed siren on the cover. Excellent programming for late-night deejays with anti-rock and roll followings.

THAT SOUND OF RENOWN77 Les Brown Ork (1-12") Coral CRL 57030

Les Brown has moved over to Capitol, but his melodies linger on at Coral, via this collection of some of his old singles. The tasteful, exciting instrumentals (all highlighted by a deft, danceable beat) include "I've Got My Love to Keep Me Warm," "It's All Right With Me," "Something's Gotta Give," and highlights of Gershwin's "An American in Paris." Smart deejay programming material and good for juke.

LET'S DANCE77 Steve Allen and his Ork (1-12") Decca CRL 57028

With a record of successful albums chalked up, Allen should break thru again with this happy and enthusiastic dance diskette. It's the label's own entry in the frantic "Benny Goodman Story" sweepstakes, even tho there's no mention of Goodman anywhere in the notes. This is a whole collection of Goodman material springing from the old arrangements of Edgar Sampson and Fletcher Henderson, and film star Allen's piano subs in at the spots where the Goodman clarinet formerly was heard. Included are classics like

"Let's Dance," "Don't Be That Way," "And the Angels Sing," "Sing, Sing, Sing," and Goodman's closing theme, "Goodbye." This should sell nicely.

THE BAND PLAYED ON77 Guy Lombardo and his Royal Canadians (1-12") Decca DL 8208

Altho Lombardo has exited the fold, the label holds a vast catalog of his material. Danceable and listenable as always, the set includes "The Band Played On," "For Me and My Gal," "Dardanella," "Five Foot Two, Eyes of Blue" and other favorite Royal Canadians' standards. The legion of admirers will no doubt make this a most profitable issue.

THE GIRL I LEFT HOME FOR76 Gwen Verdon (1-12") Victor LPM 1152

Musical comedy star Gwen Verdon ("Damn Yankees," "Can-Can") sells a song best when she can punctuate it visually with body-English as she does in her sock performances on Broadway. She has a small, almost childish voice, which wavers uncertainly on ballads ("Sand in My Shoes," "I've Got the World on a String.") and registers more positively on novelty and rhythm material ("Daddy," "Jenny," "Find Me a Primitive Man," etc.). The most appealing item about the package is its cover—an intriguing color photo of the red-headed Miss Verdon in a provocative pose—which should be a big sales plus for the LP.

WOMAN OF PARIS76 Vicki Benet (1-12") Decca DL 8233

The label unveils a new and impressive Continental talent in this definitely tempting package. A provocative color photo of Miss Benet adorns the cover. Inside there's evi-

dence of a poignant and touching singing style. The gal catches much of the Montmartre atmosphere as she runs thru a collection of typical cabaret-type tunes. Even the few American tunes get the French-language delivery, followed in each case by a second chorus in English. Should be played by candlelight, preferably with glasses of heady wine for two.

WISH UPON A STAR76 Peggy King (1-10") Columbia CL 2549

Pretty Peggy King (as George Gobel calls her) outlines her career in this winning package via six standard tunes and some additional music and lyrics by Eddy Samuels. It's a typical showbiz Cinderella story complete with night club job and movie offers, etc., and Peggy tells it in a voice akin to the Judy Garland of yesteryear. A couple of surprise voices pop up at the end. Among the tunes sung are "Little Girl Blue," "When You Wish Upon a Star" and "Let There Be Love." The package has a lot of charm and appeal for all.

THE BIGGEST HITS OF 195575 (1-12") Camden CAL 294

This is another of the bargain-priced entries that is bound to do well over the counters as long as any of the listed tunes are in vogue. It's a hit parade type of line-up with a couple of the standard Hit Parade TV performers, Gisele MacKenzie and Snookie Lanson, among the artists. Balance includes Jose Melis, Bob Carroll, Johnny Guarnieri, Charlie Spivak, Jack Haskell and the Honey Dreamers. A dozen hits of last year are included, such as "Unchained Melody," "Yellow Rose of Texas," "Suddenly There's a Valley" and "Love Is a Many-Splendored Thing."

GENIUS AT WORK72 Conley Graves Trio (1-12") Decca DL 8220

Conley Graves, one-time piano soloist with the Horace Heidt crew, has a fine, precise touch which he shows off in a variety of material. Big showcase numbers are "Slaughter on Tenth Avenue" and "Malaguena," but he also performs pleasantly on things like "The Man I Love," "Laura," "Stella by Starlight" and a Bach fugue, among others. A definitely entertaining package by a relatively unknown artist.

CHA CHA CHA68 Fajardo and his Stars (1-10") Panart LP 347

Jose Fajardo and his group offer eight atmospheric cha cha chas, most of which are styled strictly for dancing. Fajardo himself is featured on flute. The disk was cut and manufactured in Cuba, which helps it as an authentic item. Notes are in Spanish, which won't deter Latinophiles or transplanted Latinos.

MILES DAVIS VOL. 180 (1-12") Blue Note BLP 1501

An important jazz issue for "modernists." Blue Note apparently has begun conversion of its catalog to 12-inch, enhancing the sound en route. Along with the current pace-setting trumpeter Davis, the big names featured here include top modern trombonist J. J. Johnson, drummer Kenny Clarke and bassists Percy Heath and Oscar Pettiford. Davis' profound sensitive horn is well demonstrated in the moody "Enigma," "Tempus Fugit" and "C.T.A." are fine examples of post-bop singers.

SIDNEY BECHET VOL. 180 (1-12") Blue Note BLP 1203

One of the important Blue Note collections converted to 12-inch and sound-enhanced. This one's a sure bet for buyers of the New Orleans-Chicago-Dixie persuasion, and for anyone who collects superior jazz regardless of "school." With Bechet on soprano sax and clarinet, Wild Bill Davison on trumpet, Art Hodes on piano, etc., this is an unusually high-spirited and inventive program. Without exception, the 12 tunes are great jazz standards—"Shine," "Memphis Blues," "Sister Kate," etc. Excellent cover deserves display space, too.

INTRODUCING VILLEGAS79 (1-12") Columbia CL 787

Villegas is a new jazz pianist from Argentina who plays with elements of Brubeck, Waller and Garner, but

Reviews and Ratings of New Classical Releases

HAYDN: SYMPHONY NO. 102: SYMPHONY NO. 96 (MIRACLE) (1-12")—Philharmonic-Symphony Orchestra of New York; Bruno Walter, Cond. Columbia ML 505982

Those who like their Haydn, and that includes just about everybody with a taste for classical music, will find this LP a mighty attractive buy. It is the only coupling of the two symphonies, the readings show Walter's tremendous sympathy for the music, and the sound has glow and presence. Staple merchandise for all but strictly pop outlets.

MORTON GOULD: FALL RIVER LEGEND: LEONARD BERNSTEIN: FACSIMILE (1-12")—Ballet Theater Orchestra; Joseph Levine, Cond. Capitol P 832076

Both these ballet works are of a post World War II vintage and rather characteristically they are imbued with deep psychological overtones. "Fall River Legend" deals with the folk myth of Lizzie Borden and the double axe murder of her father and stepmother, while "Facsimile" touches on neurotic post-war frustrations—a typical "Wasteland" theme. Performance-wise, the etching is handled most satisfactorily. As examples of contemporary ballet material, these are top flight, tho they may find a more limited market than some of the more well-known classical forms.

MOUSSORGSKY: PICTURES AT AN EXHIBITION: PIANO MUSIC OF TCHAIKOVSKY (1-12")—Leonard Pennario, Piano. Capitol P 832375

Capitol, now at \$3.98 per 12-inch LP, has given added economy values here by recoupling the earlier 10-inch plush package of "Pictures" with another full side of piano readings. The "Pictures" was hailed as a tour de force when first released by Pennario, and it holds up on further examination. The Tchaikovsky program, on the lighter side, is thoroughly enjoyable. Figures to move a good many copies and show lasting sales qualities.

BEETHOVEN: PIANO SONATA NO. 14 (MOONLIGHT): PIANO SONATA NO. 8 (PATHETIQUE) (1-12")—Rudolf Firkušny, Piano. Capitol P 832273

Poetic and well-recorded interpretations of the two popular piano works. Both have been done by virtually every big name pianist, and except for fans who will single out Firkušny, most will gravitate more readily to versions by Rubinstein, Giesekine, Backhaus, etc. Buyers of this issue will not be disappointed, however.

GUITAR MUSIC OF LATIN AMERICA (1-12")—Laurindo Almeida, Guitar. Capitol P 832172

Artist and composer Almeida, already represented by an album of guitar music from Spain, delves into the works of closer neighbors here. In a recording of impeccable quality, 11 complete short works are presented, highlighting not only the artistry of the soloist but the imaginative guitar scorings of four Latin composers, Mexicans Jose Barroso and Manuel Ponce, Brazilian Veitor Villa Lobos, and Paraguayan Agustin Barrios, in addi-

tion to Almeida himself. Certainly there is no mass market appeal but for those who fancy this versatile instrument, this package promises rewards.

SIBELIUS: VIOLIN CONCERTO: THE SWAN OF TUONELA: THE RETURN OF LEMMINKAINEN; (1-12")—Camilla Wicks, Violin; Symphony Orchestra of Radio-Stockholm; Sixten Ehrling, Cond. Capitol P 832772

Miss Wicks' virtually flawless rendition of the Concerto previously occupied two sides of a 12-inch LP. With the transfer, and the addition of two popular orchestral pieces to the package, it becomes an excellent value, comparable musically to the best around. However, it will not be easy to sell a name less accepted than Heifetz, Stern, etc.

SCHUMANN: DAVIDSBUNDLER DANCES, OP. 6: SONATA NO. 3 IN F MINOR, OP. 14 (CONCERTO WITHOUT ORCHESTRA) (1-12")—Friedrich Wührer, Piano. Vox PL 886071

Wührer, who has been deep in a major project of recording all the Schubert sonatas, has romantic fare of similar appeal here. This is repertoire which obviously is close to his interpretive heart and he performs it with knowing skill. Solid, satisfying music-making. The sonata, incidentally, is an LP first.

BACH: CONCERTO FOR VIOLIN AND OBOE IN D MINOR: CONCERTO FOR TWO HARPISCHORDS IN C MINOR: CONCERTO FOR TWO HARPISCHORDS IN C MAJOR; (1-12")—Pro Musica String Orchestra, Stuttgart; Rolf Reinhardt, Cond. Vox PL 958070

Two of these works are "naturals" as couplings: the C Minor Concerto for two harpsichords is a transcription by Bach himself of the earlier violin-oboe concerto. In the C Minor Concerto—and in the joyful, dynamic C Major—Helma Elsner and Rolf Reinhardt are the harpsichord soloists and perform with stylistic authority and technical finish.

A CHOPIN RECITAL (1-12")—Istvan Nadas, Piano. Period SPL 72269

Nadas, a young artist of genuine talent, has already won some notice for his earlier Period diskings of Beethoven and Schubert. This new collection shows him in a mellow mood, playing the Chopin selections with little concern for their technical bravura possibilities. It's poetic playing of a generous selection of Frudes, Mazurkas, Polonaises, etc., including the B Flat Minor Scherzo. Name competition is rough, but quality of performance will win Nadas new followers.

BACH: WORKS FOR THE LUTE (1-12")—Michel Podolski, Lute. Period SPL 72467

An appealing disk for the connoisseur element. There is constant charm in these intimate readings by the skillful lutenist, who is just about the only recording artist adding to the available repertoire. On the program are two complete Suites and a Prelude and Fugue. The sound is fine.

"Dig," which actually is "Sweet Georgia Brown."

HOT VS. COOL: A BATTLE OF JAZZ75 (1-12") M-G-M E 3286

Re-coupling of material previously released on the label, to make up a 12-inch LP. Six different tunes are played, first by Dixielanders, and then by a modern group. The programming idea is a good one, and the list of participants from both is impressive. Group leaders are: Dizzy Gillespie, Jimmy McPartland, Buddy DeFranco, Edmond Hall, Don Elliott, Bobby Byrne and Kai Windling. Those who have not bought the earlier EP's or 10-inch LP's are advised to latch on to this provocative set.

GEORGE WALLINGTON QUINTET AT THE BOHEMIA74 (1-12") Progressive PLP 1001

Some of the most constructive experimental work on the New York jazz scene this past year has come out of the "workshop" sessions of the Wallington quintet at the Cafe Bohemia. Here is a rich sample. Of interest is a jazz technique developed by Wallington, called "the peck": Clipped series of incomplete phrases, featuring an interplay between the soloing horn and members of the rhythm section. This has particular fascination because of the phenomenal playing of bassist Paul Chambers and drummer Art Taylor. Over this solid foundation, altoist Jackie McClean and trumpeter Paul Byrd throw out fragments of ideas that spontaneously build a mosaic of abstract, ultra-modern design. The creative vitality and solo artistry to be heard in this set deserve the widest exposure.

CHARLIE MARIANO73 (1-12") Bethlehem BCP 25

Mariano, alto saxophonist with the Kenton band, is heard here in his second album for Bethlehem. He is backed only by a rhythm section, and this provides him with more space for soloing than in the earlier one. Fluent technique, emotional warmth and beauty of tone are apparent in the two ballads in this LP. The most stimulating interplay between Mariano and his rhythm

(Continued on page 50)

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending January 25

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Memories Are Made of This		1 9	6. Band of Gold		6 10
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm Dot 15436. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.			By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) BEST SELLING RECORD: D. Cherry, Col 40597. RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 48856. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
2. Great Pretender		3 8	7. It's Almost Tomorrow		7 13
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: J. Riggs, Media 1020.			By Buss Adkinson—Published by Northern Music (ASCAP) BEST SELLING RECORD: Dream Weavers, Dec 29683. RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; J. Stafford, Col 40595; L. Welk, Coral 61524. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
3. Sixteen Tons		2 13	8. He		8 20
By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: G. Baker, Real 1304; J. Desmond, Coral 61529; M. Katz, Cap 3342; B. B. King, RPM 451; Marvin & The Chirps, Tip Top 202; S. Shore, X 0187; R. Sovine, Dec 29739.			By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORDS AVAILABLE: K. Armen, M-G-M 12078; G. B. Shea, Victor 20-6292. ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth; Sunshine Boys, Lang-Worth.		
4. Rock and Roll Waltz		4 5	9. Dugaree Doll		11 5
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359.			By Ben Raleigh & Sherman Edwards—Published by E. B. Marks (BMI) BEST SELLING RECORD: E. Fisher, Vic 20-6337. RECORD AVAILABLE: Rock Brothers, King 4851.		
5. Lisbon Antigua		5 6	10. Teen-Age Prayer		11 7
By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; M. Miller, Col 40635. ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.			By Riechner & Lowe—Published by La Salle (ASCAP) BEST SELLING RECORD: G. Storm, Dot 15436. RECORDS AVAILABLE: Robin Hood, M-G-M 12138; D. Cooper, Modern 977; G. Mann, Sound 126; K. White, Mercury 70750.		
Second Ten					
11. Love and Marriage		11 16	16. Only You		15 19
By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3260. RECORDS AVAILABLE: H. Grayco, X 0168; Homer & Jethro, Vic 20-6374; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; D. Shore, Vic 20-6266. ELECTRICAL TRANSCRIPTIONS: Billy May Ork, Standard; Henry Jerome Ork, Lang-Worth.			By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 90015; B. Frank, Bell 1109. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		
12. Autumn Leaves		14 24	17. Are You Satisfied?		18 5
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Gallian, X 0161; J. Gleason, Cap 3223; M. Miller, Col 50033; T. Russo, Bell 1106; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Allen Roth Ork, The-Saurus; Henry Jerome Ork, Lang-Worth.			By Wooley & Escamella—Published by Cordial Music (BMI) BEST SELLING RECORD: R. Draper, Mercury 70757. RECORDS AVAILABLE: T. Arden, Vic 20-6346; C. Francis, M-G-M 12122; C. Johnson, Col 40612; J. Wakely, Dec 29756; S. Wooley, M-G-M 12114.		
13. I Hear You Knockin'		10 18	18. No, Not Much		22 2
By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356. RECORD AVAILABLE: M. Wiseman, Dot 1273.			By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.		
13. Moments to Remember		9 22	18. Tender Trap		19 7
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Ballad, Bell 1107. ELECTRICAL TRANSCRIPTIONS: Russ Carlyle, Standard; Henry Jerome Ork, Lang-Worth.			By Sammy Cahn and J. Van Heusen—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3290. RECORDS AVAILABLE: E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
15. See You Later, Alligator		16 3	20. Go On With the Wedding		24 3
By Robert Guidry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec 29791. RECORDS AVAILABLE: O. Bush, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786.			By Arthur Korb, Charley Purvis, Milt Yakus—Published by Pincus (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 70766. RECORDS AVAILABLE: K. Kallen-G. Shaw, Dec 29776; Modernaires, Coral 61555.		
Third Ten					
21. Angels in the Sky		17 8	23. Chain Gang		24 3
By Dick Glasser—Published by Ridgeway (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70741; Monarchs, Wing 90040. ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.			By Quasha, Yakus—Published by Pincus (ASCAP) RECORDS AVAILABLE: L. Dresslar, Mercury 70774; B. Scott, ABC Paramount 9658; J. Oliver, M-G-M 12164.		
22. Tutti Frutti		26 2	27. All at Once You Love Her		22 10
By La Bastrie Tenniman—Published by Venice (BMI) RECORDS AVAILABLE: P. Boone, Dot 15443; Little Richard, Specialty 561.			By Rodgers & Hammerstein—Published by Chappell (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6294. ELECTRICAL TRANSCRIPTIONS: Billy Mills Ork, Standard; George Cook, Standard; Henry Jerome, Lang-Worth.		
23. Cry Me a River		20 11	28. Daddy-O		26 13
By Arthur Hamilton—Published by Saunders (ASCAP) RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; D. Jordan, Dootone 384; J. London, Liberty 55006; K. White, Mercury 70722. ELECTRICAL TRANSCRIPTIONS: Airline Trio, Lang-Worth; George Cook, Standard.			By Gore Abner & Innis—Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428; E. Russell-R. Eberle, Bell 1111. ELECTRICAL TRANSCRIPTION: Airline Trio, Lang-Worth.		
23. Theme From the Three Penny Opera (Moritat)		- 1	28. Burn That Candle		27 3
By Kurt Weill-Brecht—Published by Harms (ASCAP) RECORDS AVAILABLE: R. Hayman-J. August, Mercury 70781; R. Hyman, M-G-M 12149; L. Paul, Cap 3329; B. Vaughn, Dot 15444; L. Welk, Coral 61574.			By Winfred Scott—Published by Roosevelt (BMI) RECORDS AVAILABLE: C. Arthur, Vic 20-6297; Cues, Cap 3245; B. Haley, Dec 29713. ELECTRICAL TRANSCRIPTION: Airline Trio, Lang-Worth.		
23. Woman in Love		21 10	30. Seven Days		- 1
By Frank Loesser—Published by Frank Music (ASCAP) RECORDS AVAILABLE: M. Brando-J. Simmons, Dec 29783; Four Aces, Dec 29725; F. Laine, Col 40583; G. MacRae, Cap 3284. ELECTRICAL TRANSCRIPTIONS: George Cook, Standard; Airline Trio, Lang-Worth.			By Carrol-Taylor—Published by Progressive (BMI) RECORDS AVAILABLE: D. Collins, Coral 61562; C. McPhatter, Atlantic 1081.		

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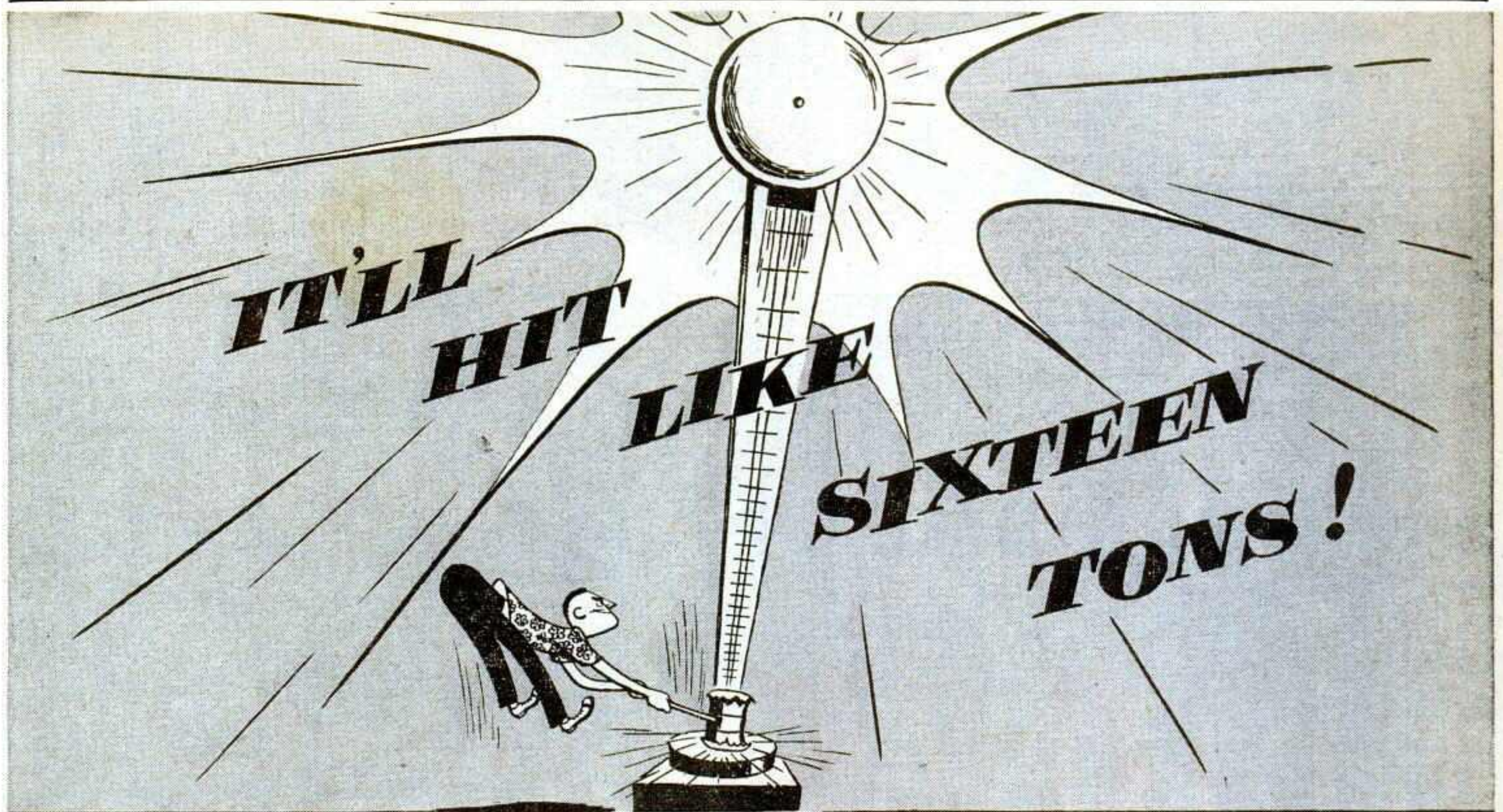
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/ I'll Be With You In Apple Blossom Time**

MERCURY 70781 • **HAYMAN and AUGUST**

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MERCURY 70774 • **LEN DRESLAR**

Seven Days / That's Your Mistake

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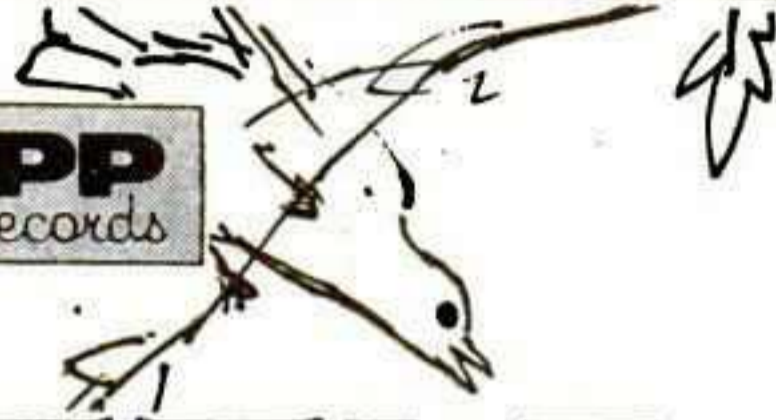


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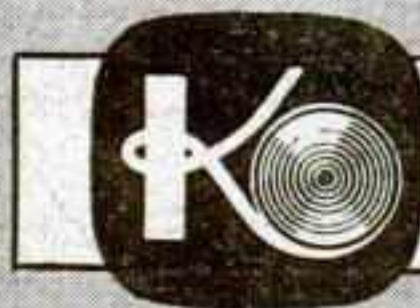
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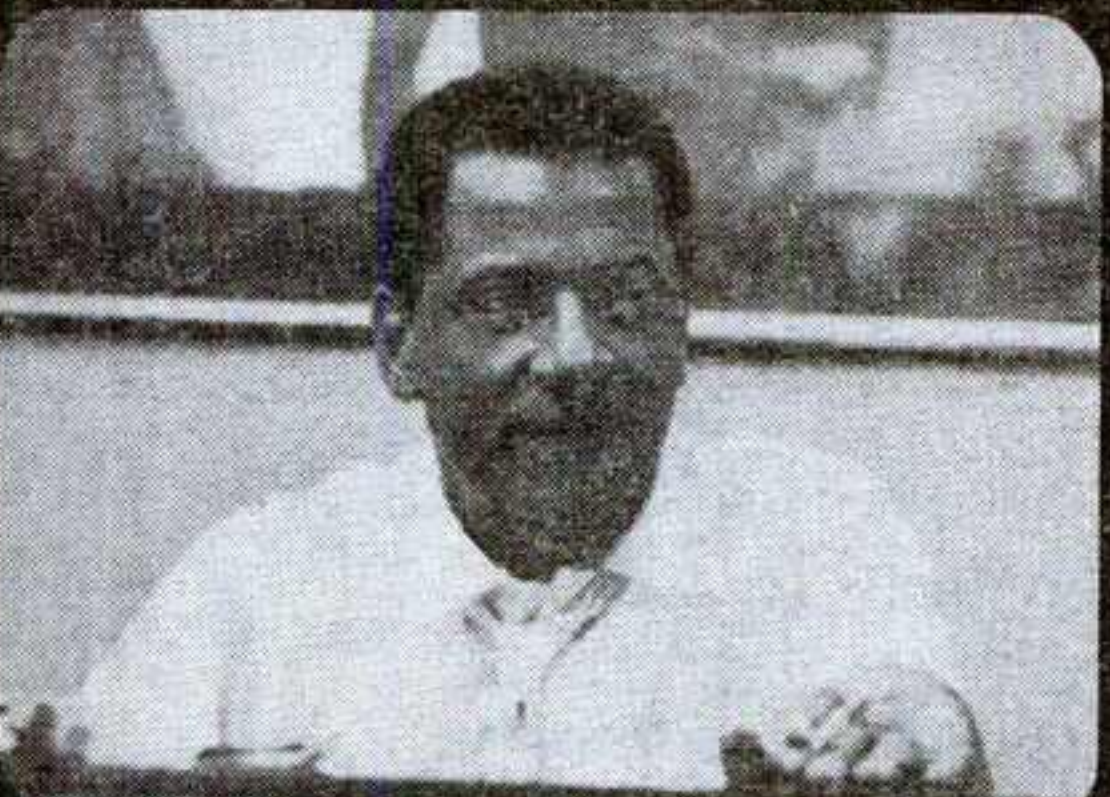
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MGM 12158 78 rpm
K 12158 45 rpm

DESI ARNAZ

FOREVER, DARLING

(From the MGM film, "FOREVER DARLING")

and
THE STRAW HAT SONG
MGM 12144 78 rpm • K 12144 45 rpm

LEROY HOLMES and His Orch.

MADEIRA
and
HELEN OF TROY THEME
(From the Warner Bros. film, "Helen of Troy")
MGM 12157 78 rpm • K 12157 45 rpm

MARVIN RAINWATER
WHERE DO WE GO FROM HERE
and
DEM LOW DOWN BLUES
MGM 12152 78 rpm • K 12152 45 rpm

CONNIE FRANCIS

**MY
TREASURE**

MGM 12122 78 rpm
K 12122 45 rpm

SHEB WOOLEY

**ARE YOU
SATISFIED?**

MGM 12114 78 RPM • K 12114 45 RPM

BUD DECKELMAN

**YESTERDAY, TODAY
AND TOMORROW**

and
**DARLING,
I'LL KEEP TRYING**

MGM 12162 78 RPM • K 12162 45 RPM

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Territorial Best Sellers

For survey week ending January 25

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

Atlanta

1. Memories Are Made of This D. Martin, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Great Pretender, Platters, Mer.
4. Sixteen Tons, T. Ernie, Cap.
5. It's Almost Tomorrow Dream Weavers, Dec.
6. Moments to Remember, Four Lads, Col.
7. Dungere Doll, E. Fisher, Vic.

Baltimore

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

Boston

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Rock and Roll Waltz, K. Starr, Vic.
4. No, Not Much, Four Lads, Col.
5. Lisbon Antigua, N. Riddle, Cap.
6. Band of Gold, D. Cherry, Col.
7. April in Paris, C. Basie, Clf.
8. He, A. Hibbler, Dec.
9. Go on With the Wedding K. Kallen & G. Shaw, Dec.
10. Sixteen Tons, T. Ernie, Cap.

Buffalo

1. Great Pretender, Platters, Mer.
2. Lisbon Antigua, N. Riddle, Cap.
3. Memories Are Made of This D. Martin, Cap.
4. Rock and Roll Waltz, K. Starr, Vic.
5. See You Later, Alligator B. Haley, Dec.
6. No, Not Much, Four Lads, Col.
7. Go on With the Wedding, P. Page, Mer.

Chicago

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Great Pretender, Platters, Mer.
5. Band of Gold, D. Cherry, Col.
6. Sixteen Tons, T. Ernie, Cap.
7. No, Not Much, Four Lads, Col.
8. Dungere Doll, E. Fisher, Vic.
9. Chain Gang, B. Scott, Pat.
10. See You Later, Alligator B. Haley, Dec.

Cincinnati

1. Great Pretender, Platters, Mer.
2. Memories Are Made of This D. Martin, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Lisbon Antigua, N. Riddle, Cap.
5. See You Later, Alligator B. Haley, Dec.
6. It's Almost Tomorrow Dream Weavers, Dec.
7. Sixteen Tons, T. Ernie, Cap.
8. I Hear You Knockin', G. Storm, Dot
9. Angels in the Sky, Crew Cuts, Mer.
10. Are You Satisfied? R. Draper, Mer.

Cleveland

1. Memories Are Made of This D. Martin, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. Why Do Fool's Fall in Love? Teen-Agers, Gee
4. Theme From the Three Penny Opera (Moritat), R. Hyman, M-G-M
5. Sixteen Tons, T. Ernie, Cap.
6. No, Not Much, Four Lads, Col.
7. Band of Gold, D. Cherry, Col.
8. Rock and Roll Waltz, K. Starr, Vic.
9. Seven Days, D. Collins, Cor.
10. That's Your Mistake, O. Williams, Del.

Dallas-Fort Worth

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Great Pretender, Platters, Mer.
5. I Hear You Knockin', G. Storm, Dot
6. See You Later, Alligator B. Haley, Dec.
7. He, A. Hibbler, Dec.
8. Love and Marriage, F. Sinatra, Cap.
9. No, Not Much, Four Lads, Col.

Denver

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

Detroit

1. Lisbon Antigua, N. Riddle, Cap.
2. Great Pretender, Platters, Mer.
3. Memories Are Made of This D. Martin, Cap.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
6. That's Your Mistake, O. Williams, Del.
7. Sixteen Tons, T. Ernie, Cap.
8. No, Not Much, Four Lads, Col.
9. April in Paris, C. Basie, Clf.
10. Band of Gold, D. Cherry, Col.

Kansas City

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. Rock and Roll Waltz, K. Starr, Vic.
5. See You Later, Alligator B. Haley, Dec.
6. Angels in the Sky, Crew Cuts, Mer.
7. No, Not Much, Four Lads, Col.
8. Speedoo, Cadillac, Jse.
9. Tutti Frutti, Little Richard, Spe.

Los Angeles

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Lisbon Antigua, N. Riddle, Cap.
4. Great Pretender, Platters, Mer.
5. Rock and Roll Waltz, K. Starr, Vic.
6. Band of Gold, D. Cherry, Col.
7. Love and Marriage, F. Sinatra, Cap.
8. It's Almost Tomorrow Dream Weavers, Dec.
9. Only You, Platters, Mer.
10. I Hear You Knockin', G. Storm, Dot

Milwaukee

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. See You Later, Alligator B. Haley, Dec.
4. Great Pretender, Platters, Mer.
5. No, Not Much, Four Lads, Col.
6. April in Paris, C. Basie, Clf.
7. Angels in the Sky, Crew Cuts, Mer.
8. Are You Satisfied? R. Draper, Mer.
9. Go on With the Wedding, P. Page, Mer.

Mpls.-St. Paul

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Band of Gold, D. Cherry, Col.
5. Are You Satisfied? R. Draper, Mer.
6. Sixteen Tons, T. Ernie, Cap.
7. See You Later, Alligator B. Haley, Dec.
8. Angels in the Sky, Crew Cuts, Mer.
9. Go on With the Wedding, P. Page, Mer.
10. Drinking Wine Spoil-Oh Five Strings, Col.

New Orleans

1. Memories Are Made of This D. Martin, Cap.
2. Great Pretender, Platters, Mer.
3. Sixteen Tons, T. Ernie, Cap.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Band of Gold, D. Cherry, Col.
6. See You Later, Alligator B. Haley, Dec.
7. Dungere Doll, E. Fisher, Vic.
8. Lisbon Antigua, N. Riddle, Cap.
9. Teen-Age Prayer, G. Storm, Dot
10. It's Almost Tomorrow Dream Weavers, Dec.

New York

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Lisbon Antigua, N. Riddle, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. It's Almost Tomorrow Dream Weavers, Dec.
7. Band of Gold, D. Cherry, Col.
8. He, A. Hibbler, Dec.
9. Love and Marriage, F. Sinatra, Cap.
10. Moments to Remember, Four Lads, Col.

Philadelphia

1. Great Pretender, Platters, Mer.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Memories Are Made of This D. Martin, Cap.
4. Lisbon Antigua, N. Riddle, Cap.
5. Go on With the Wedding, P. Page, Mer.
6. Sixteen Tons, T. Ernie, Cap.
7. Dungere Doll, E. Fisher, Vic.
8. Band of Gold, D. Cherry, Col.

Pittsburgh

1. Great Pretender, Platters, Mer.
2. Memories Are Made of This D. Martin, Cap.
3. No, Not Much, Four Lads, Col.
4. Rock and Roll Waltz, K. Starr, Vic.
5. It's Almost Tomorrow Dream Weavers, Dec.
6. Dungere Doll, E. Fisher, Vic.
7. Theme From the Three Penny Opera (Moritat), D. Hyman, M-G-M
8. Band of Gold, D. Cherry, Col.
9. See You Later, Alligator B. Haley, Dec.
10. Sixteen Tons, T. Ernie, Cap.

St. Louis

1. Rock and Roll Waltz, K. Starr, Vic.
2. See You Later, Alligator B. Haley, Dec.
3. Great Pretender, J. Riggs, Mda.
4. Band of Gold, D. Cherry, Col.
5. Memories Are Made of This D. Martin, Cap.
6. Dungere Doll, E. Fisher, Vic.
7. Great Pretender, Platters, Mer.
8. Sixteen Tons, T. Ernie, Cap.
9. Lisbon Antigua, N. Riddle, Cap.
10. Seven Days, D. Collins, Cor.

San Francisco

1. Memories Are Made of This D. Martin, Cap.
2. Sixteen Tons, T. Ernie, Cap.
3. Great Pretender, Platters, Mer.
4. Lisbon Antigua, N. Riddle, Cap.
5. Mack the Knife, L. Armstrong, Dec.
6. Love and Marriage, F. Sinatra, Cap.
7. Rock and Roll Waltz, K. Starr, Vic.
8. Band of Gold, D. Cherry, Col.
9. It's Almost Tomorrow Dream Weavers, Dec.
10. Tender Trap, F. Sinatra, Cap.

Seattle

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Memories Are Made of This D. Martin, Cap.
4. Great Pretender, Platters, Mer.
5. See You Later, Alligator B. Haley, Dec.
6. Dungere Doll, E. Fisher, Vic.
7. Sixteen Tons, T. Ernie, Cap.
8. Zindy Lou, Mariners, Cdc.

Toronto

1. Memories Are Made of This D. Martin, Cap.
2. It's Almost Tomorrow Dream Weavers, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. Great Pretender, Platters, Mer.
5. See You Later, Alligator B. Haley, Dec.
6. Only You, Platters, Mer.

"LOVE IS A MANY-SPLENDORED THING"

"IT'S A WOMAN'S WORLD"

"THREE COINS IN THE FOUNTAIN"

And Now

the **FOUR ACES**

NEWEST 2 SIDED SMASH!

IF YOU CAN DREAM

backed with

THE GAL WITH THE YALLER SHOES

Both From the M-G-M Picture "MEET ME IN LAS VEGAS"



on Decca 29809(78rpm) • 9-29809(45rpm)



103,436 ORDERS

RECEIVED AS OF NOON, THURSDAY, JANUARY 26, FOR THE

Exclusive **DECCA** Sound Track Albums of
"THE BENNY GOODMAN
STORY"

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EN ROUTE
TO
YOU



A Musical Bonanza in
Stunning HIGH FIDELITY

LONG PLAY:
 DL 8252 (Vol. 1) \$3.98*
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*Suggested List Prices - Including Federal Excise Tax

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Her First Decca Release

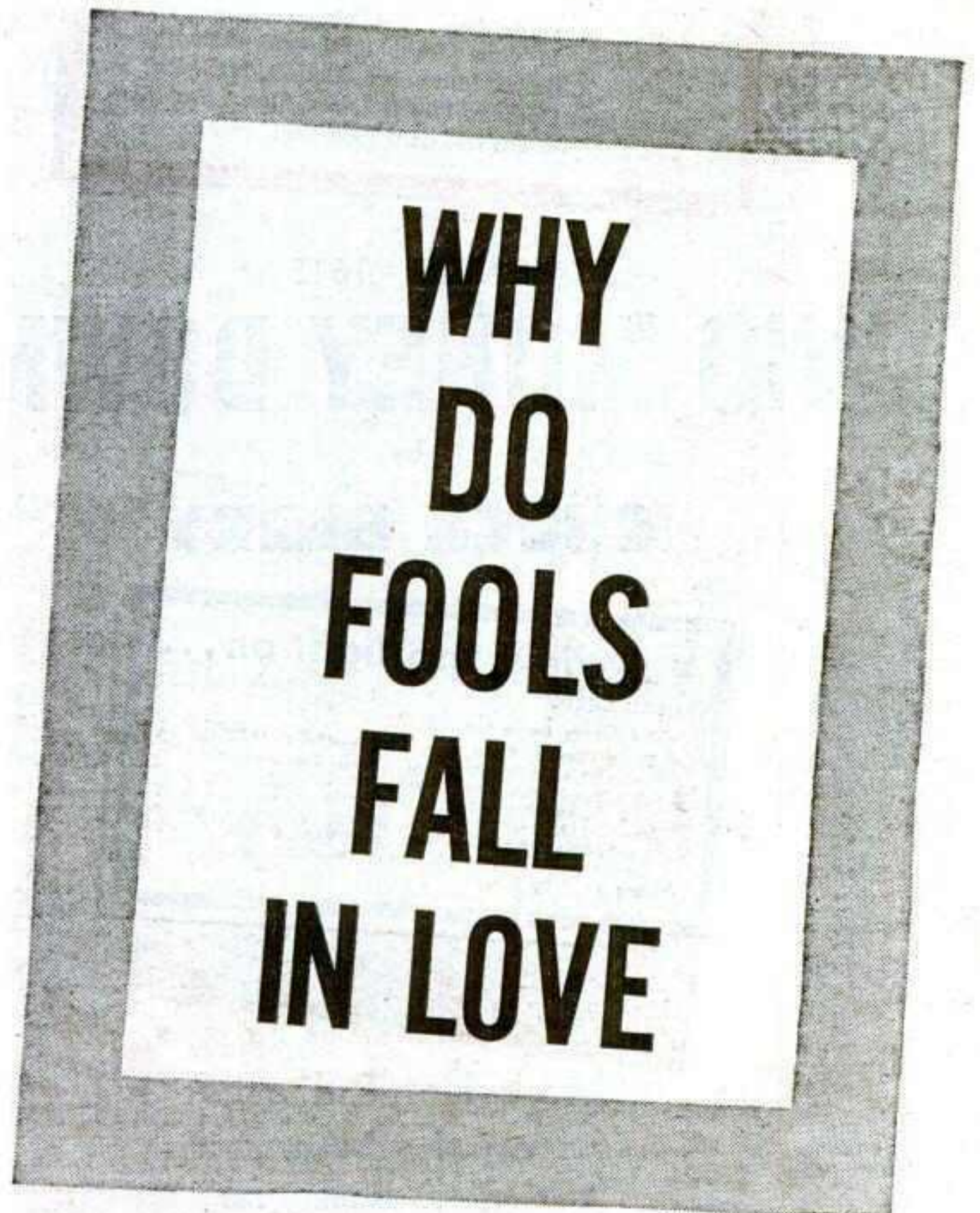
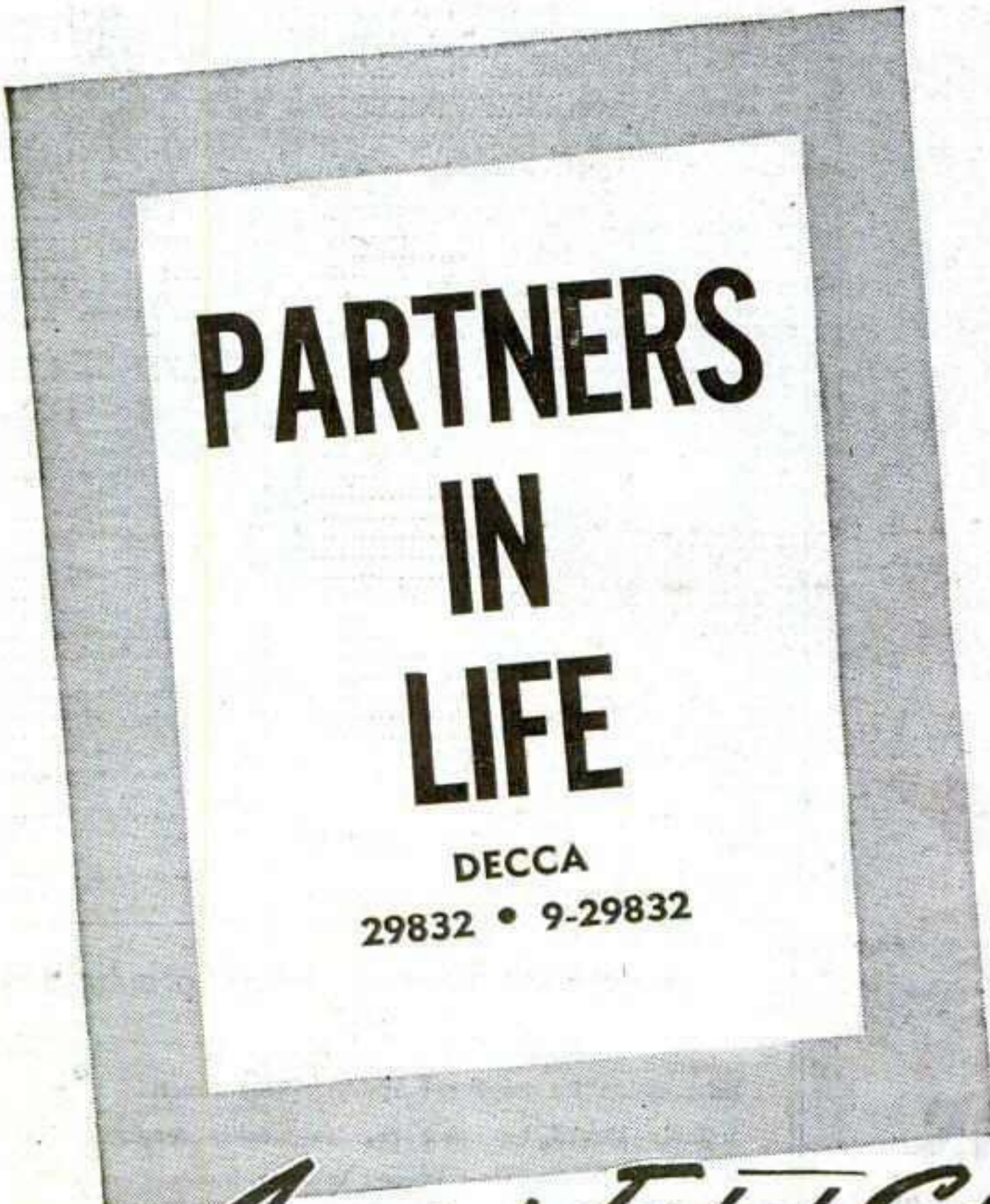
the Sensational

Gloria



Mann

singing



America's Fastest Selling Records



CHESS-CHECKER RECORDS

ARE

HOT

FOR 1956

#830 CHECKER

"I'LL BE HOME"

by

THE FLAMINGOS

• This Week's Best Buys

I'LL BE HOME (Arc, BMI)—The Flamingos—Checker 830
Another fast mover. In the last two weeks it has come forward at a very brisk pace, and is now rated good to strong in New York, Baltimore, Philadelphia, Buffalo, Chicago, Milwaukee, Detroit, Nashville, St. Louis and Durham. Flip is "Need Your Love" (Arc, BMI). A previous Billboard "Spotlight" pick.

CHESS #1615

"NO MONEY DOWN"

by

CHUCK BERRY

• Review Spotlight on...

CHUCK BERRY

No Money Down (Arc, BMI)
Down Bound Train (Arc, BMI)—Chess 1615—Berry's showmanly performance on the humorous talking-novelty "No Money Down" should pay off in plenty of juke and jockey play and cash-across-the-counter. It's a great reading, loaded with sock personality impact and a hard-driving, insistent beat. The flip, a fast moving almost country-styled blues, has an exciting pace and a fine vocal by Berry.

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on the Way

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CHESS-CHECKER RECORDS

4750-52 COTTAGE GROVE AVENUE

CHICAGO, ILL.

The Billboard Music Popularity Charts POPULAR RECORDS

THE TOP 100

For survey week ending January 25

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

Pos.	Song	Artist	Label	Last Week
1.	MEMORIES ARE MADE OF THIS.....	D. Martin	Capitol	1
2.	GREAT PRETENDER.....	Platters	Mercury	3
3.	SIXTEEN TONS.....	T. Ernie	Capitol	2
4.	ROCK AND ROLL WALTZ.....	K. Starr	Victor	4
5.	LISBON ANTIGUA.....	N. Riddle	Capitol	10
6.	BAND OF GOLD.....	D. Cherry	Columbia	5
7.	DUNGAREE DOLL.....	E. Fisher	Victor	8
8.	IT'S ALMOST TOMORROW.....	Dream Weavers	Decca	9
9.	MOMENTS TO REMEMBER.....	Four Lads	Columbia	7
9.	TEEN-AGE PRAYER.....	G. Storm	Dot	10
11.	I HEAR YOU KNOCKIN'.....	G. Storm	Dot	6
12.	LOVE AND MARRIAGE.....	F. Sinatra	Capitol	12
13.	SEE YOU LATER, ALLIGATOR.....	B. Haley	Decca	20
14.	ARE YOU SATISFIED?.....	R. Draper	Mercury	18
15.	HE.....	A. Hibbler	Decca	14
15.	ONLY YOU.....	Platters	Mercury	16
17.	ANGELS IN THE SKY.....	Crew Cuts	Mercury	15
18.	GO ON WITH THE WEDDING.....	P. Page	Mercury	24
19.	AUTUMN LEAVES.....	R. Williams	Kapp	13
20.	CRY ME A RIVER.....	J. London	Liberty	17
20.	THEME FROM THE THREE PENNY OPERA (MORITAT).....	R. Hyman	M-G-M	37
22.	CHAIN GANG.....	B. Scott	ABC-Paramount	39
23.	ONLY YOU.....	Hilltoppers	Dot	19
24.	BAND OF GOLD.....	K. Carson	Capitol	21
25.	TEEN-AGE PRAYER.....	G. Mann	Sound	22
26.	NO, NOT MUCH.....	Four Lads	Columbia	38
27.	TUTTI FRUTTI.....	P. Boone	Dot	56
28.	IT'S ALMOST TOMORROW.....	J. Stafford	Columbia	35
29.	HE.....	McGuire Sisters	Coral	26
30.	TUTTI FRUTTI.....	Little Richard	Specialty	46
31.	MOSTLY MARIHA.....	Crew Cuts	Mercury	35
32.	TENDER TRAP.....	F. Sinatra	Capitol	23
33.	SPEEDOO.....	Cadillacs	Josie	43
34.	DADDY-O.....	Fontane Sisters	Dot	33
35.	LULLABY OF BIRDLAND.....	Blue Stars	Mercury	49
35.	BURN THAT CANDLE.....	B. Haley	Decca	29
37.	WOMAN IN LOVE.....	Four Aces	Decca	29
38.	ALL AT ONCE YOU LOVE HER.....	P. Como	Victor	31
38.	WOMAN IN LOVE.....	F. Lane	Columbia	24
40.	APRIL IN PARIS.....	C. Basie	Clef	53
41.	EVERYBODY'S GOT A HOME BUT ME.....	E. Fisher	Victor	55
42.	LOVE AND MARRIAGE.....	D. Shore	Victor	44
43.	MEMORIES ARE MADE OF THIS.....	G. Storm	Dot	20
44.	GO ON WITH THE WEDDING.....	K. Kallen	Decca	71
44.	SEVEN DAYS.....	G. Shaw	Decca	71
44.	TROUBLE WITH HARRY.....	C. McPhatter	Atlantic	—
47.	WHEN YOU DANCE.....	Alfi & Harry	Liberty	50
48.	SEVEN DAYS.....	Turbans	Herald	42
49.	GEE WHITAKERS.....	D. Collins	Coral	79
49.	YOU ARE MY LOVE.....	P. Boone	Dot	27
51.	NINETY-NINE YEARS.....	J. James	M-G-M	62
52.	MEMORIES OF YOU.....	G. Mitchell	Columbia	60
53.	MEMORIES ARE MADE OF THIS.....	Four Coins	Epic	34
54.	DON'T GO TO STRANGERS.....	M. Carson	Columbia	59
54.	AT MY FRONT DOOR.....	V. Monroe	Victor	52
56.	MY BELIEVING HEART.....	P. Boone	Dot	45
57.	PEPPER HOT BABY.....	J. James	M-G-M	74
57.	WANTING YOU.....	J. P. Morgan	Victor	74
59.	MEMORIES OF YOU.....	R. Williams	Kapp	58
60.	THEME FROM THE THREE PENNY OPERA (MORITAT).....	R. Hayman	Columbia	63
60.	IT'S ALMOST TOMORROW.....	B. Goodman	Columbia	63
60.	LOVE IS A MANY-SPLENDORED THING.....	J. August	Mercury	—
63.	THAT'S YOUR MISTAKE.....	D. Carroll	Mercury	48
63.	SHIFTING WHISPERING SANDS.....	Four Aces	Decca	40
65.	C'EST LA VIE.....	O. Williams	De Luxe	78
66.	LET IT RING.....	B. Vaughn	Dot	84
67.	AUTUMN LEAVES.....	S. Vaughan	Mercury	32
68.	SEVEN DAYS.....	Doris Day	Columbia	51
68.	TAKE ME BACK TO TOYLAND.....	M. Miller	Columbia	74
70.	THEME FROM THE THREE PENNY OPERA (MORITAT).....	M. Miller	Columbia	74
71.	ALL THE WAY AROUND THE WORLD.....	Crew Cuts	Mercury	—
72.	I'LL BE HOME.....	Nat (King) Cole	Capitol	47
72.	IT'S ALMOST TOMORROW.....	B. Vaughn	Dot	—
74.	WHO ARE WE.....	Mills Brothers	Decca	63
75.	ROCK A-BEATIN' BOOGIE.....	P. Boone	Dot	—
75.	NEXT TIME IT HAPPENS.....	S. Lanson	Dot	54
75.	I'VE CHANGED MY MIND A THOUSAND TIMES.....	G. Grant	Era	—
78.	ARE YOU SATISFIED?.....	B. Haley	Decca	93
78.	I'M GONNA LAUGH YOU RIGHT OUT OF MY LIFE.....	C. McRae	Decca	—
80.	NOT ONE GOODBYE.....	K. Starr	Victor	—
81.	EVERYBODY'S GOT A HOME BUT ME.....	T. Arden	Victor	—
81.	NO ARMS CAN EVER HOLD YOU.....	Nat (King) Cole	Capitol	57
81.	TEEN-AGE PRAYER.....	J. P. Morgan	Victor	66
84.	AT MY FRONT DOOR.....	R. Hamilton	Epic	67
85.	LISBON ANTIGUA.....	G. Shaw	Decca	—
86.	ADORABLE.....	K. White	Mercury	79
87.	SOMEONE YOU LOVE.....	EJ Dorados	Vee Jay	84
87.	DADDY-O.....	M. Miller	Columbia	—
87.	TWENTY FOUR HOURS A DAY.....	Fontane Sisters	Dot	79
87.	WHAT IS A WIFE?.....	Nat (King) Cole	Capitol	71
91.	MY BOY—FLAT TOP.....	B. Lou	King	82
92.	AIN'T THAT A SHAME.....	G. Gibbs	Mercury	86
93.	MEMORIES OF YOU.....	S. Allen	Coral	70
94.	AUTUMN LEAVES.....	D. Collins	Coral	63
94.	ELEVENTH HOUR MELODY.....	P. Boone	Dot	93
96.	GOODBYE TO ROME.....	H. Winterhalter	Victor	68
96.	WHEN YOU LOSE THE ONE YOU LOVE.....	S. Allen	Coral	—
98.	MAGIC MELODY.....	A. Hibbler	Decca	—
98.	CROCE DI ORO (CROSS OF GOLD).....	G. Gibbs	Mercury	86
98.	TEXAS LADY.....	D. Whitfield	London	—
98.	ZAMBESI.....	L. Paul & M. Ford	Capitol	—
98.	TEXAS LADY.....	P. Page	Mercury	93
98.	ZAMBESI.....	L. Paul & M. Ford	Capitol	91
98.	ZAMBESI.....	L. Busch	Capitol	93

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.

DOT'S HOT! - REAL HOT! HOT! HOT! HOT!

With the Nation's Most Exciting New Pop

PAT BOONE

TUTTI FRUTTI b/w I'LL BE HOME

DOT 15443



A Smash in the Making by

THE HILLTOPPERS

MY TREASURE

DOT 15437

(Disk Jockeys lauding the wonderful performance by Jimmy Sacca on this fast-climbing record)



BILLY VAUGHN

LITTLE BOY BLUE

(Narration by Ken Nordine)

"MORITAT"

(A Theme from the Three Penny Opera)

DOT 15444



GALE STORM

Her First Record—Now 16 Weeks on Billboard's Best Seller Charts!

I HEAR YOU KNOCKIN'

DOT 15412

And Her Second Record Is Now Five Weeks on Billboard's Best Seller Charts!

TEEN AGE PRAYER

b/w

MEMORIES ARE MADE OF THIS

DOT 15436

Moving in Best Selling Circles

PAT BOONE

GEE WHITTAKERS

DOT 15435



Both Sides Clicking

THE FONTANE SISTERS

DADDY-O

b/w

ADORABLE

DOT 15428

His Greatest Release

SNOOKY LANSON

SEVEN DAYS

b/w

TIPPITY TOP

DOT 15445

NEW POP RELEASES

RELEASED THIS WEEK

RUSTY BRYANT	I NEED SOMEBODY	DOT 15447
	FRANKIE AND JOHNNY	
THE COMMODORES	SPEEDOO	DOT 15439
	WHOLE LOT OF SHAKING GOING ON	
TEDDY PHILLIPS ORCH.	POCAHONTAS	DOT 15438
	MY LOVE FOR YOU	
MARC FREDERICKS	SYMPHONY TO ANNE	
	MYSTIC MIDNIGHT	DOT 15446
ZEKE CLEMENTS	YOU'RE FREE AGAIN	
	BLUE MEXICO SKY	DOT 15440
LOIS WINTERS	THE JAPANESE FAREWELL SONG (JAN GARDNER ORCH.)	
	MY DEAR	DOT 15441
A NEW PAT BOONE E. P.	AT MY FRONT DOOR • TENNESSEE SATURDAY NIGHT • AIN'T THAT A SHAME • TWO HEARTS	DEP 1049

NEW C+W RELEASES

MAC WISEMAN	THESE HANDS	
	I'M EATIN' HIGH ON THE HOG	DOT 1276
JIMMY WORK	HANDS AWAY FROM MY HEART	
	MY OLD STOMPING GROUND	DOT 1277
JIMMY NEWMAN	LET'S STAY TOGETHER	
	SEASONS OF MY HEART	DOT 1278

NEW R+B RELEASES

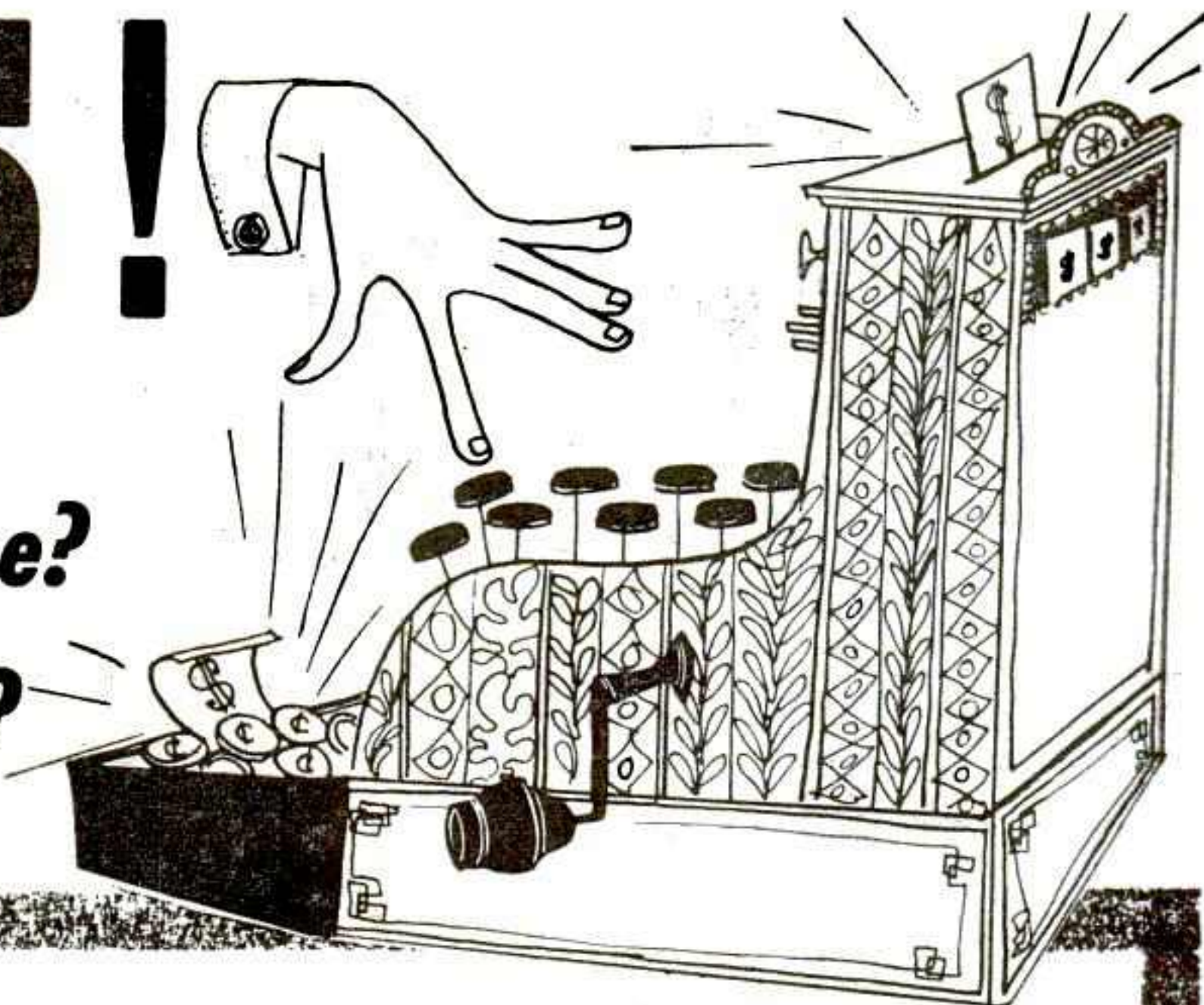
THE COUNTS	HEARTBREAKER TO OUR LOVE	DOT 1275
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Dot

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

DEALERS!

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



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

Sell him extra records when he gets there!

Get the customers into your store!

TODAY'S TOP TUNES

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

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

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

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



AVAILABLE WEEKLY . . .
TWICE A MONTH . . .
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Send me kit
 Weekly
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Attention _____
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City _____ Zone _____ State _____

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Never underestimate the power of a woman!

only **Vik** has . . .

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SINGING



**the little
child**

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The Billboard Music Popularity Charts

POPULAR RECORDS



BONNIE LOU MISS THE LOVE

(THAT I'VE BEEN DREAMING OF) King 1506

DADDY-O King 4835

BOYD BENNETT MY BOY—FLAT TOP King 1494

SEVENTEEN King 1470

OTIS WILLIAMS and his NEW GROUP THAT'S YOUR MISTAKE

Too Late I Learned DeLuxe 6091

BUBBER JOHNSON COME HOME King 4822

LITTLE WILLIE JOHN NEED YOUR LOVE SO BAD

HOME AT LAST King 4841

ALL AROUND THE WORLD King 4818

ROCK BROTHERS DUNGAREE DOLL King 4851

NEW RELEASES!!

BOYD BENNETT RIGHT AROUND THE CORNER PARTNERS FOR LIFE King 4874

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

EARL (CONNELLY) KING TIME WILL TELL HERE I STAND King 4862



Review Spotlight on...

RECORDS

SARAH VAUGHAN... Mercury 70777... MR. WONDERFUL (Valando, ASCAP)

Miss Vaughan has those fine luscious pipes in great working order on this already highly competitive title turn from the forthcoming Sammy Davis Jr. show.

PEGGY LEE... Decca 29834... MR. WONDERFUL (Valando, ASCAP)

This is one of the most touching and tender versions of the tune that's so well suited to the gal's sweetly sexy style.

THE FOUR ACES... Decca 29809... IF YOU CAN DREAM (Feist, ASCAP)

THE GAL WITH THE YALLER SHOES... (Miller, ASCAP) Two of the best new movie tune entries turn out to be happy choices for the mellow-voiced group.

THE AMES BROTHERS... RCA Victor 6400... FOREVER DARLING (Feist, ASCAP)

The Ames boys lend their usual socko treatment to a very likely ballad. It's from the new Desi Arnaz flick of the same title and tho Desi has his own disk already out, this looks like the one to watch.

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.

- 90-100, Tops
80-89, Excellent
70-79, Good
60-69, Satisfactory
50-59, Limited
0-49, Poor

JONI JAMES Somewhere Someone Is Lonely... 81 M-G-M 12175—A melodic ditty with a pretty lyric, well-suited to the thrush.

Don't Tell Me Not to Love You... 80 La James has a tender ballad here, of the type she has done well with.

TEDDI KING Mr. Wonderful... 80 VICTOR 6392—The thrush's debut disk on Victor is a warm, personable interpretation of the excellent title tune from the Sammy Davis legit show.

Are You Slipping Through My Fingers... 76 This face is a weeper waltz that benefits greatly from the thrush's sincerely wrought performance.

CAB CALLOWAY Little Child... 80 ABC-PARAMOUNT 9671 — There are plenty of covers out on this moving little tune (adapted from English into French, and now back into English again) but this is one of the strongest versions around.

The Voice... 75 Another change-in-style for Calloway, with the old hi-de-ho man warbling with smooth sincerity and emotional depth on an effective ballad with an inspirational theme.

SAMMY DAVIS JR. Frankie and Johnny... 77 DECCA 29795—A hilarious spoof of the classic ballad, re-written in bopster lingo.

FRANKIE LAINE AND JIMMY BOYD Little Child... 76 COLUMBIA 40650—The pair have one of the strongest of the many entries on this tune.

POPPA JOHN GORDY Annabelle... 76 VICTOR 6419—Gordy, Nashville pianist, plus some swiny instrumentalists and vocal harmonizers, turn in a very jukeworthy cover of the sleeper.

BETTY JOHNSON I'll Wait... 76 BALLY 1000 — Bally's first platter spotlights ex-Victor thrush Betty Johnson (in a style switch) shouting out an effective bluesy ballad with strong emotional impact and an insistent r.&b.-styled beat.

EILEEN BARTON Teen-Age Heart... 76 CORAL 61585—Miss Barton has a good waxing here, in this tenderly phrased reading of the ballad first cut by Faye Adams on Herald.

TITO PUENTE ORK Moritat... 75 ("Theme from 'Three Penny Opera'") VICTOR 6417—A mambo-cha cha cha slicing of this sleeper hit was inevitable, and here's one that will be mighty hard to top.

THE MELLO-LARKS Mr. Wonderful... 75 EPIC 9146—Epic's entry in the "Mr. Wonderful" sweepstakes is one of the loveliest. Jamie Dina, featured singer with the group, has a languid, silky-toned delivery that captures the mood and feeling of the tune extremely well.

MICKEY KATZ Sixteen Tons... 75 CAPITOL 3342—In fractured Yiddish and English, Katz delivers a rib-tickling parody of the towering hit. In certain markets this disk could move large quantities of copies.

DON RONDO Evening Star... 74 DECCA 29738—Imaginative ballad is chanted with compelling warmth by Rondo. Real listenable, tho probably (Continued on page 48)

Get the Original A TEAR FELL IVORY JOE HUNTER # 1086 ATLANTIC RECORDS

SMASH HIT! "BRIDGE OF HAPPINESS" c/w "You Tell Me Your Dream" Archie Bleyer - 1283 cadence RECORDS

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Columbia's Gone Loco

JOE LOCO



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YUMBAMBE

(June in Bombay)

and

BEGIN THE BEGUINE

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4-40636



LOCO MOTION

CL 760

EP B7601
B7602
B7603

COLUMBIA  RECORDS



The Original

Deed #1011

"BRIDGE OF HAPPINESS"

by

PETE JEREMIAH

and his

BACKSTRAPPERS

FEATURING

BULL FROG JONES

DEED

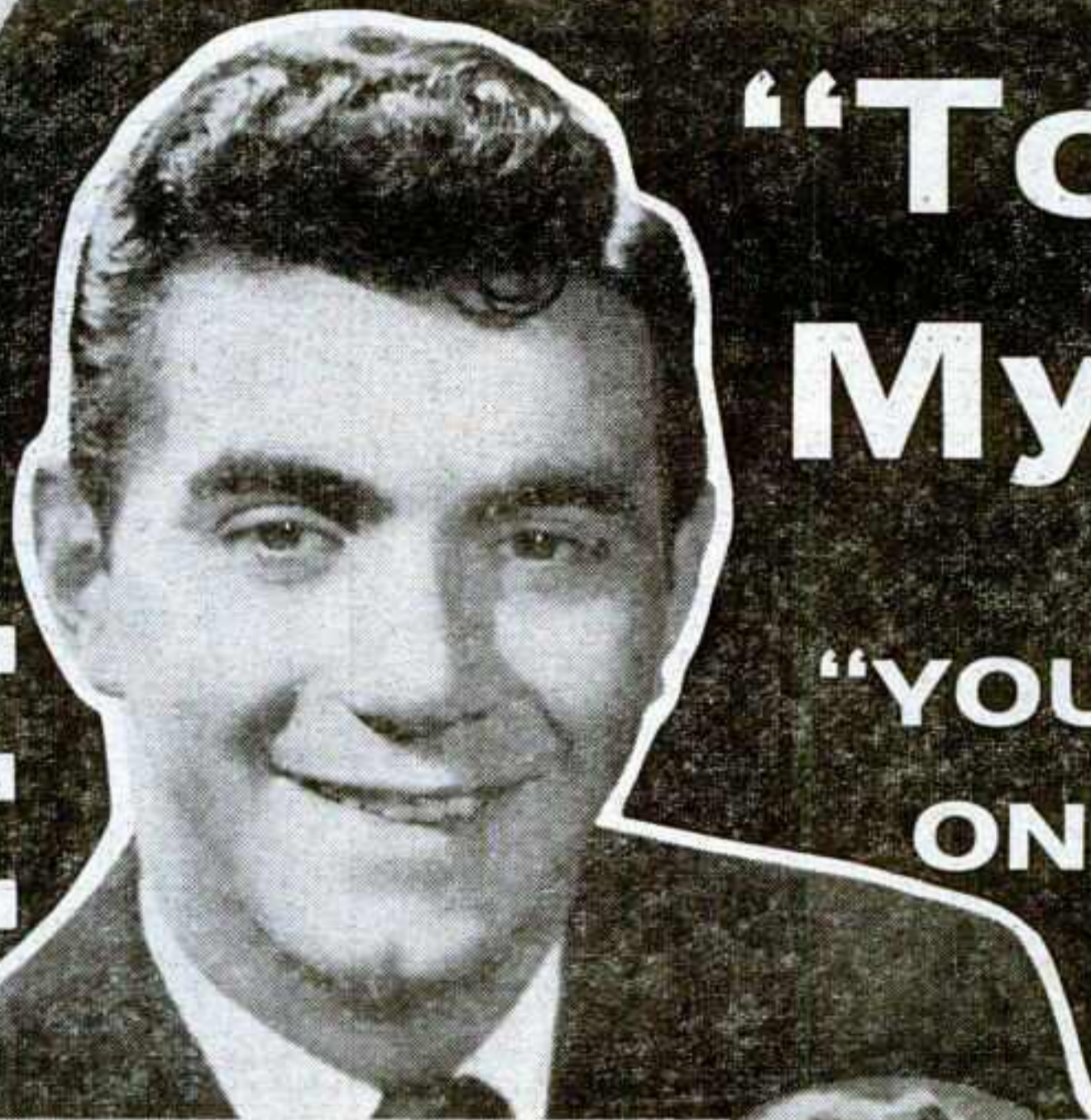


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NOBLE**



**"To You
My Love"**

COUPLED WITH

**"YOU ARE MY
ONLY LOVE"**

WING 90045

**"I'll Be Forever
Loving You"**

AND

"MA PETITE"

WING 90052



**LOLA
DEE**

**FRANKIE
CASTRO**



"Steamboat"

AND

"WHY BABY WHY"

WING 90051

**"By The
Riverside"**

AND

"TELL ME PRETTY BABY"

WING 90050



**THE
EMPIRES**

**BUDDY
MORROW**
AND HIS ORCHESTRA



"Tippity Top"

AND

"A BAND OF ANGELS"

WING 90047



RECORDS

A SUBSIDIARY OF MERCURY RECORD CORPORATION

The Billboard Music Popularity Charts

POPULAR RECORDS

• COMING UP STRONG

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

1. Tutti Frutti Pat Boone
(BMI) Dot 15443
2. 11th Hour Melody Al Hibbler
(ASCAP) Decca 29789
3. Ninety-Nine Years Guy Mitchell
(ASCAP) Columbia 40631
4. That's Your Mistake Otis Williams
(BMI) Deluxe 6091
5. Lullaby of Birdland The Blue Stars
(BMI) Mercury 70742
6. Why Do Fools Fall in Love?
..... The Teenagers
(BMI) Gee 1002
7. Ask Me
Nothing Ever Changes My
Love for You Nat (King) Cole
(ASCAP), (ASCAP) Capitol 3328
8. Go on With the Wedding
..... Kitty Kallen & Georgie Shaw
(ASCAP) Decca 29776
9. Theme From "The Three
Penny Opera" (Moritat)
..... Richard Hayman-Jan August Ork
(ASCAP) Mercury 70781

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

• Tunes With Greatest Radio-TV Audience

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

Radio	Television
A Teen-Age Prayer (R)—La Salle—ASCAP	All at Once You Love Her (R)—Williamson—ASCAP
Woman in Love (R)—Frank—ASCAP	Arriverderci Roma (R)—Hill & Range—BMI
All at Once You Love Her (R)—Williamson—ASCAP	Autumn Leaves (R)—Ardmore—ASCAP
Are You Satisfied? (R)—Cordial—BMI	Band of Gold (R)—Ludlow—BMI
Ask Me (R)—ABC—ASCAP	Dungaree Doll (R)—E. B. Marks—BMI
Autumn Leaves (R)—Ardmore—ASCAP	Everybody's Got a Home But Me (R) (M)—Chappell—ASCAP
(Baby, Baby) Be Good to Me (R)—Bregman, Vocco & Conn—ASCAP	Frozen Logger (R)—Folkways—BMI
Band of Gold (R)—Ludlow—BMI	He (R)—Avas—BMI
Cry Me a River (R)—Frank—ASCAP	It's Almost Tomorrow (R) — Northern—ASCAP
Dungaree Doll (R)—E. B. Marks—BMI	It's Time to Say Goodbye (R)—Breen & Derose—ASCAP
First Snowfall (R)—Witmark—ASCAP	Lisbon Antigua (R)—Southern—ASCAP
Great Pretender (R)—Southern—ASCAP	Little Child (R)—E. H. Morris—ASCAP
He (R)—Avas—BMI	Love and Marriage (R)—Barton—ASCAP
Helen of Troy (R) (F)—Harms—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
I Love a Mystery (R)—Robbins—ASCAP	Love, You Funny Thing (R)—Feist—ASCAP
Innamorata (R)—Paramount—ASCAP	Lullaby of Birdland (R)—Patricia—BMI
It's Almost Tomorrow (R) — Northern—ASCAP	Memories Are Made of This (R)—Montclare—BMI
Lipstick and Candy and Rubbersole Shoes (R)—Jimskip—BMI	Moments to Remember (R) — Beaver—ASCAP
Lisbon Antigua (R)—Southern—ASCAP	No Arms Can Ever Hold You (R)—Gil—BMI
Love and Marriage (R)—Barton—ASCAP	No, Not Much (R)—Beaver—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	Robin Hood (R)—Official—ASCAP
Memories Are Made of This (R)—Montclare—BMI	Shifting, Whispering Sand (R)—Gallatin—BMI
Memories of You (R)—Shapiro-Bernstein—ASCAP	Sing You Sinners (R)—Famous—ASCAP
Moments to Remember (R) — Beaver—ASCAP	Sixteen Tons (R)—American—BMI
No, Not Much (R)—Beaver—ASCAP	Soldier's Guitar (R)—Z-12—BMI
Rock and Roll Waltz (R)—Sheldon—BMI	Stolen Love (R)—Hill & Range—BMI
Sing You Sinners (R)—Famous—ASCAP	Tender Trap (R) (F)—Barton—ASCAP
Sixteen Tons (R)—American—BMI	Tutti Frutti (R)—Venice—BMI
Tender Trap (R) (F)—Barton—ASCAP	Yodelin' Down the Mountain (R)—Aavil—ASCAP
Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP	
Valley Valparaiso (R)—Broadcast—BMI	
Woman in Love (R)—Frank—ASCAP	

• Best Selling Sheet Music

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

1. Memories Are Made of This 1 7
Montclare
2. He 2 19
Avas
3. It's Almost Tomorrow. 4 8
Northern
4. Rock and Roll Waltz.. 5 3
Sheldon
4. Sixteen Tons..... 3 13
Ardmore
6. Band of Gold..... 7 6
Ludlow
7. Autumn Leaves..... 6 21
American
8. Great Pretender..... 10 3
Southern
9. Lisbon Antigua..... 12 3
Southern
10. Dungaree Doll..... 11 3
E. B. Marks
11. Love and Marriage... 9 14
Barton
12. Moments to Remember 8 19
Beaver
13. Teen-Age Prayer.... 13 3
La Salle
14. Tender Trap..... 15 5
Barton
15. Go on With the Wedding 1
Pinson

• Reviews of New Pop Records

Continued from page 44

somewhat limited in commercial prospects. (Northern, ASCAP)
Beyond the Mighty River...71
Another of the many reworks of the great melody, "The Londonderry Air." Nice piping by Rondo. (Paco, ASCAP)

ALMA COGAN
Never Do a Tango With an Eskimo...74
VICTOR 6405—This catchy novelty is a big hit in England, so Victor is releasing the master here to see if American audiences feel the same. The thrush has a fresh, bright vocal style and sells well. (Regent, BMI)
Twenty Tiny Fingers...70
A sprightly thrashing job on a bouncy tune with a brand-new-baby lyric theme, waxed here a few months ago by Art Mooney. It didn't do much then, and it isn't likely that this version will do better. (Hampshire, ASCAP)

DICK HOYT
I Hope and I Pray73
ABBOTT 3016—Hoyt and the vocal helpers get together with a folk-touched tune. Net effect is a pleasant reminder of material formerly done handily by the Weavers. (Dandelion, BMI)
The Grass Is Green...72
March tempo permeates this folkish ballad about Maureen with the golden hair. Very pretty listening. (Dandelion, BMI)

JOYCE ROMERO
Now—Now—Now73
ESSEX 412—Dangerous because it appeals to the lovesick element in an urgent plea for romantic fulfillment. The canary gasps her plea with breathy insistence. (Gold, ASCAP)
Bridge of Happiness...72
Gang sing of the rousing ballad to a sparkling accompaniment by ork should spell spins for this attractive cover platter. (Hill & Range, BMI)

THE JOHNNY GUARNIERI QUARTET
Pipsqueak Parade73
BARCLAY 1306—This instrumental is strictly a piano showcase. Flying fingers routine has a "Kitten on the Keys" quality. Good juke wax. (Kohn, ASCAP)
A Kiss to Remember...70
The boys swing gently and slyly on this one with the Guarnieri piano emulating the Fats Waller style. (Kohn, ASCAP)

VINCE CARSON
Homesick73
ESSEX 410—Tender reminiscences of things at home are warmly sung about in this listenable slicing. Should get spins. (Eastwick, BMI)
Till You're Back in My Arms...70
Catchy beat and the belting style of Carson combine in a waxing that will provide some kicks for the teenage set. (La Salle, ASCAP)

ROYE GOODRICH
My Intuition73
ACCENT 1034 — Pretty Warren-Mercer ballad is warbled with warmth by the singer in a classy production. Could do nicely with proper exposure. (Four Jays, ASCAP)
Desire...68
Pretentious, exotic hunk of whoope-do is warbled in virile style by the bari. Some jocks may go for it. (Sound, BMI)

PETE JEREMIAH BAND
Bridge of Happiness72
DEED 1011—'Tis claimed that this late arrival is the original which was closely simulated by Archie Bleyer. Community cornball stuff could break thru, but has yet to show signs. (Hill & Range, BMI)
The Kickenpoof Waltz...71
Real old-fashioned circus band rendition could do okay in the Midwest, and merits skating rink and carnival use. Good brauhaus coupling, too. Instrumental. (Harper, BMI)

ENZO STUARTI
Addio Bimba71
JUBILEE 5234—Tenor understudy in "Fannie" makes his disk debut here with a pleasant Neapolitan-styled tenor showcase tune. Good legit voice sells thruout. (Jubilee, ASCAP)
Somewhere...68
Stuarti shows again to advantage in a pretty romantic ballad. (Benell, BMI)

WAYNE KING ORK
Sleepy Time Gal70
DECCA 29808 — A pleasant, old-fashioned arrangement of the standard, set to a bouncy, fox-trot beat. (Feist, ASCAP)
Do You Ever Think of Me...69
Another typical Wayne King dance instrumental; conventional and dated, but still useful as catalog material. (Miller, ASCAP)

CHARLIE CAL
The Devil's Bride70
SONGBIRD 201—The lad sings in a lusty, spirited style that has touches of Guy Mitchell and Frankie Laine. Folksy, upbeat tune is a good showcase. (Songbird, BMI)
Sooth My Aching Heart Tonight...64
This side provides more swinging stuff, of an r.&b. cast, but the flip is by far the stronger effort. (Songbird, BMI)

THE STARGAZERS
Twenty Tiny Fingers69
LONDON 1637—This recording has been a hit in England, and the the

tune has been issued here in another version, this bright reading could revive interest.
I Got Somebody to Love...68
A happy gang-sing to a brassy, old-fashioned backing makes this rhythmic novelty a pleasure to hear.

BOBBY BAIN
Knuckle Symphony69
KEY 509—A cute, infectious melody gets the one-man band treatment. Five-voice, three-guitar and mandolin and banjo tracks are all synchronized for the final effect. Could be a great act for TV and how a record is not ordinarily made. (El-Hoff, ASCAP)
The Nameless Song...66
The same general operation was carried out here with the deletion of the "female" voice track. (Siko, ASCAP)

LOUIS METCALF'S ALL STARS
Rock Your Blues Away69
FRANWIL 5027—Good, live rock and roll side by group, sax, guitar and band. Despite jazz personnel, this isn't for the jazz market. (Franwil, BMI)
Sugar-Coated Love...60
Not much strength in this vocal side. (Franwil, BMI)

SEXTETTE FROM HUNGER AND DOTTIE O'BRIEN
That's the Kind of Music I Like69
MONTE CARLO 002—The gal sings with bright, breezy assurance, while backing moves along with an infectious Dixieland beat. Good juke wax. (Koss, BMI)
Will You Remember Me?...67
Same comment. (Koss, BMI)

THE GAYLES
Yes Sir, That's My Baby69
MEDIA 1021 — The evergreen is hardly recognizable in this free rework a la r.&b. Tune is doing well in the Sensations' version. Good cover. (Bourne, ASCAP)
All I Want Is You...67
The fem group does nicely in this r.&b.-styled rhythmic chant. Okay filler for the coin boxes. (Scope, BMI)

JOY LANE
Cancel the Reservation66
CORAL 61572—Joy Lane sings well, but without much understanding of the lyrical content on this side. A minor issue. (Nutmeg, ASCAP)
When the Train Pulls Away...66
More of the same. (Nutmeg, ASCAP)

BOB GRAYBEAU
It's Time to Say Goodbye65
PURPLETONE 711—A distinct flavor of the islands and a very expressive voice highlight this dinking, which suffers from thin piano and Hawaiian guitar backing. Voice needs lush orking.
Fast Falls the Evening...63
More tender and nostalgic balladry here, but same comments apply.

GEORGIA BROWN
I Went to the Village64
LONDON 1633—A cover of the recent Diannah Carroll etching. The warm, husky voice of the singer is an excellent medium to convey the intimate feeling of the song.
My Crazy LIT Mixed-Up Heart...62
The conflicting emotions of love are the basis of this interesting up-tempo material. Miss Brown does a competent job to a solid backing by the Roland Shaw ork.

• Reviews of New Jazz Records

DEXTER GORDON BAND
Cry Me a River70
DOOTONE 384 — The melody is quietly phrased by the tenor sax to tender support by piano and rhythm. Good late hours wax. (Frank, ASCAP)
Silver Plated...65
This one jumps a bit. It's a Gordon original and well played by the group. (Williams, BMI)

THE 1956 JAZZ ALL STARS
Moritat65
Theme From "Three Penny Opera" VICTOR 6418 — Poor sax section sound mars this all-star swing band cover. Only one jazz solo here, too. (Harms, ASCAP)
Lisbon Antigua...65
Same problems here. (Southern, ASCAP)

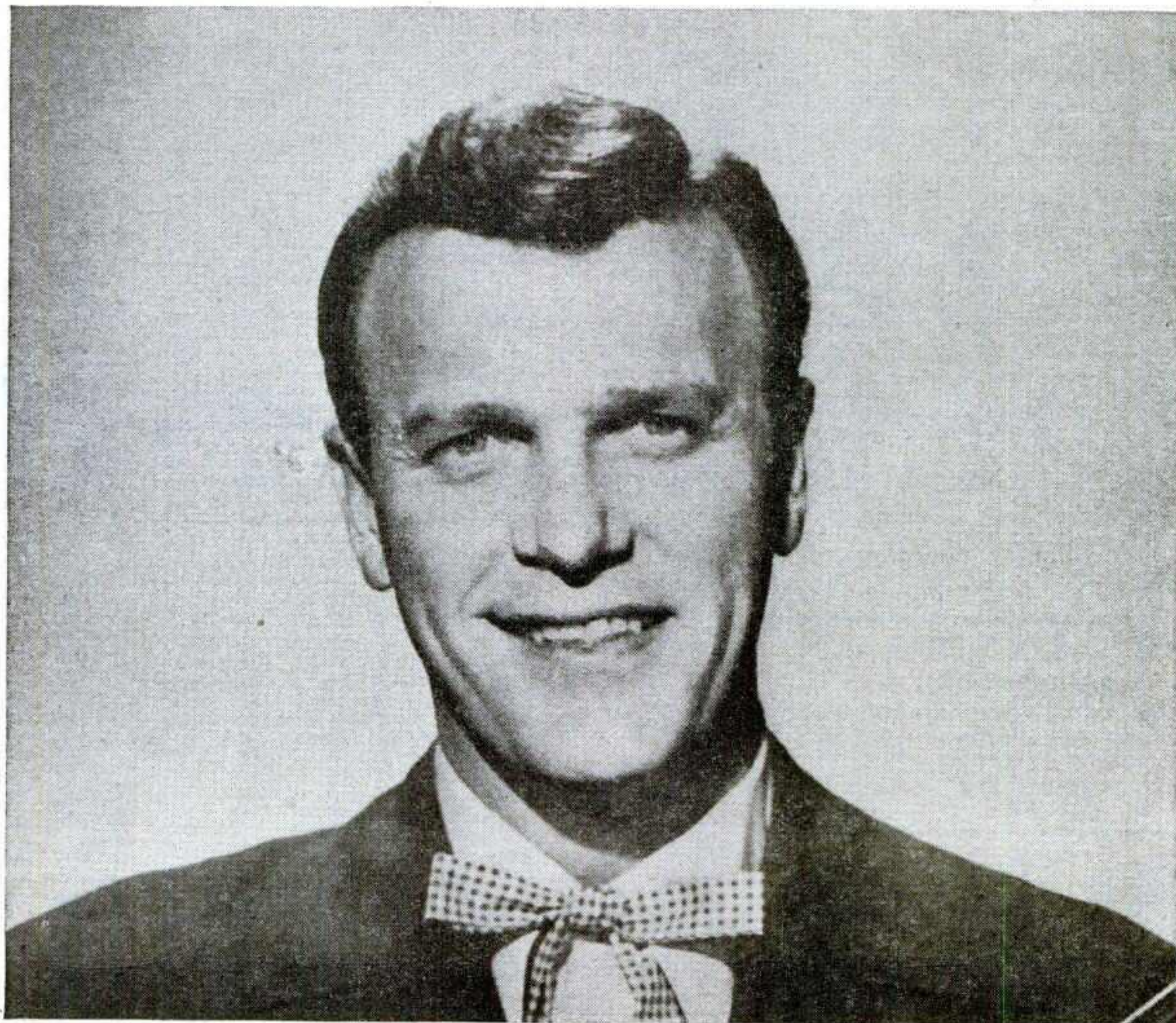
• Reviews of New Sacred Records

PORTER WAGONER
How Can You Refuse Him Now?...70
VICTOR 6421—Many of Wagoner's fans will find this reading of the great Hank Williams tune one of the best efforts the singer has committed to wax. Air play on this should be copious, and sales accordingly high. (Acuff-Rose, BMI)
What Would You Do? (If Jesus Came)...75
This recitation of a familiar piece of sacred material is read with telling effect by the popular country artist.

(Continued on page 65)

One of America's truly great singing personalities . . .

EDDY ARNOLD



with his first POPULAR smash hit record*

DO YOU KNOW WHERE GOD LIVES

*And, of course, "Do You Know Where God Lives" is headed right for the top of the country lists, too.

"New Orthophonic" High Fidelity recordings



VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Deejaays at WCTC, New Brunswick, N. J., devoted nine hours of its January 21 broadcast, "Weekend," to a radiothon benefit to help a local man seriously burned in a home chemical explosion. Close to 700 pledges were phoned in between 9 a.m. and 6 p.m. for a contribution total of more than \$4,000. . . Dave Dixon, KSTL, St. Louis, reports that his station is introducing a mobile transmitter for the first time in that area. "The potential," says Dixon, "is great for on-the-spot disk shows, grand openings, etc. Dixon is presenting a rock 'n roll dance every Sunday afternoon at a local country club. . . Cecil Keels, WHAN, Charleston, S. C., is looking for artist information and photos for use on his late night show from a local nitery.

Bill King, WTOG, Savannah, Ga., presents a nightly remote from 10 to 11 in the Purple Tree room of a leading Savannah hotel. The wax mood is lush and sentimental, and each night a lady in the audience receives an orchid if she can identify the "mystery tune." . . . Ivor Hugh, musical director of WCCC, Hartford, Conn., is teaching three music appreciation courses at the Adult School of the YMCA and assisting on the production of a classical music TV series for the local Symphony Society. . . TV also figures in the life of Wes Bradley, whose "Yawn Patrol" is going into its fifth year on SRO sponsor-wise, while his local TV program "Discovery" was a year old last month.

GAB BAG: Art Brown, WWDC, Washington, writes: "After 20 years I still maintain that rock and roll does not belong in a 6 a.m. to 10 a.m. time period. The kids like it but the sale of records doesn't interest me as much as the sale of my sponsors' products. I may be wrong, but my show is consistently sold out." . . . "The best music is being put out on LP," maintains Wendel Ray, KERK, Eugene, Ore. "I play a lot of good jazz. If I'm going to push anything it will be LP music, and the record companies are making a mistake by neglecting this part of their business as far as radio is concerned."

PILOT BAKER: Bill Baker, WIOU, Kokomo, Ind., is literally up in the air these days. To help his sponsor, Hendricks Lincoln-Mercury, Baker recently staged weekly hour-long broadcasts from an airplane, a balloon, up on a scaffold above the showrooms and in a 1956 Mercury hoisted high in the air on a crane. Hendricks sparked the promotion with a contest—giving away two 10-day vacations—one in Havana, and one in Miami Beach, plus five more valuable prizes for children. To enter the contest, listeners had to visit the Mercury showrooms and fill out a contest blank.

CHANGE OF THEME: Shell Kanter, graduate from the Midwestern Broadcasting School, has joined KSIC, Crowley, La. . . . Pinky Vidacovich, WWL, New Orleans, celebrated one year on the air with "Pinky's Alley." . . .

Del Clark has left WMJR, Evanston, Ill., to join WRIT, Milwaukee. . . Don Folsom has added a new two-hour evening show, "The Peoples Choice," (7-9 p.m.) to his spinning chores. . . Mike Harrington, formerly with WTIM, Taylorville, Ill., is now spinning 'em at WMRI, Marion Ind. . . Robert G. Beattie was appointed new station manager for KBCH, Ocean Lake, Ore., and Bill Comer

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

FEBRUARY 2, 1946:

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

FEBRUARY 3, 1951:

1. Tennessee Waltz
2. My Heart Cries for You
3. If
4. The Thing
5. Be My Love
6. Harbor Lights
7. Nevertheless
8. A Bushel and a Peck
9. You're Just in Love
10. The Roving Kind

program director for same station. . . Dick Reddick, WFBC, Altoona, Pa., has acquired new hour-long Saturday afternoon jazz show. . . Newest deejaays at KLTJ (East Texas' only strictly pop music station), Longview, Tex., are Dick Pickens, formerly with KSIJ, Gladewater, Tex., and Bill Rogers, ex-staffer at KFRO, Longview.

Joe Young, KNEM, Nevada, Mo., has had his "jukebox" show lengthened to three hours daily. . . In addition to regularly nightly "Club 960," Mike Heuer, KMA, Shenandoah, Ia., now has a Saturday

Reviews and Ratings of New Classical Releases

Continued from page 24

section is in his original "Blues" with its bright piano solo by Johnny Williams. Mel Lewis is on drums and Max Bennett is on bass.

Dexter Blows Hot and Cool. . . 70

Dexter Gordon, Tenor Saxophone (1-12")
Dootone DL 207
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DJ's and LIBRARIANS!

CASH FOR YOUR SURPLUS LONG-PLAYING RECORDS

Directions: Box and ship freight collect. We appraise the records and send you a check immediately. Confidential—lists not necessary. Just send records.

RECORD MART

439 S. WABASH AVE. WE 9-9808 CHICAGO 5, ILL.



KEEP YOUR EYE ON THIS ONE!

Deed #1018

"SUCH A DAY"

b/w

"OLE DEVIL MOON"

with Rita Raines

Records 64 W. Randolph, Chicago



THE VOICE OF FRESNO

KYNO BUILDING • 2125 N. BARTON AVENUE • FRESNO, CALIFORNIA

January 2, 1956

MIRANDA RECORDS
105 YORK STREET
LEXINGTON, KENTUCKY

L. E. CHENAULT
General Manager

Dear Somebody:

Many many thanks for the Arthur Lee Simpkins record, I WONDER, I WONDER and MARIE.

You have no idea how I've been trying to get some of his recordings. I have been an ardent fan of his since the 1940's back in my home-town of Chicago. . . Just saw and enjoyed him in Las Vegas. . . If you have anything else of his, please mail it to us.

I personally want to cultivate a Simpkins cult here in Central California. It will h

ARTHUR LEE SIMPKINS
Marie
MIRANDA 55 — A rather scintillating
recording of the ode by a tenor with
a pleasing voice. Many dealers will
enjoy receiving the item.
SCAPY
THE BILLBOARD

Sincerely,

SID MANDEL

Bally's High On This One!



Betty Johnson

SINGS

"I'LL WAIT"

C/W

"PLEASE TELL ME WHY"

WITH ORCHESTRA CONDUCTED BY LEW DOUGLAS

Bally 1000/4-1000

Bally®

RECORDS

203 N. WABASH AVE.
CHICAGO 1, ILL.

ANDOVER 3-4677

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Now Shipping From:
**MEMPHIS
PHILADELPHIA**
and
LOS ANGELES

GET THE ORIGINAL HITS ON STARDAY BY GEORGE JONES—"America's Hottest New Country Artist"
"WHAT AM I WORTH?" B/W "STILL HURTIN'" Starday #216
"WHY, BABY, WHY?" B/W "SEASONS OF MY HEART" Starday #202
 Newest GEORGE JONES Smash! See The Billboard Charts
GEORGE JONES ORIGINAL HITS STILL CLIMBING IN ALL CHARTS
 Sweeping the Nation Against All Competition on STARDAY!

C & W Territorial Best Sellers

For survey week ending January 25

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.

City	Rank	Title	Artist
Birmingham	1.	Sixteen Tons	T. Ernie, Cap.
	2.	Eat, Drink and Be Merry	P. Wagoner, Vic.
	3.	It's a Great Life	F. Young, Cap.
	4.	Trouble in Mind	E. Arnold, Vic.
	5.	Why, Baby, Why?	R. Sovine-W. Pierce, Dec.
	6.	Why, Baby, Why?	R. Sovine-W. Pierce, Dec.
Memphis	1.	Sixteen Tons	T. Ernie, Cap.
	2.	You and Me	R. & B. Foley, Dec.
	3.	Why, Baby, Why?	R. Sovine-W. Pierce, Dec.
	4.	So Doggone Lonesome	J. Cash, Sun
	5.	Ever So Often	G. Morgan, Col.
	6.	Cry, Cry, Cry	J. Cash, Sun
Nashville	1.	Sixteen Tons	T. Ernie, Cap.
	2.	Why, Baby, Why?	R. Sovine-W. Pierce, Dec.
	3.	Eat, Drink and Be Merry	P. Wagoner, Vic.
	4.	Love, Love, Love	W. Pierce, Dec.
	5.	I Don't Believe You've Met My Baby	Louvin Brothers, Cap.
	6.	Why, Baby, Why?	G. Jones, Sdy.
New Orleans	1.	Sixteen Tons	T. Ernie, Cap.
	2.	Why, Baby, Why?	G. Jones, Sdy.
	3.	Love, Love, Love	W. Pierce, Dec.
	4.	I Feel Like Cryin'	C. Smith, Col.
	5.	I Forgot to Remember to Forget	E. Presley, Vic.-Sun
	6.	Just Call Me Lonesome	E. Arnold, Vic.
Richmond, Va.	1.	Sixteen Tons	T. Ernie, Cap.
	2.	I Don't Believe You've Met My Baby	Louvin Brothers, Cap.
	3.	Mainliner	H. Snow, Vic.
	4.	Lonely Side of Town	K. Wells, Dec.
	5.	I Walked Alone Last Night	E. Arnold, Vic.
	6.	Why, Baby, Why?	G. Jones, Sdy.
St. Louis	1.	Sixteen Tons	T. Ernie, Cap.
	2.	Why, Baby, Why?	G. Jones, Sdy.
	3.	Love, Love, Love	W. Pierce, Dec.
	4.	Trouble in Mind	E. Arnold, Vic.
	5.	I Forgot to Remember to Forget	E. Presley, Vic.-Sun
	6.	Just Call Me Lonesome	E. Arnold, Vic.

Best Sellers in Stores

For survey week ending January 25

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	Title	Artist
1	13	1	SIXTEEN TONS (BMI)—Tennessee Ernie	T. Ernie, Cap.
2	7	3	WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	R. Sovine-W. Pierce, Dec.
3	20	2	LOVE, LOVE, LOVE (BMI)—W. Pierce	W. Pierce, Dec.
4	21	5	I FORGOT TO REMEMBER TO FORGET—(BMI)—E. Presley	E. Presley, Vic.-Sun
5	10	4	EAT, DRINK AND BE MERRY (BMI)—P. Wagoner	P. Wagoner, Vic.
6	2	10	I DON'T BELIEVE YOU'VE MET MY BABY—(BMI)—Louvin Brothers	Louvin Brothers, Cap.
7	8	11	I FEEL LIKE CRYIN' (BMI)—C. Smith	C. Smith, Col.
7	8	6	WHY, BABY, WHY? (BMI)—G. Jones	G. Jones, Sdy.
9	2	7	TROUBLE IN MIND (ASCAP)—E. Arnold	E. Arnold, Vic.
10	13	9	BEAUTIFUL LIES (BMI)—J. Shepard	J. Shepard, Cap.
11	2	12	YOU AND ME (BMI)—R. Foley & K. Wells	R. & B. Foley, Dec.
12	25	7	JUST CALL ME LONESOME (BMI)—E. Arnold	E. Arnold, Vic.
13	8	15	LONELY SIDE OF TOWN (BMI)—K. Wells	K. Wells, Dec.
14	8	12	IT'S A GREAT LIFE (BMI)—F. Young	F. Young, Cap.
15	27	12	ALL RIGHT (BMI)—F. Young	F. Young, Cap.

Reviews of New C & W Records

WANDA JACKSON
1. Cried Again75
DECCA 29803 — Miss Jackson recounts the successive stages of disillusionment in a love affair. She pulls out all the stops and makes a deep impression. (Peer, BMI)
Wasted...74
This moving weeper is another strong commercial entry. The operators, in particular, will appreciate this two-sided powerhouse. (Brazos, BMI)

BILLY GRAY
Tennessee Toddy74
DECCA 29800—Gray has made an exciting cover here of the current Marty Robbins hit. He has a dynamic personality that comes over extremely well on wax, and this is just the right material for him. (Auff-Rose, BMI)
It Could Have Been Me...73
The singer has found out about his girl's infidelity, but generously for-

gives. Gray brings out the pathos in this material with deep feeling. (Copar, BMI)

LOU MILLET
Chapel of My Heart70
EKKO 1024—A warmly sincere vocal treatment of a pleasant ballad. (Fairway, BMI)
When I Harvest My Love...69
Same comment. (Old Judge, BMI)

JIMMIE CRANE
Love Bandit64
TNT 131—The singer, something of a Don Juan, has to fight off the girls, it would seem. A lively, happy side. (TNT, BMI)
Everybody Wants a Change...61
Crane humorously comments on the modern generation's inability to be satisfied with what they've got—whether it's their car or their mate. A funny side that has deejay appeal. (TNT, BMI)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn
Ray Price winds up a week's stand in Anchorage, Alaska, Saturday (4). . . . Mimi Roman breezed thru Cincy early last week en route to Louisville, where she visited with the deejays in the interest of her newest Decca release, "Wrap It Up and Save It" b.w. "My Tears Are Beginning to Show." Mimi appeared on the Pee Wee King TV'er from Chicago the last two Saturdays and repeats on the King seg again this weekend. Miss Roman made a personal with Pee Wee and his crew at Elgin, Ill., last Friday (27), and at La Porte, Ind., Sunday (29), and hops to Portsmouth, O., with the King combo next Sunday (5). . . . Roy Acuff and his group and Johnny and Jack are set for Jasper, Ala., February 1; Columbus, Miss., 2, and Huntsville, Ala., 3.

"Grand Ole Opry," for its ABC-TV network shot Saturday (4), will draw its theme from the shoot-'em-up legends of the Old West, and thus should stack up as one of the liveliest, and certainly the loudest, of the once-a-month series. Featured will be Minnie Pearl, Rod Brasfield, Goldie Hill, Jim Reeves, Moon Mullican, Cowboy Copas, Hank Snow, Carl Smith, Faron Young, Cousin Jody, the Anita

Kerr Singers and the Square Dancers. In as guestars will be Tex Ritter and the Sons of the Pioneers.

Pappy Anderson and His Buddies of the West have shifted their activity from KKTU and KVOR, Colorado Springs, Colo., to KSOO, Sioux Falls, S. D., where they are doing two shows daily, Monday thru Friday. They do a Saturday show in outlying towns, and are set for Dell Rapids, S. D., February 10. Their air seg is billed as Pappy Anderson's "Soo Empire Jamboree." Anderson still has in his unit Ted West, Buddy Watkins, Buck Teeters and Curley Ireland. . . . Set for guest shots on "Circle Theater Jamboree," Cleveland, during February are Bill Moore, the Louvin Brothers and George Morgan, according to Tex Clark, who now is handling bookings for the Saturday show. "Circle Jamboree" is setting a policy of bringing in name artists every week and dropping most of the local talent, Clark says. His address is Record Center, 8819 Hough Avenue, Cleveland.

Faron Young will be on deck in person when his movie, "Hired Guns," has its world premiere in Indianapolis February 10-13. Faron topped the Prince Albert portion of

(Continued on page 53)

Most Played in Juke Boxes

For survey week ending January 25

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	Title	Artist
1	11	1	SIXTEEN TONS (BMI)—Tennessee Ernie	T. Ernie, Cap.
2	4	3	WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	R. Sovine-W. Pierce, Dec.
3	12	5	I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	E. Presley, Vic.-Sun
4	18	2	LOVE, LOVE, LOVE (BMI)—W. Pierce	W. Pierce, Dec.
5	8	6	EAT, DRINK AND BE MERRY (BMI)—P. Wagoner	P. Wagoner, Vic.
6	23	4	JUST CALL ME LONESOME (BMI)—E. Arnold	E. Arnold, Vic.
7	12	7	WHY, BABY, WHY? (BMI)—G. Jones	G. Jones, Sdy.
8	2	9	WHAT AM I WORTH? (BMI)—G. Jones	G. Jones, Sdy.
9	2	9	ONLY YOU, ONLY YOU (BMI)—C. Walker	C. Walker, Dec.
10	1	—	SO DOGGONE LONESOME (BMI)—J. Cash	J. Cash, Sun

Most Played by Jockeys

For survey week ending January 25

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Artist
1	19	2	LOVE, LOVE, LOVE—W. Pierce	W. Pierce, Dec.
2	12	1	SIXTEEN TONS—Tennessee Ernie	T. Ernie, Cap.
3	8	3	WHY, BABY, WHY?—R. Sovine & W. Pierce	R. Sovine-W. Pierce, Dec.
4	17	7	I FORGOT TO REMEMBER TO FORGET—E. Presley	E. Presley, Vic.-Sun
5	4	4	I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers	Louvin Brothers, Cap.
6	10	5	EAT, DRINK AND BE MERRY—P. Wagoner	P. Wagoner, Vic.
7	9	9	YOU'RE FREE TO GO—C. Smith	C. Smith, Col.
8	10	5	IT'S A GREAT LIFE—F. Young	F. Young, Cap.
9	23	8	JUST CALL ME LONESOME—E. Arnold	E. Arnold, Vic.
10	4	10	RUN BOY—P. Price	P. Price, Cap.
11	4	—	MYSTERY TRAIN—E. Presley	E. Presley, Vic.-Sun
12	9	11	WHY, BABY, WHY?—G. Jones	G. Jones, Sdy.
13	6	12	I FEEL LIKE CRYIN'—C. Smith	C. Smith, Col.
13	1	—	WHAT AM I WORTH?—G. Jones	G. Jones, Sdy.
15	1	—	THESE HANDS—H. Snow	H. Snow, Cap.

FOR PERSONAL APPEARANCES BY—
GEORGE JONES
NOW A REGULAR SHOW-STOPPER ON LOUISIANA HAYRIDE—Contact: WM. G. HALL
Personal Management
3554 Elder
Beaumont, Texas

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Deejays at WCTC, New Brunswick, N. J., devoted nine hours of its January 21 broadcast, "Weekend," to a radiothon benefit to help a local man seriously burned in a home chemical explosion. Close to 700 pledges were phoned in between 9 a.m. and 6 p.m. for a contribution total of more than \$4,000. . . Dave Dixon, KSTL, St. Louis, reports that his station is introducing a mobile transmitter for the first time in that area. "The potential," says Dixon, "is great for on-the-spot disk shows, grand openings, etc. Dixon is presenting a rock 'n' roll dance every Sunday afternoon at a local country club. . . Cecil Keels, WHAN, Charleston, S. C., is looking for artist information and photos for use on his late night show from a local nitery.

Bill King, WTOC, Savannah, Ga., presents a nightly remote from 10 to 11 in the Purple Tree room of a leading Savannah hotel. The wax mood is lush and sentimental, and each night a lady in the audience receives an orchid if she can identify the "mystery tune." . . . Ivor Hugh, musical director of WCCC, Hartford, Conn., is teaching three music appreciation courses at the Adult School of the YMCA and assisting on the production of a classical music TV series for the local Symphony Society. . . TV also figures in the life of Wes Bradley, whose "Yawn Patrol" is going into its fifth year on SRO sponsorship, while his local TV program "Discovery" was a year old last month.

GAB BAG: Art Brown, WWDC, Washington, writes: "After 20 years I still maintain that rock and roll does not belong in a 6 a.m. to 10 a.m. time period. The kids like it but the sale of records doesn't interest me as much as the sale of my sponsors' products. I may be wrong, but my show is consistently sold out." . . . "The best music is being put out on LP," maintains Wendel Ray, KERC, Eugene, Ore. "I play a lot of good jazz. If I'm going to push anything it will be LP music, and the record companies are making a mistake by neglecting this part of their business as far as radio is concerned."

PILOT BAKER: Bill Baker, WIOU, Kokomo, Ind., is literally up in the air these days. To help his sponsor, Hendricks Lincoln-Mercury, Baker recently staged weekly hour-long broadcasts from an airplane, a balloon, up on a scaffold above the showrooms and in a 1956 Mercury hoisted high in the air on a crane. Hendricks sparked the promotion with a contest—giving away two 10-day vacations—one in Havana, and one in Miami Beach, plus five more valuable prizes for children. To enter the contest, listeners had to visit the Mercury showrooms and fill out a contest blank.

CHANGE OF THEME: Sheila Kanter, graduate from the Midwestern Broadcasting School, has joined KSIG, Crowley, La. . . . Pinky Vidacovich, WWL, New Orleans, celebrated one year on the air with "Pinky's Alley." . . .

Del Clark has left WMJR, Evanston, Ill., to join WRIT, Milwaukee. . . Don Folsom has added a new two-hour evening show, "The Peoples Choice," (7-9 p.m.) to his spinning chores. . . Mike Harrington, formerly with WTIM, Taylorville, Ill., is now spinning 'em at WMRI, Marion Ind. . . Robert G. Beattie was appointed new station manager for KBCH, Ocean Lake, Ore., and Bill Comer

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

FEBRUARY 2, 1946:

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

FEBRUARY 3, 1951:

1. Tennessee Waltz
2. My Heart Cries for You
3. If
4. The Thing
5. Be My Love
6. Harbor Lights
7. Nevertheless
8. A Bushel and a Peck
9. You're Just in Love
10. The Roving Kind

program director for same station. . . Dick Reddick, WFBC, Altoona, Pa., has acquired new hour-long Saturday afternoon jazz show. . . Newest deejays at KLTJ (East Texas' only strictly pop music station), Longview, Tex., are Dick Pickens, formerly with KSIJ, Gladewater, Tex., and Bill Rogers, ex-staffer at KFRO, Longview.

Joe Young, KNEM, Nevada, Mo., has had his "Jukebox" show lengthened to three hours daily. . . In addition to regularly nightly "Club 960," Mike Heuer, KMA, Shenandoah, Ia., now has a Saturday

Reviews and Ratings of New Classical Releases

Continued from page 24

section is in his original "Blues" with its bright piano solo by Johnny Williams. Mel Lewis is on drums and Max Bennett is on bass.

DEXTER BLOWS HOT AND COOL . . . 70
Dexter Gordon, Tenor Saxophone (1-12")

Bootone DL 207

Dexter Gordon has not recorded much in the last few years, and many fans will be eager to latch on to a sample of his most recent music-making. In this set they will find him somewhat mellowed, making little attempt to impress either as a technician or melodic innovator. Nevertheless, there is a quiet authority in his forthright, simply tailored style. Jim Robinson, on trumpet, seconds Gordon with perception. The most stimulating playing here emanates from pianist Carl Perkins, a comer loaded with talent and far-out ideas.

MODERN INTERPRETATIONS . . . 68
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Tampa LP 13

If this issue can get exposure and distribution, it could sell to the same piano clientele that favors the tricked-up "classical-jazz" of such as Don Shirley and John Mehegan. Donati, like the latter, goes in for licks out of J. S. Bach, which makes for a sometimes pleasant kind of cocktail piano rather than jazz. The liner notes are in the Shirley Hoskins Collins tradition.

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RECORD MART
439 S. WABASH AVE. WE 9-9808 CHICAGO 5, ILL.

DEED KEEP YOUR EYE ON THIS ONE!
Deed #1010
"SUCH A DAY"
b/w
"OLE DEVIL MOON"
with
Rita Raines
Records 64 W. Randolph, Chicago



THE VOICE OF FRESNO

KYNO BUILDING • 2125 N. BARTON AVENUE • FRESNO, CALIFORNIA

January 2, 1956

MIRANDA RECORDS
105 YORK STREET
LEXINGTON, KENTUCKY

L. E. CHENAULT
General Manager

Dear Somebody:

Many many thanks for the Arthur Lee Simpkins record, I WONDER, I WONDER and MARIE.

You have no idea how I've been trying to get some of his recordings. I have been an ardent fan of his since the 1940's back in my home-town of Chicago. . . Just saw and enjoyed him in Las Vegas. . . If you have anything else of his, please mail it to us.

I personally want to cultivate a Simpkins cult here in Central California. It will be a pleasure to play music by this great artist.

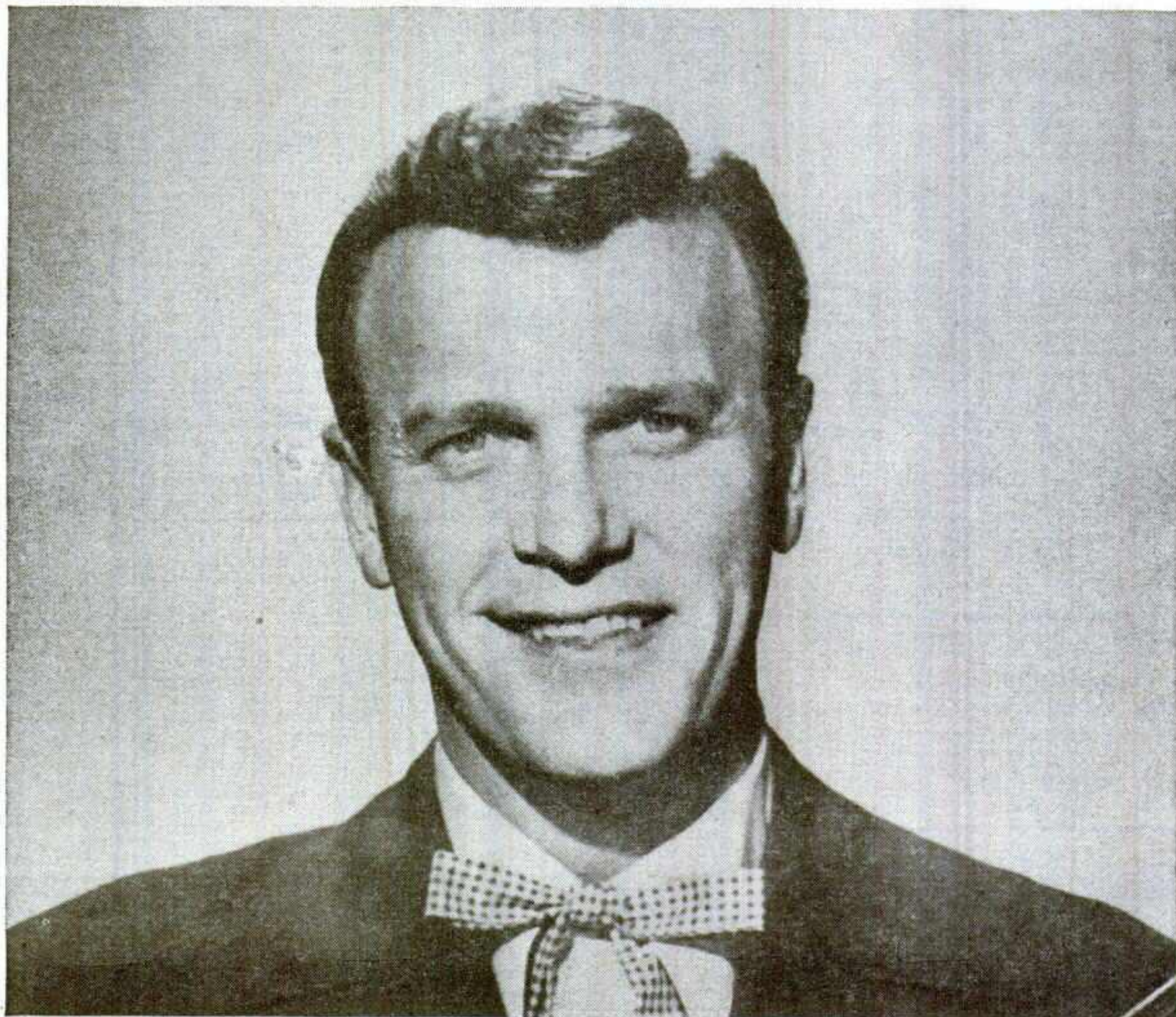
ARTHUR LEE SIMPKINS
Make
MIRANDA 55
reading of the
a pleasing voice.
enjoy (writing
SCAP)
A rather stylish
with a tenor
Many deejays will
like.
(Check)
THE BILLBOARD

Sincerely,

Sid Mandel
SID MANDEL

One of America's truly great singing personalities . . .

EDDY ARNOLD



with his first POPULAR smash hit record*

DO YOU KNOW WHERE GOD LIVES

*And, of course, "Do You Know Where God Lives" is headed right for the top of the country lists, too.

"New Orthophonic" High Fidelity recordings



1956 SPOTLIGHT ON

RHYTHM
& BLUES

TALENT, TUNES

AND RECORDS

EDITORIAL

R&B Spreads Wings

One of the most meaningful developments in years on the music-record scene has been the mass acceptance of rhythm and blues—its emergence from narrow confines and its impact on the broad field of pop music. The past year has been crucial in this development. During 1955 it became apparent that notwithstanding the opposition of entrenched facets of the music business, this exciting form of musical expression, together with its notable body of artists, could no longer be relegated to a relatively unimportant niche.

In the last analysis, it was, of course, the kid with the 89 cents in his pocket who cast the deciding vote. He considered the repertoire, listened to the imaginative arrangements of the artists and repertoire men, critically weighed the merits of the artists—and found them all good.

What Have We Now?

We have, in the singles business, a mass of repertoire and artists, writers and arrangers whose output is a constant spur to virtually the entire field. Recapitulations of the top tunes of the year, the top records of the year, the top publishers of the year—all of them carried recently in *The Billboard*—bear out the one theme: Namely, this is r.&b.'s greatest era. The idiom has come along with such overwhelming force as to leave no doubt of its validity as a major contribution to the American musical scene.

The record business thrives on excitement, on action. It is our earnest hope that r.&b. shall never lose its brightness; may the well-spring of talent never dry up; may the aggressive labels, distributors and dealers never lose their magic touch, since many benefits have accrued from r.&b.'s coming of age. For the artists in the field it has meant artistic fulfillment and economic well-being. Much the same may be said of the a.&r. men, arrangers, distributors and dealers—all of whom never lost faith. For the pop field, or let us say for those in the pop field who were sharp enough to recognize the full significance of the impact, it meant an infusion of brightness and excitement which did the singles business much good at the consumer and artistic levels.

The horizons for r.&b. have never been broader, the aspect never sunnier. From the mass point of view, it is no longer in the category of the unproved. It is impossible to forecast all the vagaries of public taste, but it would seem to us that talent coupled with belief in one's product is a well-nigh unbeatable combination. Let the field go forward on this basis. And, of course, let us not forget the kid with the 89 cents.

DJ Emerges as Powerhouse
Promoter on R&B PersonalsAgencies Note Club Bookings Rise;
One-Nighter Field Still Prospers

By JUNE BUNDY

The big news in the rhythm and blues personal appearance field for 1955 was the emergence of the deejay as a powerhouse promoter. At the same time, agencies happily noted an increase of niteries booking r.&b. talent, and prosperity continued in the one-nighter field.

Promoters have utilized more and more deejay promotion to push r.&b. shows during the last couple of years, but it wasn't until spinner Alan Freed of WINS, New York, chalked up big-time box-office grosses in three local stagershow appearances last year that the deejay really moved into a position to throw his sales weight around in the r.&b. personal appearance field.

Freed didn't pioneer the presentation of r.&b. stagershows by jocks—Tommy (Dr. Jive) Smalls, WWRL, New York, for one, was active before. But shrewd station promotion and the fact that the timing of his shows coincided with the peak of the rock and roll craze among teen-agers brought him into national prominence.

His first show last spring at the Brooklyn Paramount grossed the all-time house record of \$125,000, while his second show at the same theater later that year piled up another record-breaking gross of \$155,000, and his Christmas weekend bill at the Academy Theater, New York, pulled in another \$125,000.

Dr. Jive

At the same time, Dr. Jive was piling up grosses himself with special shows, including a competitive one that same Christmas week at the Brooklyn Paramount, which grossed \$85,000. Other jocks active in the rock and roll stagershow field last year include Gene Norman, who, along with Dick (Huggie Boy) Hugg, presented a show headed by Al Hibbler and Lavern Baker at Los Angeles' Downtown Paramount Theater; George (Hound Dog) Lorenz, WKBW, Buffalo, who clicked big with a show at the Plaza Theater in Buffalo last November, followed by another "Hound Dog's Moovin' and Groovin' Stage Show" on New Year's Eve, also at the Plaza, and three Philadelphia spinners, Kae Williams, WHAT; George Wood,

WHAT, and Mitch Thomas, WDAS.

Separate Bills

An interesting situation has developed in Detroit, where Robia Seymour, WKMH, and Mickey Shore, WJBK, who formerly presented rock and roll stagershows together, are currently emceeding rival bills at different theaters. Seymour is at the Riviera, while Shore is inaugurating a rock and roll show policy at the Fox Theater.

Booking agencies are inclined to view the deejay promoter phenomenon with mixed emotions, with some voicing the fear that jocks in many cities are squeezing out veteran r.&b. promoters. In line with this, some bookers—the Gale Agency for one—are making special efforts to tie in these long-time promoters with jockey-show activities whenever possible.

Big Headache

One of the biggest headaches to agencies is that some jocks reportedly are bringing pressure (threats not to play disks, etc.) on record companies to line up hot r.&b. artists for shows. The problem is further aggravated by the fact that many jockeys are in the position to pay artists considerably less than they would get from a regular booker, since the belief has been growing in

(Continued on page 61)

CLICK'S A CLICK

R&B Stars Develop
Strong Stay Power

By REN GREVATT

One thing that stands out in the rhythm and blues picture is the development of staying power by individual r.&b. artists.

In former days, a genuine click effort in the rhythm and blues was limited largely to the one-shot artist. The artist came equipped with his own material, including usually one good song. He was sought out far from the usual Brill Building's Turf haunts of the music trade, was recorded doing his own tune, and the talent lived and died on the single effort.

Not so today. The awareness of the vast and constantly growing teen-age market for rhythm and blues material has made artist and repertoire men sit up and take notice via the exercising of great care in marrying good material to good artists. The result is a growing group of individual artists and groups who have clicked again and again with hit disks.

Beat Bushes

R.&b. disk men still beat the bushes. But they mainly seek material which can be added to a publishing subsidiary's catalog for disking at the right time with the right artist. By this device, artists have been developed from scratch and maintained as a top draw indefinitely.

To insure a continuing flow of material, some r.&b. diskeries, thru their publishing affiliates, have undertaken to develop writing talent with the eventual result that labels and artists become identified with a particular style of material. A given artist's own particular following will automatically buy most records he makes these days.

With the acceptance of big names at both the disk jockey and consumer level, r.&b. record companies have been quick to graduate to big-time promotion methods. Increasing budgets have been earmarked for publicizing the big artists under each label's wing. Personal appearances, too, have helped build loyalty to names on the part of the disk buying public.

As proof of the pudding, many labels now sport top names. Perhaps the supreme example is Imperial Records' Fats Domino, with 14 hit records in just two and a half years. But there are numerous others. B. B. King on the RPM label, Donah Washington on Mercury and Clyde McPhatter with the Drifters (now separate entities) on Atlantic, have all hit for gold nine times in the same period.

According to the recap of *The Billboard* rhythm and blues charts, in the same length of time, Ruth Brown, also on Atlantic, and Little Walter on Checker have clicked eight times, while Earl Bostic on King entered the select hit-maker circle seven times.

The late Johnny Ace continues as an active force with a recent new release, following six hits since June, 1953. In the same group are Muddy Waters of Chess and Joe Turner on Atlantic.

Other consistently solid performers with multiple listings in the record charts include Ray Charles on Atlantic, the Spiders on Imperial, the Clovers on Atlantic, Shirley and Lee on Aladdin and the Flamingos on Checker.

Two Charts

Attesting to the exceptional identification power of some artists together with the material selected for them, is the movement on to *The Billboard* pop as well as rhythm and blues charts. The Platters, for example, are currently represented on both r.&b. and pop lists with two hit disks. Little Richard on Specialty, is now well toward the top of the r.&b. charts with his latest wax, "Tutti Frutti," and just last week the same disk moved onto the best-selling pop chart.

Still other artists have shown consistent strength in the Southern territories with their own loyal local following, but even these (for example, Howlin' Wolf on Chess and Jimmy Reed on Vee Jay) have been known to break out of the strictly regional pattern into the broader national market.

NEW HIPSTERS

Squares Peg
Rock and Roll
Beat to Stick

• Continued from page 1

In the last two years, it has surmounted the propaganda of pressure groups, the ill-will of Broadway-based music publishers and some pop artists and repertoire directors—with the end result that r.&b. has become a stable factor in the pop music market.

In the record field, too, it may be said, the tumult and shouting has died, but r.&b. shows no sign of departing the pop arena. A glance at the best-selling pop charts fully bears this out, for no less than 8 of the top 25 disks are r.&b.-derived. These include the Platters' "Great Pretender" on Mercury, in second place; Bill Haley's "See You Later Alligator" on Decca, seventh; Cail Storm's "I Hear You Knockin'" on Dot, 10th; Cail Storm's "Teen-Age Prayer" on Dot, 17th; the Platters' "Only You" on Mercury, 20th; Bill Haley's "Burn That Candle" on Decca, 24th, and Little Richard's "Tutti Frutti" on Specialty, 25th.

Original Disks

This list, it will be noted, contains not only "covers" of r.&b. tunes by pop artists, but also some of the original r.&b. disks—such as Little Richard on Specialty, the Platters on two Mercury records, etc.

While this acceptance in the pop field shows no signs of diminishing, it is also noteworthy that r.&b. is having an increasing impact on the country and western field. Here, an increasing amount of sides are being cut using r.&b.-flavored material. Much of it is in the blues category, and in a sense this goes back to an older c.&w. era when much of the repertoire was in the nature of folk blues. Jimmie Rodgers was typical of this period, and country singers have never lost the touch.

**The Billboard Music Popularity Charts
COUNTRY &
WESTERN RECORDS**

• This Week's Best Buys

DO YOU KNOW WHERE GOD LIVES? (Towne, ASCAP)

BAYOU BABY (American, BMI)—Eddy Arnold—RCA Victor 6407

This Arnold record is proving to be a two-way threat; it is moving out in both the country and pop markets at a brisk pace. Not only the traditional Southern markets, but areas like Chicago, Cleveland, Buffalo and Baltimore are also selling the disk in handsome volume. "Do You Know" is the favored side south of the Mason-Dixon line. A previous Billboard "Spotlight" pick.

I WANT TO BE LOVED (Acuff-Rose, BMI)

FEET OF CLAY (Hill & Range BMI)—Ruby Wells, Johnny and Jack—RCA Victor 6395

A combination of talents that is paying off handsomely. The trio has two good sides here that operators and retailers find attractive to their respective customers. Reports from Richmond, Atlanta, Durham, Nashville, Memphis, Dallas and New Orleans indicate good retail sales and juke box take. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

CARL SMITH

I've Changed (Driftwood, BMI)

If You Do, Dear (Driftwood, BMI)—Columbia 21493—The classy country voice comes thru with two top-flight sides. On top is a haunting, minor-key weeper item that's handled in great style and it's matched by another stylish performance on the flip of a pert upbeat tune with a fetching melody. Both sides look like paydirt entries.

FOLK TALENT AND TUNES

• Continued from page 52

"Grand Ole Opry" from Nashville last Saturday (28), with the Carter Family in as special guests. . . . Bob Burrell, Capitol's country & western expert, returned Monday (30) to his Atlanta base after a three-week deejay trek thru the Midwest, which wound up Saturday (28) at Springfield, Mo., where's Capitol's Sunny James was the top hand on "Ozark Jubilee."

Elvis Presley made his first of four appearances on the Jackie Gleason TV show Saturday (28). He occupies the same slot the next three Saturdays. . . . Porter Wagoner was a feature at Frankie Kaye's Riverside Rancho, Kansas City, Mo., last Saturday (28). . . . Don Kidwell (M-G-M) is back plying his wares in the Kansas City, Mo., sector. . . . Thurston Moore's new "1956 All-Star Scrapbook," covering some 600 performers in the music field, including all the top country artists and deejays, is slated to roll off the presses next weekend. As in the past, sales and distribution will again be handled thru the deejays. Platter twirlers, you may obtain a free copy of Moore's latest effort by writing to him at Route 5, Box 285A, Covington, Ky.

Rex Allen appears as guestar on Bill Randall's TV show from Cleveland February 5, hopping from there to New York to cut two sides for Decca. On February 10, he begins a 10-day run at the San Antonio Livestock Exposition, and follows that with the Tucson (Ariz.) Rodeo February 23-25. Allen last week made final preparations for his TV series, "Frontier Doctor," on which shooting resumes March 1 at the Republic Studios in Hollywood. Rex already has completed two flickers, and 11 more are on the schedule for March, with the remaining 39 set for shooting in April and May.

Roy Acuff heads up the Prince Albert portion of "Grand Ole Opry" from Nashville next Saturday (4), with Johnny and Jack and Kitty Wells on as special guests. . . . Meteor Records, Memphis, has just released a new platter by Buddy Bain, Kay Wayne and Merle (Red) Taylor. Top side is "Can We Live It Down?" with "Daydream, Come True," on the flip. . . . Justin Tubb, Benny Martin, the Louvin Brothers, Rod Brasfield

and the Carter Family stop off for a date in Richmond, Va., Sunday (5). Ernest Tubb is set for Flint, Mich., on the same day. . . . Bob (Luke) Jones, Charlie and Frieda and the Potomac Valley Boys were recent guests on "Old Dominion Barn Dance" in Richmond, Va. The Potomac Valley lads are still working supermarkets thru Maryland, Pennsylvania, Delaware and Virginia under sponsorship of Goetze's Meat Products.

Johnny Horton, now working under the personal management of Tillman Franks, has just signed a year's contract to produce two shows each Monday on KLTW, Tyler, Tex., one from 6:30-7 p.m. and the other from 10-11 p.m. On the show with Horton will be Betty Amos and Sonny Trammel, steel guitarist, formerly with Webb Pierce and Jim Reeves. Guest artists will be brought in each week. Check Dennison and Glenn Ritch will divide emcee duties, with Horace Logan, of "Louisiana Hayride" fame, assisting from time to time. First guest in Monday of last week (23) was George Jones. Horton, formerly heard on Mercury, cut his first wax for Columbia Records last week. Tillman Franks is handling guest-talent bookings for the Horton's new TV show.

During January Bill Carter and the Hometown Boys, of KBOX, Modesta, Calif., played host to George Morgan, Cowboy Copas, Marty Robbins, Skeets MacDonald, Tom Tall, Ferlin Huskey, Ann Jones and Her Western Sweethearts, Bob Wills and His Texas Playboys, and the Maddox Brothers and Rose. Carter was guest recently with Billy Jack Willis and His Playboys on KFBK, Sacramento, Calif., and the California Hayride Gang on Channel 13, Los Angeles. Carter's new Republic record, "The Sweat of My Brow" b/w "Mama Loves Papa," is available to jockeys who write in, he says.

Lou Millet, WLCS, Baton Rouge, La., has Hank Thompson slated for a February 9 dance date in that city. . . . Jimmy and Johnny, of "Big D Jamboree," Dallas, now on Decca with "Sweet-Singing Daddy," written by Webb Pierce, accompanied the latter on several personals last week. . . . Ed McLemore, "Big D's" (Continued on page 64)

**A GREAT COUNTRY
MUSIC *First***

(First time together)



Johnnie & Jack
(THE TENNESSEE MOUNTAIN BOYS)
with RUBY WELLS

**"I WANT TO
BE LOVED"**

c/w

**"FEET OF
CLAY"**

RCA VICTOR #20/47-6395



The Billboard
SPOTLIGHT REVIEW

the dealer's choice

RCA VICTOR



New Horizons for R&B Exploitation Upset Old Guard

Pubber-Diskers Hook-Up in Field Puts Squeeze on Indie Distributors

By IS HOROWITZ

Rhythm and blues has presented music publishers with an entire new field to exploit. But the profit potential inherent in the idiom has not been milked without some upsetting developments in the established way of doing business.

It should be noted at the outset that the still rising consumer interest in r.&b. has really only upset the more traditional elements within the publishing fraternity. With rare and only occasional exceptions the idiom so far has passed them by, and every so often the old-timers sound again the alarm heralding a sudden downfall of the r.&b. trend.

However, within the hip core of the r.&b. area itself, the growing profit possibilities in the exploitation of r.&b. copyrights have led to some more recent competitive squeezes which, in turn, have set off a new source of internal irritation.

Nub of Problem

The nub of this new problem is what some tradesters see as the sometime conflict of interest between publisher and record manufacturer. Since in the r.&b. field these are the same people more often than not, responsibility is easier to pinpoint.

And those who have been doing the pinpointing are the record distributors.

Independent distributors who have handled the top r.&b. labels have made plenty of money out of this association in the last couple of years. They've been more than happy with the broadening horizons of r.&b. and have been quick to grab off those extra disk sales that the so-called "pop market" acceptance of the idiom has opened up.

But these very same distributors have found this broadening interest a two-edged sword. It gives, but it also takes away. And what the distributors don't like is the part that is taken away.

Their beef is quite simple. They are beginning to object, strenuously among themselves and guardedly elsewhere, to r.&b. publisher-diskers acting more like publishers and less like manufacturers.

Exploiting Vs. Peddling

It is no secret that the potential profits in exploiting the copyright sometimes exceeds that in the peddling of a single record, and the indie diskery with a hot tune is sometimes more eager to promote the ditty than the platter.

Sometimes, note the disaffected distributors, the diskery-pubber is out hustling cover records on his own entry even before the side has had a fair chance to get off the ground. The distrib is placed in the position of competing with "pop" versions of a tune that he feels, and often has been able, to sell in considerable quantities pop-wise as well as r.&b.

In one case described as "flagrant" by a concerned distributor, the manufacturer supplied pop artists and repertoire men with sample disks day-and-date with samples furnished the distrib. This record salesman, tho he saw no other alternative, had to go out and run with the side, creating what excitement he could in his key local market, knowing full well that his success would only make quicker the appearance of the pop cover, often with a top name artist.

Covers he is used to and expects in the current state of the business, but the distributor is unhappy when it is his own man-

ufacturer-supplier who is sparking the cover activity.

The r.&b. manufacturer, of course, doesn't feel that his publishing activities are in any way out of line with current practices in the business. With the rise of r.&b. he has come in possession of ever more valuable material, and he sees no reason why all avenues of potential profit should not be explored thoroly.

Every week sees examples of tunes originally cut r.&b. making their mark on the pop best-selling charts either via a cover waxing or adoption of the original itself by the broader consumer segment.

R.&B. Awards

But for an over-all look at the phenomenon, illuminating insight is provided by a rundown of tunes, which won awards from Broadcast Music, Inc., for heavy action during 1955. Of the 28 awards given out by the licensing organization, no less than 16 were r.&b. derived.

Arc Music, a publishing operation involving the principals of Chess and Checker Records, had "Maybellene" and "Sincerely"; Lois Music, an affiliate of King and De Luxe, won with "Rock Love" and "Seventeen"; Progressive Music, the publishing arm of Atlantic Records, placed with "Tweedle Dee"; Savoy Music, an affiliate of the diskery bearing the same name, had "Don't Be Angry" in partnership with Republic Music.

Also, Lion Publishing (Peacock and Duke Records) won an award with "Pledging My Love," Dootsie Williams Publications (Dootone Records) with "Earth Angel," Tollie Music (Vee Jay Records) with "At My Front Door," Commodore Music (Imperial Records) with "Ain't That a Shame?" and "I Hear You Knockin'" and Modern Music (Modern and RPM Records) with "Dance With Me Henry."

SOME RECESSION

Spirituals Maintain Stabilizing Status

By JOEL FRIEDMAN

The spiritual record field continues to be an important stabilizing factor, despite the fact that it appears to be in a state of recession.

Spiritual artists are currently prospering more than ever before, with bookings opening up to them that never before existed. Radio stations are devoting more time to the broadcast of spiritual and gospel music, and accordingly the record companies are servicing these stations in greater numbers.

Tho record sales are dwindling, the decrease apparently hasn't been substantial enough to cause deep concern on the part of the acknowledged leaders in the business. The field is one that calls for specialization, and its history shows that it has always been limited in terms of numbers of those engaged in recording and merchandising. Tho there are firms which have somewhat decreased their recording schedule, the spiritual market nevertheless continues to produce a volume sizable and respectable enough to complement any catalog.

By its very nature, the spiritual and gospel field has always been one fraught with controversy.

CATEGORY SPREAD

Term R&B Hardly Covers Multi-Material So Grouped

By BILL SIMON

The term "rhythm and blues" barely begins to describe the myriad material that today is grouped in that particular category by the people who make up the release lists and catalogs.

In the old days, most blues were concerned with money or love problems, usually loss or lack thereof. And since these recordings received little or no air play, double or even single entendre was employed as frequently as not. Such disks sometimes attained hit proportions via word-of-mouth plugging.

In these days of disk jockeys, speedy distribution and multi-competitive recording activity,

many of the old-style blues platters don't stand a chance, except perhaps in the more rural regions of the South. Occasionally a double-meaning disk will escape the censors, because its double meaning is recognized by a small group, in which case it can get air plugs and rack sizable sales.

Lean Years

This situation may well have vitiated the blues field, and certainly it recently went thru several lean years as the public turned to pop-influenced "blues-ballads" and to lively rhythm novelties in what has come to be known as the "rock and roll" idiom.

But today there is considerable

evidence that the blues are coming back. The material has been cleaned up generally, but the earthy down-home, or what is called "funky," flavor is all there. In fact, this is more pronounced than ever on many disks, thanks to improved recording techniques and to new ingenious uses of certain instruments like the harmonica, electric guitar, etc.

Such artists and Jimmy Reed, Bo-Diddley, Jack Dupree and Little Walter have demonstrated great blues-singing strength in the Southern rural sector and also along the Chicago, St. Louis and New Orleans axis.

'Refined' Ballads

Especially marked recently has been the trend, particularly with vocal groups, toward a "refined" type of ballad—sometimes fancy poetic flights into the realm of the ideal. Here the writers express their preoccupation with Paradise, angels, purity and exclusivity of love, the altar, self-sacrifice etc.

"Earth Angel" made it very big, as did "Sincerely," "Pledging My Love," etc. The trend has been stimulated increasingly by the lurking possibility of such a number breaking thru in the pop field, selling sheet music, getting covered by pop artists and pulling in sizable performance fees.

Unquestionably, too, writers and artists in the r.&b. field confronted with a huge, hungry market and also with keen competition, have been forced to search hard for ideas and material. As a result, there has been a noticeable widening of the range of r.&b. subject matter, tho it still has a long way to go to achieve the scope of country and western lyrics. R.&b. writers have dipped into nursery rhymes and school jingles, as with "Tweedle Dee," etc.

Tin Pan Alley

They have turned frequently in the direction of Tin Pan Alley for schmaltzy love ballads and breezy novelties. But even the most trite and amateurish of these sometimes may be transformed into a sock entry by virtue of a group's great beat and arrangement.

Certainly, the acceptance of so-called rock and roll music—a popularized form of r.&b.—in the pop and also the country markets has encouraged old-time r.&b. cleffers to concentrate on this hybrid form. Also, it has made it possible for pop cleffers, who never could get with the true r.&b. flavor, to write for r.&b. artists, most of whom hope to crash the rock and roll market which today is a big slice of the record business across the board.

It should be noted that the major diskeries, which have been notably unsuccessful in crashing the pure r.&b. field, have virtually given up trying and have turned instead to rock and roll. Here they have had notable success with, for example, Bill Haley on Decca, and even such as Don Cherry on Columbia and Eddie Fisher on RCA Victor.

Instrumentals

Today one notes the increased output of instrumental r.&b. or rock and roll disks. The teenagers in all markets are bound to get up and dance if the beat is compelling enough, and the importance of the beat in these idioms is paramount. And thru the instrumental backings—the boogie beats and the preaching tenor sax and the flashy guitar work—that characterize most r.&b. vocal platters, the kids have gotten used to the sounds.

Back in the Swing Era, they danced to the big swing bands. Today they like the rock and roll combos or a big band, if it plays the blues, like Basie or Buddy Johnson.

Pop Overlap Lands 45's Into R&B Field

South-City Firms Noting Larger Share Of 45's to 78's; LP's Fail to Make Dent

The strictly rhythm and blues retail field is still predominantly a 78 r.p.m. market. However, as an r.&b. entry begins to outgrow its categorical boundaries and overlap into the pop market, the percentage of 45 r.p.m. sales picks up and can eventually overtake the 78's.

LP's have yet to make the slightest dent in r.&b., and EP's are getting no more than token distribution.

The percentage of 78 to 45 r.p.m. sales varies with every r.&b. diskery, since almost every label in the field has its own specialized approach and its own pinpoint markets. For example, companies that turn out a Southern kind of blues material shoot at a retail market that buys four 78's to one 45. Companies that produce a fairly general line, shooting at both the Southern and the city trade, average out at about 55 per cent 78's to 45 per cent 45's on the retail level.

When most distributors reach their second re-order stage on a promising disk, it becomes apparent from the temporary increase in 45 r.p.m. ordering that the juke box operators are latching on, and the company's ratio draws to approximately an even 50-50. Thereafter, sales return to their former 78-weighted pattern.

But when an r.&b. disk starts to infiltrate the pop market, which may be determined when sales pass the 70,000 mark, the 45's draw even again and then swiftly outdistance the 78's.

With certain artists, companies can determine the ratio at the outset. For example, the more popular r.&b. vocal groups sell 50-50 on first orders. Blues artists break 80-20 from the wire.

According to one top r.&b. diskery exec, his 45 sales take over the lion's share the day the disk first hits The Billboard's best-selling charts, which indicates to him that this is the signal for many pop stores and operators to get on the bandwagon.

R.&b. companies with important catalogs and contracted talent find that they have to make some EP packages available as an accommodation to a few distributors and the artists themselves. But even an EP by a top name is unlikely to sell more than 30 to a distributor on an initial order. And reorders are a long time a'comin'.

As for LP's, there ain't no such thing in the strictly r.&b. sense. Recently, however, several companies have issued instrumental rock and roll packages for dancers. There is no indication as yet that these are paying their way.

sales normally made thru recognized record outlets.

In the main, Specialty Records, Peacock and Duke, King, Aladdin and Apollo Records are acknowledged to be the leaders in the field. Specialty, with by far the largest catalog of all, continues to produce an extremely sizable volume. Art Rupe, president of the firm, admits that the market has dropped appreciably. Rupe's roster of talent continues to lead the field by a wide margin and includes such names as Prof. Alex Bradford, the Soul Stirrers and the Pilgrim Travelers.

The addition of Mahalia Jackson to the Columbia Records roster last year caused a general resurgence thruout the whole field and resulted in a period of extremely high sales for all firms in the business. Other stable art-

(Continued on page 61)

CLIMBING THE LADDER TO THE TOP IN R+B and POP

THE CADILLACS

SPEEDOO
#785

HEY JACKSON QUINTET

SIXTEEN TEENS
b/w
ROCK AND ROLL MARCH
#789

MURRAY SCHAFF and his ARISTOCRATS

Ooh How I Love Ya
b/w
THE UNFINISHED ROCK
#788

NEW RELEASES

Watch for These Rock and Rollers
JESSE POWELL and his ORCHESTRA

CAN'T HELP MYSELF
Parts 1 and 2
#799

THE CONEY ISLAND KIDS

RED LIGHT, GREEN LIGHT, BLUE LIGHT
#791

THE FOUR TUNES

ROCK AND ROLL CALL
b/w
OUR LOVE
#5232

DELLA REESE

I'VE GOT MY LOVE TO KEEP ME WARM
b/w
Years From Now
#5233

ENZO STUARTI

ADDIO BIMBA
b/w
SOMEWHERE
#5234

THE ORIOLES

ANGEL
b/w
DON'T GO TO STRANGERS
#5231

NEW RELEASES

HAL CASE AND HIS DARTS

The Cola Song
b/w
Boogie Woogie Mambo
#5235

ETHEL ENNIS

I've Got You Under My Skin
b/w
You Better Go Now
#5236

JIMMY RICKS and his MEN OF RHYTHM

BOOTS AND SADDLES
b/w
I'll Always Be in Love With You
#5237

JOSIE jubilee

1650 BROADWAY, NEW YORK, N. Y.

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending January 25

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

This Week	Last Week	Weeks on Chart
1. GREAT PRETENDER (BMI)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753	1	8
2. TUTTI FRUTTI—Little Richard I'm Just a Lonely Guy—Specialty 561	2	11
3. SEVEN DAYS (BMI)—C. McPhatter I'm Not Worthy of You (BMI)—Atlantic 1981	3	5
4. SPEEDOO (BMI)—Cadillacs Let Me Explain (BMI)—Josie 785	9	5
5. NEED YOUR LOVE SO BAD (BMI)—Little Willie John Home At Last (BMI)—King 4841	11	4
5. DEVIL OR ANGEL (BMI)—Clovers HEY, DOLL BABY (BMI)—Atlantic 1083	—	1
7. HANDS OFF (BMI)—J. McShann-P. Bowman Another Night (BMI)—Vee Jay 155	5	14
8. ONLY YOU (BMI)—Platters Bark, Battle & Ball (BMI)—Mer 70633	12	28
9. COME HOME (BMI)—B. Jorgenson There'll Be No One (BMI)—King 4822	9	5
10. POOR ME (BMI)—F. Domino I Can't Go On (BMI)—Imperial 5369	4	11
11. STEAMBOAT (BMI)—Drifters ADORABLE (BMI)—Atlantic 1078	7	14
12. FEEL SO GOOD (BMI)—Shirley & Lee You'd Be Thinking of Me (BMI)—Aladdin 3289	7	24
13. JIVIN' AROUND (PARTS I & II) (BMI)—E. Freeman Cash 1017	14	5
14. WITCHCRAFT (BMI)—Spiders Is It True (BMI)—Imperial 5366	10	10
15. CRYING WON'T HELP YOU (BMI)—B. B. King Can't We Talk It Over? (BMI)—RPM 451	—	1

• Most Played in Juke Boxes

For survey week ending January 25

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. GREAT PRETENDER (BMI)—Platters I'm Just a Dancing Partner (ASCAP)—Mercury 70753	1	3
2. TUTTI FRUTTI (BMI)—Little Richard I'm Just a Lonely Guy (BMI)—Specialty 561	4	7
3. HANDS OFF (BMI)—J. McShann-P. Bowman Another Night (BMI)—Vee Jay 155	2	11
3. SEVEN DAYS (BMI)—C. McPhatter I'm Not Worthy of You (BMI)—Atlantic 1081	3	3
5. AT MY FRONT DOOR (BMI)—El Dorados What's Buggin' You Baby (BMI)—Vee Jay 147	6	18
6. WHEN YOU DANCE (BMI)—Turbans Let Me Show You (BMI)—Herald 458	8	8
7. CHICKEN AND THE HAWK (BMI)—J. Turner Morning, Noon and Night (BMI)—Atlantic 1080	10	2
8. POOR ME (BMI)—F. Domino I Can't Go On (BMI)—Imperial 5369	5	9
9. SPEEDOO (BMI)—Cadillacs Let Me Explain (BMI)—Josie 785	7	2
10. APRIL IN PARIS (ASCAP)—C. Basie Roll 'Em, Pete (ASCAP)—Clef 89162	—	1

• Most Played by Jockeys

For survey week ending January 25

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. GREAT PRETENDER—Platters Mercury 70753—ASCAP	1	6
2. SEVEN DAYS—C. McPhatter Atlantic 1081—BMI	2	5
3. TUTTI FRUTTI—Little Richard Specialty 561—BMI	4	10
4. HANDS OFF—J. McShann-P. Bowman Vee Jay 155—BMI	3	12
5. ONLY YOU—Platters Mercury 70633—BMI	5	20
6. PLAY IT FAIR—L. Baker Atlantic 1075—BMI	8	15
7. STEAMBOAT—Drifters Atlantic 1078—BMI	8	9
8. HEY, DOLL BABY—Clovers Atlantic 1083—BMI	—	1
9. FEEL SO GOOD—Shirley & Lee Aladdin 3289—BMI	—	9
10. POOR ME—F. Domino Imperial 5369—BMI	10	11
11. I WANNA DO MORE—R. Brown Atlantic 1082—BMI	—	5
11. SPEEDOO—Cadillacs Josie 785—BMI	—	2
13. CHICKEN AND THE HAWK—J. Turner Atlantic 1080—BMI	—	3
14. SUGAR SWEET—M. Waters Chess 1612—BMI	—	1
15. DEVIL OR ANGEL—Clovers Atlantic 1083—BMI	11	2



CLYDE McPHATTER
SEVEN DAYS
1081



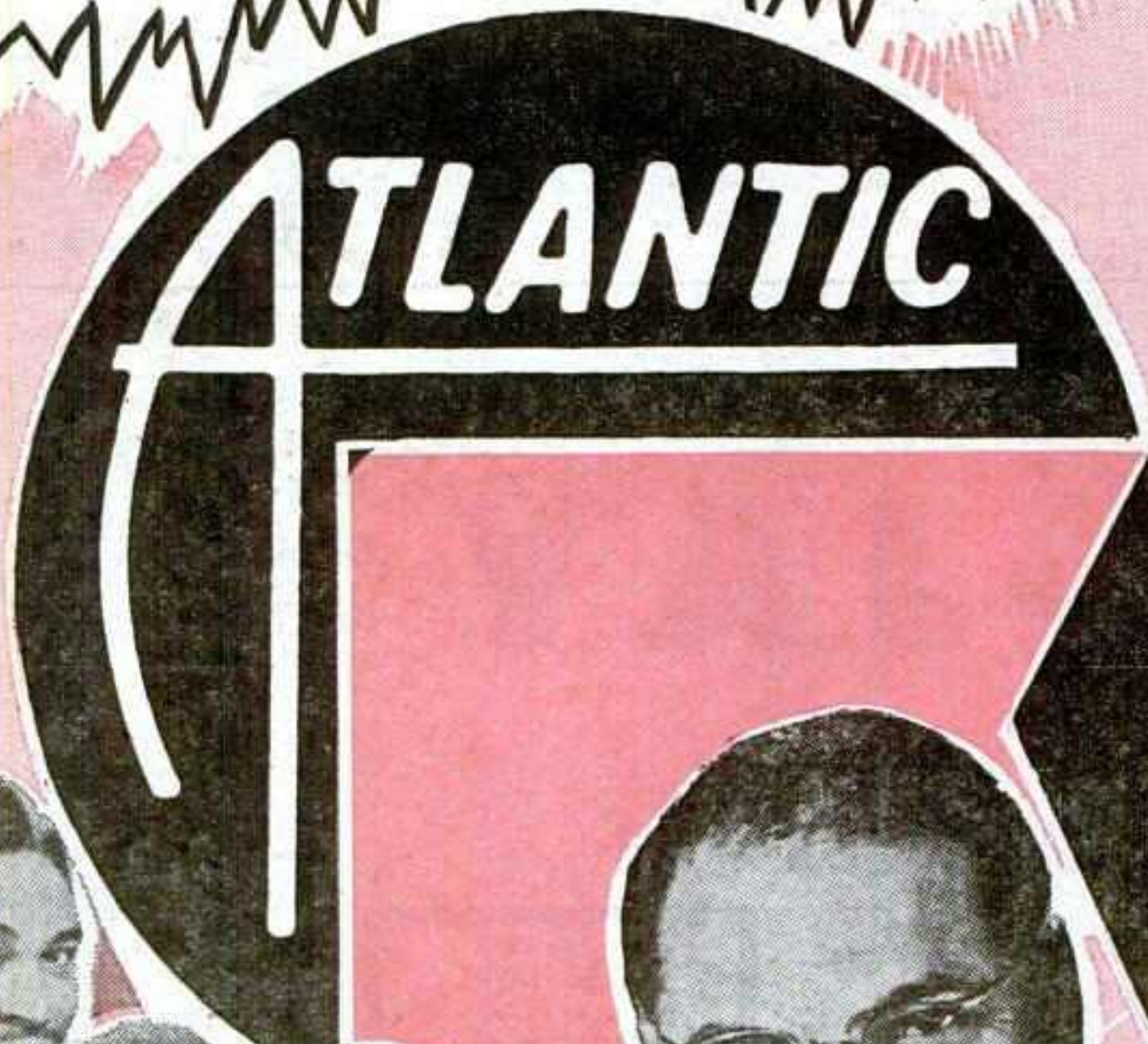
JOE TURNER
THE CHICKEN AND THE HAWK
MORNING, NOON AND NIGHT
1080



RUTH BROWN
I WANNA DO MORE
1082



LA VERN BAKER
GET UP, GET UP
(YOU SLEEPY HEAD)
MY HAPPINESS FOREVER
1087



*The TOP LABEL
in RHYTHM &
BLUES because...
ATLANTIC ARTISTS
make the HITS!*



THE CLOVERS
DEVIL or ANGEL
HEY, DOLL BABY
1083



IVORY JOE HUNTER
A TEAR FELL
I NEED YOU BY MY SIDE
1086



THE DRIFTERS
STEAMBOAT ^{Plus} ADORABLE
1078

RAY CHARLES
DROWN IN MY OWN TEARS
MARY ANN
1085



ATLANTIC RECORDING CORP.
234 WEST 56th St. NEW YORK 19, N. Y.

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• This Week's Best Buys

THAT'S YOUR MISTAKE (R-T, BMI)—Otis Williams—De Luxe 6091
 Almost from time of release, this disk has made its way in both the pop and r.&b. markets with great ease. It is now ensconced in the Detroit and Cleveland pop territorial charts, and is also on the Cincinnati r.&b. territorial. Thruout the Middle West, in particular, "Mistake" has been amassing enough strength to make it powerful multi-chart contender. Flip is "Too Late I Learned" (Armo, BMI), which has also been doing well in some areas.

AIN'T THAT LOVIN' YOU, BABY (Conrad, BMI)—Jimmy Reed—V-J 168
 Reed's strength traditionally lies in the South, and he has begun racking up impressive sales in Atlanta, Memphis, Nashville, New Orleans, Durham and other key Dixie territories. This disk is moving out in Middle Western markets now, e.g. Chicago and St. Louis and threatens to hit national charts soon. Flip is "Baby, Don't Say That No More" (Conrad, BMI). A previous Billboard "Spotlight" pick.

I JUST COULDN'T STAND IT NO MORE (Calvin, BMI)
THE SHOW MUST GO ON (United, ASCAP)—Dinah Washington—Mercury 70776
 Miss "D" has a powerful follow-up to "I'm Lost Without You Tonight." Already New York, Philadelphia, Baltimore, Chicago, Cleveland, Buffalo, Detroit and St. Louis indicate strong and quickly mounting sales. Preference to side is divided, altho pop preference for "The Show Must Go On" may eventually swing that as the top side. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

THE TEENAGERS-FRANKIE LYMON
 Why Do Fools Fall in Love (Patricia, BMI)—Cee 1002
 Here's a hot new disk, which has already sparked a couple of covers in the pop market. The appealing ditty has a frantic arrangement, a solid beat and a sock lead

vocal by 13-year-old Frankie Lymon. Jockeys and jukes should hand it plenty of spins and it could easily break p.p. Flip is "Please Be Mine" (KAHL, BMI).

THE TURBANS
I'll Always Watch Over You (Angel, BMI)—Herald 469
 The Turbans are still riding high with "When You Dance," and their new waxing should spark similar sales excitement. It's a smoothly paced, showmanly vocal interpretation of a lovely ballad, with the usual standout performance by the lead singer. Flip is "Sister Sookey" (Angel, BMI).

SHIRLEY AND LEE
A Little Word (Aladdin, BMI)
 That's What I'll Do (Aladdin, BMI)—Aladdin 3313—Shirley and Lee have another winner in this great two-sided hit. "A Little Word," a provocative duet on a catchy tune based on the famous operatic aria "Caro Nome," is loaded with play appeal, while "That's What I'll Do" spotlights one of their show-wise question-and-answer routines on a moving weeper.

VARETTA DILLARD
Darling, Listen to the Words of This Song (Old Town, BMI)—Groove 0139
 This is the thrush's first-Groove release, and she belts out the attractive ballad with style and heart, plus a few extra vocal gimmicks for added impact. The gal has had some big ones in the past, and this platter could put her back on the charts. Flip is "Mama Don't Want" (Dreyer, BMI).

TALENT

RUTH CARROLL
Partners for Life (Wemar, BMI)
One Honest Love (Maris, BMI)—King 4873—The promising new canary signs with exciting warmth and a staccato phrasing similar to that of the Platters' lead. She uses her fascinating style to fine effect on both ballads, with "Partners for Life" spotlighting a particular solid performance.

• R&B Territorial Best Sellers

For survey week ending January 25
 Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Great Pretender, Platters, Mer.
2. Seven Days, C. McPhatter, Atl.
3. Speedoo, Cadillac, Jc.
4. Tutti Frutti, Little Richard, Spe.
5. Hey, Doll Baby, Clovers, Atl.
6. Ain't That Lovin' You, Baby J. Reed, VJ.
7. I Wanna Do More, R. Brown, Atl.
8. Steamboat, Drifters, Atl.
9. Witchcraft, Spiders, Imp.

Charlotte

1. Great Pretender, Platters, Mer.
2. Seven Days, C. McPhatter, Atl.
3. Speedoo, Cadillac, Jc.
4. Tutti Frutti, Little Richard, Spe.
5. Witchcraft, Spiders, Imp.
6. Devil Or Angel, Clovers, Atl.

(Continued on page 65)

SAVOY SAVOY
THE BIG 3
"MR. MOON"
 5 PENNIES—Savoy 1182
"SITTIN' IN THE DARK"
 HAPPY BROWN—Savoy 1176
"HOT ROD"
 HAL SINGER—Savoy 1179
SAVOY RECORD CO.
 30 MARKET ST.
 NEWARK, N. J.

THE BIG NAME TO WATCH IN R&B—SPIRITUALS—JAZZ RECORDS IS . . .

VEE-JAY

CONSISTENTLY BETTER

★ ARTISTS ★

- JIMMY REED
- THE SPANIELS
- THE EL DORADOS
- TOMMY DEAN & JOE BUCKNER
- THE DELLS
- BILLY BOY ARNOLD
- EDDIE TAYLOR
- PRISCILLA BOWMAN
- JAY MC SHANN ORCHESTRA
- EARL PHILLIPS
- JOHN LEE HOOKER
- JULIAN DASH
- TURK KINCHELOE
- DAVE SHIPP

NEW RELEASES

Vee-Jay #166
DREAMS OF CONTENTMENT
 b/w
ZING-ZING-ZING
 by
THE DELLS

Vee Jay #171
I AIN'T GOT YOU
 by
BILLY BOY

Vee-Jay #172
ONE MORE MILE
 b/w
STRAIGHT AND READY
 by
JOE BUCKNER & TOMMY DEAN

Vee-Jay #178
FALSE LOVE
 b/w
DO YOU REALLY
 by
THE SPANIELS

NOW HITTING THE CHARTS

Vee-Jay #165
I'LL BE FOREVER LOVING YOU
 by
THE EL DORADOS

Vee-Jay #155
HANDS OFF
 by
PRISCILLA BOWMAN and the JAY McSHANN ORCH.

Vee-Jay #168
"AIN'T THAT LOVIN' YOU BABY"
 by
JIMMY REED

CONSISTENT SURE BET SELLERS

Vee-Jay #158
OOP DE OOP
 by
EARL PHILLIPS

Vee-Jay #167
YOURS AND MINE
 by
MONTA GUE

Vee-Jay #169
GOD'S WONDERFUL LOVE
 by
THE STAPLE SINGERS

Vee-Jay #164
TIME IS MARCHING
 b/w
MAMBO CHILLUM
 by
JOHN LEE HOOKER

Vee-Jay #170
STEAL AWAY
 b/w
PRECIOUS LORD
 by
MACEO WOODS AT THE ORGAN

Vee-Jay #163
I LOVE TO TELL THE STORY
 b/w
HE'S MY SOLID ROCK
 by
THE FAMOUS BOYER BROTHERS

★ ARTISTS ★

- KING KULAN
- THE MACEO WOOD SINGERS
- THE LOCKHART SINGERS
- BRO. ISAIAH'S CHOIR
- SAMMY LEWIS
- RASBERRY SINGERS
- THE FAMOUS BOYER BROTHERS
- HIGHWAY Q C S
- STAPLE SINGERS
- GOSPEL STIRERS
- NEWBERRY SINGERS

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'EDDIE MY LOVE'
THE TEEN QUEENS
RPM #453




'SO WRONG'
'HOW SOON'
THE JACKS
RPM #454



'CRYING WON'T HELP YOU'
B. B. KING
RPM #451

Dopping Big!
'SWEET SIXTEEN'
THE SOUNDS
Mod. 981



'I AM BEWILDERED'
RICHARD BERRY
RPM #452

ADVANCE RELEASE
ETTA JAMES
'NUMBER ONE'
'I'M A FOOL'

ADVANCE RELEASE
MARVIN & JOHNNY
'WONDERFUL, WONDERFUL ONE'
'YES I DO'
Mod. 982

ADVANCE RELEASE
EL MORE JAMES
'WILD ABOUT YOU'
'LONG TALL WOMAN'
Mod. 983

modern RECORDS **RPM**
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culver city, california

'WOMAN'
Etta James
Mod. 972

'VIPPITY VOP'
The Honey Boys
Mod. 980

'CONVICTED'
Oscar McLollie
Mod. 970

'GOOD ROCKIN' DADDY'
Etta James
Mod. 962

DUKE RECORDS

2809 Erastus St. Houston 26, Texas



Review Spotlight on... RECORDS
The Billboard, January 21, 1956

JOHNNY ACE

I'm Crazy Baby (Lion, BMI) 148—The late great So Lonely (Lion, BMI)—Duke 148—The late great Johnny Ace lives on as the label brings out two fine sides cut shortly before his death. On top is an exciting, emotion-packed love ballad. The flip contains some wonderful blues sounds in the typical Johnny Ace style. These are two classy efforts with loads of commercial appeal.

Be Sure to Get **DUKE #148**

Review Spotlight on... RECORDS
The Billboard, January 21, 1956
SPIRITUAL

THE DIXIE HUMMING BIRDS
Devil Can't Harm a Praying Man (Lion, BMI) 1757—The peerless group has two entries here that can hardly miss in the field they have long dominated. Ira Tucker is the sensitive, inspiringly lead on both. The first a rhythmic item, brilliantly arranged and executed, and the flip a slow chant in which all parts fall gently into place in a most soul-satisfying manner.



PEACOCK #1757

PEACOCK RECORDS, Inc.

2809 Erastus St. Houston 26, Texas

Reviews of New R & B Records

THE JACKS

So Wrong.....80
RPM 454—First-class job by the lead singer here on a ballad that could easily go pop, in this version, too. A strong entry. (Modera, BMI)

How Soon?.....80

Brighter tempo here, and another poppish side. Infectious stuff for a wide market. (Supreme, ASCAP)

THE COUNTS

To Our Love.....78
DOT 1275—This tuneful pledge of enduring love is sung with convincing sincerity by the group. It's a strong effort and could step out into the money. (Condor, BMI)

Heartbreaker.....78

A carefree sounding weeper chanted above a driving beat. This one could do right well as a coin catcher on the juke. (Condor, BMI)

SCREAMING JAY HAWKINS

I Is.....78
GRAND 135—"I'm the man for you," he says, despite everything. Juicy shouting and recitative with great rhythmic backing. (Slotkin, BMI)

Take Me Back.....73

Brighter clip here, the same moist throat tones, on a side with better performance than material. (Slotkin, BMI)

CHUCK WILLIS

Come on Home.....77
OKEH 7067—A compelling reading of a poignant ballad with highly effective lyrics. (Berkshire, BMI)

It Were You.....76

Personable warbling of a showmanly rhythm tune with a catchy tempo. (Berkshire, BMI)

DEAN BARLOW

As God Is My Judge.....75
DAVIS 444—Material has pop flavor and the disk could do business in that market. Disk bears watching. (Davis, ASCAP)

Hi Ya Honey.....70

Fine job by the talented warbler on a piece of run-of-the-mill material. (Davis, ASCAP)

LIGHTNIN' HOPKINS

Lonesome in Your Home.....74
HERALD 471—Mournful slow blues sung by Hopkins with that fine funky guitar of his. Good Southern item, in the old-fashioned mode. (Angel, BMI)

Hopkins' Sky Hop.....73

Rompin' instrumental blues played by guitar with rhythm. Could do business in country as well as r.&b. market, if it gets exposed. (Angel, BMI)

MURRY SCHAFF

The Unfinished Rock.....74
JOSIE 788—Clever piece of material

with engaging lyrics is performed spiritedly by the group. Should win deejay exposure. (Boland-Leng, ASCAP)

Ooh How I Love Ya.....66

A pleasant bouncer with a bright beat. Okay wax. (Sheraton, BMI)

THE FEATHERS

Lonesome Tonight.....73
HOLLYWOOD 1051—Sentimental ballad is handled ably by the group for a listenable side spiced up by a bit of romantic narration mid-disk. (Golden State, BMI)

Dear One.....69

Another sentimental hymn of love. (Golden State, BMI)

TONY AND BARBARA

It Hurts Me So.....71
ULTRA 104—Tony Allen cries those big fat alligator tears about the wounds of the heart. Sincere wailing. (Ultra, BMI)

Check Yourself.....69

Allen pairs with gal partner on a punchy little swinging ditty that renders a solemn warning. (Ultra, BMI)

JIMMY McCracklin

It's All Right.....71
HOLLYWOOD 1054—His gal is the best and Jimmy McCracklin doesn't mind telling about his happy state. A good Southern waxing. (Golden State, BMI)

Fare You Well.....68

Southern blues chant is delivered in solid fashion. (Golden State, BMI)

MOOSE JOHN

Talkin' 'Bout Me.....71
ULTRA 102—"They're talking about him to his baby" is the subject of this blues wailer, and it makes for a suitably weepy mood. (Ultra, BMI)

Wrong Doin' Woman.....70

This is a swingin' blues recitation and the evils of the wrongdoer are exposed with fervor. (Ultra, BMI)

MABEL LEE

He's My Guy.....70
HULL 712—Not the old pop tune, but a so-so blues sung by the thrush with a chattering group backing, in double-time. (Keel, BMI)

Dearest Dream.....70

Both sides here suffer from over-echoed recording that dims the thrush's quality. This is a fancy-schmancy type ballad which seems to be well sung. (Keel, BMI)

LLOYD McCOLLOUGH

What Goes on in Your Heart?.....70
EKKO 1023—McCullough plaintively informs his sweetie that he doesn't care what happened in the past, but he wants her to confide in him. A

(Continued on page 61)

HER FIRST GROOVE RECORD — A TWO-SIDED SMASH

the inimitable

Varetta Dillard

Singing

**DARLING,
LISTEN TO
THE WORDS
OF THIS
SONG**

**MAMA
DON'T
WANT
(WHAT PAPA
DON'T WANT)
GROOVE G/4G 0139**



GROOVE

155 E. 24th St., N. Y., N. Y.

RECORDS

A CASH Smash!

NATIONAL
— Best Sellers in Stores

The Billboard Jan. 7, 1956
This Week's Best Buys
• **JIVIN' AROUND** (Cash, BMI) — Ernie Freeman — Cash 1017
This disk has been a big seller in the Los Angeles territory since time of release, many other markets have had deliveries until recently. Gradually the power of this instrumental is making itself felt, however. Lately New York, Philadelphia, Cleveland and St. Louis have witnessed strong action.

JIVIN' AROUND

— 1017
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Los Angeles 16, Calif.

Spirituals Maintain Status

• Continued from page 55

ists in the field, who have demonstrated repeat sales prowess year-in-and-year-out, include the Blind Boys of Mississippi, Brother Joe May, the Original Gospel Harmonettes, the Swan Silver-tone Singers, the Dixie Hummingbirds, the Five Blind Boys and the Angelic Gospel Choir.

Big Crowds

Lillian Cumber, operator of Herald Attractions who specializes in the booking of spiritual artists only, views the situation with much calm, and tho the field is in a state of flux, points to the enormous crowds being drawn by gospel artists. Ball parks, auditoriums and arenas which wouldn't book a spiritual

show years ago have found the business to be quite lucrative today. Tho the metropolitan cities of the South—Birmingham, Atlanta; Charlotte, N. C., etc.—continue to offer the most opportunity, other major cities continue to open their doors, she reports. The spiritual artist is no longer confined to bookings in churches, school buildings or other stadia of limited size.

It's believed that the spiritual disk market will reassert itself when the general public has become more accustomed to rhythm and blues, rock and roll and the general "beat" prevailing in the pop field. Just as the pop market perpetually has its cycles, so does the spiritual field.

DJ Emerges as Powerhouse

(Continued on page 54)

some areas that the jockey sells the show and not the talent.

For example, when Freed staged his first show at the Brooklyn Paramount, Tony Bennett was hired as box-office insurance to head the bill for \$10,000 a week, plus percentage. However, laryngitis put Bennett out of the show after the first day, and Freed went on to record-breaking grosses. On his next two shows, Freed booked talent at flat fees, with some artists (including several with best-selling records) reportedly working the week (and happy to do it) for \$200.

On the other hand, some agencies are of the opinion that jockeys are so important to the r.&b. personal appearance field that artists can afford to take less money in view of the great sales job the spinners do. The Shaw Agency, for instance, thinks that deejays are primarily responsible for opening up so many location dates for r.&b. performers, heretofore doomed to spend most of their professional lives trekking from one-nighter to one-nighter.

Clubs Booking

Whereas there were formerly only three or four clubs booking r.&b. talent, a Shaw exec points out that r.&b. acts are now booked by Gleason's, Cleveland; the Orchid Room, Kansas City, Mo.; Mandy's, Buffalo; New Birdland, Chicago; Crown Propeller, Chicago; New Era, Nashville; Savoy Ballroom, Los Angeles; Palladium Ballroom (a recent innovation on a three-day-a-week basis), San Diego, Calif.; Palms Club, Hallendale, Fla., and the Flame, Detroit.

However, the Shaw exec did point out that booking difficulties sometimes occur when an agency has a number of star attractions booked on one show, and then has to move them out of that area at the same time. An example of this kind of booking hazard would be the situation in New York last Christmas when almost 50 r.&b. artists were appearing locally at the same time on Freed's Academy show, Dr. Jive's Brooklyn-Paramount bill and at the Apollo Theater.

Package Response

Shaw reports excellent audience response to its two big r.&b. packages last year, and the agency is readying another big all-star special, featuring Shaw's biggest artists — Faye Adams, Ruth Brown, the Clovers, etc.—for this spring. Meanwhile, Shaw is doing nicely with smaller one-nighter packages (usually featuring a singer and a band) including such units as Ruth Brown with Buddy Griffin, Smiley Lewis with Paul Williams, and Etta James with Floyd Dixon.

Business is good over at Gale, too, with the Al Hibbler-Lavern Baker package thriving on the West Coast and two new packages set to go out shortly. The first package, which starts a 10-day schedule this week, spotlights Bill Haley, Roy Hamilton, the Platters, the Five Keys, Bo Diddley and Joe Turner, while the second package, leaving February 10, is headlined by Hamilton, Erskine Hawkins, and Shirley and Lee.

According to Gale exec Irving Seiders, the term r.&b. has become a much-abused expression in the booking field, with some promoters trying to mix jazz artists in with r.&b. acts under the general title of r.&b. In almost every case, claims Seiders, the jazz artists "bomb" because the r.&b. audience is an entirely different one from the jazz crowd.

Seider also noted that the successful r.&b. package today must be headlined by artists with current record hits. If they haven't had a hit for a while, says Seider, their box-office draw drops accordingly.

• **Reviews of New R & B Records**

• Continued from page 60

- good lyric job. (Old Judge, BMI)
Until I Love Again...68
Another lament by McCollough on a routine weeper, which—melodically—sounds exactly like the flip. (Fairway, BMI)
- PRESTON LOVE ORK**
That's All Right Baby...70
ULTRA 103—The band swings in restrained blues fashion with vocal assist by the Love Bugs. (Ultra, BMI)
All Baba's Boogie...66
Vocal shouts of "Allah" with some good blues tenor sax spots are the highlights of an otherwise uninspired disk. (Ultra, BMI)
- POTATO (LEE) CHRISTY**
What Did I Do?...70
TUXEDO 907—More forceful backing would have helped the shouter on this side. Blues chant is constructed along gospel lines musically. (Ford, BMI)
My Heart Goes Diddy Bum...66
Okay blues tune sung in pleasant fashion. No powerhouse here, however. (Sylvia, BMI)
- PRESTON LOVE ORK**
Groove Juice...69
ULTRA 101—Instrumental orking of a slow after-hours type blues. Okay dance stuff. (Ultra, BMI)
If You Ever Get Lonesome...65
Roy (Happy) Easter gives this a fair vocal go. Not much strength here. (Ultra, BMI)
- JOHN LEE HOOKER**
Wobbling Baby...68
CHART 609—Much down-home flavor and spirit in evidence here but commercial appeal seems wanting. (Sherlyn, BMI)
Gain' South...62
This blues opus gets monotonous thru oft-repeated guitar phrasings and general lack of continuity. (Sherlyn, BMI)
- JOE WEAVER**
Baby, I Love You So...65
FORTUNE 825—In its favor, side has a certain down-home flavor, especially in the group vocalizing. May do some business around home base. (Trianon, BMI)
It Must Be Love...65
Thin recording hurts this coupling. (Trianon, BMI)

R.&B. Rocks 'Em

• Continued from page 1

Also active in the rock and roll stagershow market in Detroit are deejays Robin Seymour and Mickey Shore, with the former appearing at the Riviera and latter at the Fox. Out in California spinner Gene Norman is presenting rock and roll talent (Al Hibbler, Lavern Baker, etc.) at the Downtown Paramount in Los Angeles, following which the same bill moves up North to the San Francisco Paramount.

THE HOTTEST LINE— IN THE BUSINESS!

FATS DOMINO

"BO-WEEVIL"

and

"DON'T BLAME IT ON ME"

#5375

BOBBY MITCHELL

"TRY ROCK & ROLL"

#5378

★
Coming

MERLE KILGORE

"TEEN-AGER'S HOLIDAY"

#5379

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MY
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Lloyd Glenn
Great Gates
Lynn Hope
Jimmy Liggins
The Metronomes
Amos Milburn
The Monitors
The Numerals
The Rolling Crew
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Johnny Taylor
Ray Williams

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Volunteers Gospel Singers

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Solomon Burke
The Casanovas
The Devonaires
The Gentlemen
The Keynotes
Brenda Lee

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Ruth Brown
The Cardinals
Ray Charles
The Clovers
The Cookies
The Drifters
Ivory Joe Hunter
Clyde McPhatter
Joe Turner
T-Bone Walker

ATCO RECORDS
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New York
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Jimmy Griffin
Royal Jokers
Nolan Lewis
Frankie Marshall
Billy Nightingale
The Pearls
The Robins
Pauline Rogers
The Sensations

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Emmett Davis
The Five Dukes
Al (Sax) Jackson
Charlie Singleton Ork
The Si-Tones
Ben Smith Ork
Roscoe Thorne

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New York 36
The Belvederes
Wini Brown
Ann Cole
Frank Culley
The Delltones
The Delmars
The Fabulous Preston Trio
Big Mike Gordon
Marie Hayes
The Hearts
The Heavenly Echoes
Chris Kenner
The Miracles
The Rivileers
Buddy Tate
Frankie Tucker

CAPITOL RECORDS
Sunset & Vine
Hollywood 28
Jimmy Brown
Milt Buckner
The Cues
The Five Keys
Bernie Gooden
Betty Jean Morris
The Notes
Lonnie Satin
Dakota Staton
Anita Tucker
Billy Valentine
Paul Williams

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(Alphabetically by Record Label)

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The Chordcats
Marge Day
Floyd Dixon
The Sheiks
El Tempos
Charlie White

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1214 South West 8th Street
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Crystal Ball
The Champions
The Charms
The Evergreen
Rudy Ferguson
Roy Gaines
Sonny Jones
Paul Tate
Sonny Thompson

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Chicago 15
Bo-Diddley
Willie Dixon
The Flamingos
Lowell Fulson
Little Walter
Danny Overbea
Otis Spann
Bobby Tuggle
Sonny Boy Williamson
Jimmy Witherspoon

CHESS RECORDS
750 East 49th Street
Chicago 50
Chuck Berry
Eddie Boyd
John Brim
Bobby Charles
Stomp Gordon
Buddy Griffin
Larry Liggett
Willie Mabon
Percy Mayfield
The Moonglows
The Rays
Jimmy Rogers
Muddy Waters
Howlin' Wolf

CO-ED RECORDS
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New York
Jimmy Miller Quintet
Norris the Troubadour

DE LUXE RECORDS
1540 Brewster Avenue
Cincinnati 7
Otis Williams
and His New Group

DOOTONE RECORDS
9514 Central Avenue
Los Angeles 2
The Calvanes
Mickey Champion
The Dootones
The Gospel Lights
Chuck Higgins
Helen Humes
Don Julian
The Kansas City Soul Revivers
The Meadowlarks
The Medallions
Roy Milton
Car Perkins
The Ramparts
The Romancers
The Saigon's
The Zion Travelers

DUKE RECORDS
2809 Erastus Street
Houston
Johnny Ace
Goggle-Eyes August
Bobby Blue Bland
Billy Brooks
Charles Edwins
Earl Forest
Long John
Joe Miles
Little Jr. Parker
The Peacocks
Junior Ryder
Randy Shipp
Carl Van Moon

EMBER RECORDS
1697 Broadway
New York 19
The Clips
Smith Jones
Gloria Lynn

EXCELLO RECORDS
117 Third Avenue North
Nashville 3
Larry Birdsong
The Blues Rockers
Louis Brooks and His Hi-Toppers
Skippy Brooks
Earl Gainer
Good Rockin' Sam

Arthur Gunter
Ted Jarrett
Kid King's Combo
Lightnin' Slim
The Marigolds
Jerry McCain and His Upstarts
Crown Prince Waterford

FEDERAL RECORDS
1540 Brewster Avenue
Cincinnati 7

The Cats
The Dikes
The Four Internes
The Lamplighters
The Midnighters
Rudy Moore
Jimmy Nolen
The Tenderfoots
Mel Williams
Cora Woods

FORTUNE RECORDS
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Detroit 6
Carlos Cortez
The Diablos
The Don Juans

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THE RAMPARTS #382
2. "CRY ME A RIVER"
DEXTER GORDON #384
3. "I STILL REMEMBER"
b/w
"HOUSE CAT"
THE ROMANCERS #381
4. "DEAR DARLING"
THE MEDALLIONS #379
5. "DEXTER BLOWS HOT AND COOL"
DEXTER GORDON #LP 207
6. "ONE MORE KISS"
THE CALVANES #371

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"IT'S ALL RIGHT"
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"I NEED YOU, LORD"
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"TIME MOVES ON"
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The Coins
The Colonials
The Debonaires
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The Emanons
The Five Crowns
Little Herber
The Quintones
The Teen-agers
The Valtones

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The Four Fellows
The Leaders
Betty McLaurin

GRAND RECORDS
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The Castelles
Eunice Davis
The Dreamers
Screamin' Jay Hawkins
Chris Powell
and His Blues Flames
Ray Rivera
The Sacred Four
The Southerntones
Trinity Gospel Singers
The Tri-Tones
The Trumpeteers
The Virginia Sons of Harmony

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Mr. Bear
Oscar Black and Sue Allen
Tommy Brown
Cousin Leroy
King Curtis
Dan Drew Ork
The Four Students
Chick Green Ork
The Gypsies
Emmett Hobson
Jonah Jones
Tiny Kennedy
Johnny LaTorre and His Rockets
Rebecca Lea
Lil McKenzie
The Nite Caps
Piano Red
Chris Powell
and His Blue Flames
Al Sears
The Sweethearts
The Sycamores
Sonny Terry
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Smiley Lewis
Bobby Mitchell
Joe Morris
Johnny Moses
Al Reed
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The Spiders
The Spotlighters
Roosevelt Sykes
Billy Tate
Sonny Warner
James Waynes

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The Five Ivories
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Joan Shaw

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Ruth Carroll
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Bili Doggett
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Babs Gonzales
John Greer
The Hamilton Sisters
Wynonie Harris
The Hurricanes
The Ink Spots
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Earl (Connelly) King
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Betty Carter
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The Treniers
Chuck Willis

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The Harptones
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The Cherokees
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The Valentines
The Wrens
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The Four Pals
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Maxwell Davis
Donna Hightower
Joe Houston
The Jacks
Elmore James
B. B. King
Vido Musso
Little George Smith
The Teen Queens
Johnny (Guitar) Watson
Johnny Wright

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Artists list not made available.

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The Drakes
The Enchanters
The Five Palms
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The Saints of Harmony
Gospel
The Caravans
The Mapp Singers

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BY THE TRADE PRESS

RHYTHM and BLUES

	Billboard	Cash Box
AIN'T THAT LOVIN' YOU, BABY (Conrad) JIMMY REED (Vee Jay)	Spotlight	Best Bet
BO WEEVIL (Reeve) FATS DOMINO (Imperial)	Best Buy	Award o' the Week
THE CHICKEN AND THE HAWK (Tiger) JOE TURNER (Atlantic)	Best Buy	Award o' the Week
CRYIN' WON'T HELP YOU (Modern) B. B. KING (RPM)	Best Buy	Award o' the Week
DEVIL OR ANGEL (Progressive) THE CLOVERS (Atlantic)	Best Buy	Award o' the Week
DON'T BLAME IT ON ME (Reeve) FATS DOMINO (Imperial)	Best Buy	Award o' the Week
FALLEN ANGEL (E. B. Marks) THE FOUR FELLOWS (Glory)	78 (Good)	Sleeper of the Week
HEY, DOLL BABY (Progressive) THE CLOVERS (Atlantic)	Spotlight	Award o' the Week
I JUST COULDN'T STAND IT NO MORE (Calvin) DINAH WASHINGTON (Mercury)	Spotlight	B (Very Good)
I'LL BE HOME (Arc) THE FLAMINGOS (Checker)	Best Buy	Award o' the Week
I'M CRAZY, BABY (Lion) JOHNNY ACE (Duke)	Spotlight	Award o' the Week
RIGHT AROUND THE CORNER (Jay & Cee) THE FIVE ROYALS (King)	Spotlight	B+ (Excellent)
SEE YOU LATER, ALLIGATOR (Arc) BOBBY CHARLES (Chess)	79 (Good)	Sleeper of the Week
SEVEN DAYS (Progressive) CLYDE McPHATTER (Atlantic)	Best Buy	Sure Shot
SO LONELY (Lion) JOHNNY ACE (Duke)	Spotlight	Award o' the Week
TEEN-AGE HEART (Wemar) FAYE ADAMS (Herald)	81 (Excellent)	Sleeper of the Week
TELL ME PRETTY BABY (Calvin) THE EMPIRES (Wing)	(74 Good)	Award o' the Week

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(Continued on page 65)

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"That's What I'll Do"
b/w "A Little Word" #3313

FIVE KEYS
"Story of Love"
b/w "Serve Another Round" #3312

LLOYD GLENN
"Tiddy-Winks"
b/w "Sunrise" #3307

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Joe Fritz
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The Sultans
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Larry Darnell
The Delltones
The El Dorados
The Drifters
The Fi Tones
Ella Fitzgerald
The Four Fellows
The Four Guys
Roy Hamilton
The Harptones
Wynonie Harris
Screaming Jay Hawkins
Al Hibbler
Bubber Johnson
Earl King
Annie Laurie
J. B. Lenore
Willie Mabon
Bette McLaurin
Sarah McLawlor Trio
The Nutmegs
Arthur Prysock
The Rays
Jimmie Reed
Lucy Reed
The Royal Jokers
Jimmie Rushing
Al Savage
The Sensations
Shirley Lee
Big Maybelle Smith
The Solitaires
The Spiders
The Spaniels
The Sweethearts
Clay Tyson
The Valentines
Sarah Vaughan

Bands
Sil Austin
Chuck Berry
Rusty Bryant
Bobby Charles
Willie Dixon
Erskine Hawkins
Bullmoose Jackson
Buddy Johnson
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Cecil Young
Little Walkin' Willie
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Olive Brown
Ruth Brown
Tommy Brown
Milt Buckner Trio
The Cadillacs
Choker Campbell
Ray Charles
Charlie and Ray
The Charms
Clifton Chennier
Billy Clark
The Clovers
Cooper Brothers
The Dandeliers
The Dard-Mer-Ky Trio
Billy Davis
Margie Day
The Diablos
Bo-Diddley
Floyd Dixon
Bill Doggett
Fats Domino
The Don Juans
The Five Dollars
The Five Keys
The Flamingos
Earl Gaines
Roy Gaines
Don Gardner Trio
Gene and Eunice
Rudy Greene
John Greer
Buddy Griffin
Guitar Slim
Herbert Hardesty
The Heartbeats
Donna Hightower
Lynn Hope
Ivory Joe Hunter
The Jacks
Hurricane Jackson
Etta James
Lloyd Lambert
The Leaders
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Smiley Lewis
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Amos Milburn
The Miller Sisters
Roy Milton
The Moonglows
Joe Morris
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Jesse Powell
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Ursula Reed
Pauline Rogers
Gloria Smith
Jimmy Smith Trio
The Spiders
Beaulah Swan
Claudia Swann
The Sweethearts
The Tri Tones
Anita Tucker
The Turbans
Joe Turner
Bobby Walker
T-Bone Walker
Little Walter
Paul Williams
Chuck Willis
Jimmy Wilson
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UNIVERSAL ATTRACTIONS
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New York 16

Acts
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Wini Brown
Danny Cobb
Jack Dupree
Vicki Evans
The Five Royales
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Linda Hayes
The Honeytones
Camille Howard
The Ink Spots
Earl King
Marie Knight
Little Willie John
Little George Smith
The Midnighters
Danny Overbea
The Penguins
The Ravens
The Swallows
Joe Tex

Bands
Mr. Bear

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

Take a look at the best-selling pop chart this week—virtually half of the disks are covers of rhythm and blues records—or in some cases the original r.&b. versions. It shows the r.&b. medium has staying power and stability as an ingredient in the pop business. In addition to those on the charts, there are quite a few others known to be selling strongly in the pop market even tho they have not yet made the pop chart.

The r.&b. national best-selling chart this week has two new entries—the Clovers' disk of "Devil or Angel" on Atlantic and B. B. King's "Crying Won't Help" on RPM. The Clover's disk, it is certain, is moving with tremendous power — for it jumped right into fifth place.

Sol Rabinowitz and Lou Sprung, of Baton Records, are very enthusiastic over initial reaction to their side by "Big Mike" Gordon, titled "(Ho Ho Ho) You Don't Love Me Any More."

Two major clubs in the r.&b. field have arranged with Shaw Artists for late winter and spring bookings. Spots are Gleason's Bar of Music in Cleveland and the Orchid Room in Kansas City, Mo. Artists set for Gleason's in February include Little Walter, Joe Turner, Lowell Fullson and the Moonglows. In March the line-up will include Chuck Willis, Muddy Waters, Charles Brown, and in April the Five Keys, Bo Diddley, Guitar Slim and others. Orchid Room starts off February 6 with the Diablos and Othella Dallas and follows with Hadda Brooks, Bill Doggett and Roy Milton thru March. In April, talent includes Charles Brown, Ray Charles, Ruth Brown and Fats Domino, the Turbans, Cadillacs and others. . . . Big Maybelle is due for two weeks at the Crown Propeller, Chicago, February 21.

The Birdland Stars of 1956, which kicks off at New York's Birdland February 3, will be on tour thru February 26 with Sarah Vaughan, Count Basie and Joe Williams, Johnny Smith, Lester Young, Bud Powell Trio, plus the East-West All-Stars Jazz Septet with Al Cohn, Conti Candoli, Roy Haines, Joe Benjamin, Henry Dornham, Phil Woods and Jimmy Jones.

Lavern Baker at the Showboat, Philadelphia, February 6 for one week, thence to the State Theater, Hartford, Conn., February 18 and 19. Pearl Bailey did such great business at the Howard Theater, Washington, the week of January 13, that Joe Marsolais, of Shaw, and Morton Gerber, of the Howard, arranged an additional week for the great entertainer. This necessitated postponing an entire show, but all the acts were paid. The Howard also agreed to honor the contracts at a later date.

Premium Records has just recorded what it considers an un-

Earl Bostic
Tiny Bradshaw (featuring Tiny Kennedy)
Roy Brown
Arnett Cobb
Jimmy Coe
Jimmy Griffin
Willis (Gator Tail) Jackson
Bill Jennings
King Kolax
Percy Mayfield
Big Jay McNeely
Jay McShann
James Moody
Todd Rhodes
Hal (Cornbread) Singer
Tab Smith
Sonny (Long Gone) Thompson
Jimmy Tyler
Cootie Williams

BEN WALLER ENTERPRISES
8910 Melrose
Los Angeles

sual blues chanter—Johnny Cook. Good luck's the word! . . . Happy Harold Globenfelt, KGST, Fresno, Calif., has taken over the "House of Blues" show, formerly handled by Andy Kay. Globenfelt is on seven days a week—the only r.&b. deejay in the area with such a heavy schedule. Kay has switched to c.&w. and pop shows. . . . Bob Monroe, WCAM, Camden, N. J., picking up new listeners with his all night show (midnight to 6 a.m.) and has grabbed off several additional sponsors. . . . Mercury cars has joined George Bannister's show over WBUD, Trenton, N. J. . . . Joe Hathcock has replaced Bud Hall at WLAY, Muscle Shoals, Ala. He programs his r.&b. "Bandwagon" show every weekday afternoon and in addition does a nightly r.&b. and pop show.

FOLK TALENT AND TUNES

Continued from page 53

bossman, flew up to Springfield, Mo., last weekend to be on hand when his protege, Sonny James, did his first TV network show on his own over ABC via "Ozark Jubilee." James' newest on Capitol, "For Rent," is due out this week. . . . Lois Pierce, wife of the late Jack Pierce, showman and booker; and part of the hill-billy team known as the Murphy Sisters, is now residing in Atlanta with her 6-year-old daughter, Sondra.

After several cancellations, Mary Ann Johnson (M-G-M) and Shorty Chesser finally made it to Chicago January 19 to put each other over on Redd Stewart's show on WHAS-TV. Miss Johnson and Chesser do 17 shows a week over WHAS and WHAS-TV, Louisville, with the Red River Ramblers. Randy Atcher was guestar on Stewart's Chi Tver last Thursday (26). . . . Ed Watt, booker with "Big D Jamboree," Dallas, is setting up packages for spring tours thru West Texas. Already set are the Wilbur Brothers and Homer and Jethro.

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the fabulous
ANN COLE
singing
ARE YOU SATISFIED?
b/w
DARLING, DON'T HURT ME
#218
BREAKING BIG
(HO, HO, HO)
YOU DON'T WANT ME NO MORE
b/w
WALKIN', SLIPPIN', SLIDIN'
#215
"BIG MIKE" GORDON
Baton
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BREAKING BIG
A Sensational New Talent
THE ORIGINAL RECORD
Ruth McFadden
DARLING, LISTEN TO THE WORDS OF THIS SONG
Since My Baby's Been Gone
Old Town #1017

HEADING FOR THE TOP
Chicken in the Basket
by **BILLY BLAND**
Old Town #1016

Old Town RECORD CORP.
701 Seventh Ave., N. Y., N. Y. • CO 5-8810

R & B Territorial Best Sellers

Continued from page 58

- 7. Be Weevil, F. Domino, Imp.
- 8. Later Alligator, B. Charles, Chs.
- 9. See You Later, Alligator, B. Haley, Dec.
- 10. I Can't Go On, F. Domino, Imp.

Chicago

- 1. Great Pretender, Platters, Mer.
- 2. All Around the World, L. W. John, Kng.
- 3. Speedoo, Cadillacs, Jse.
- 4. Painted Picture, Spaniels, VI.
- 5. When You Dance, Turbans, Her.

Cincinnati

- 1. Great Pretender, Platters, Mer.
- 2. Hands Off, J. McShann-P. Bowman, VJ.

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- 3. Tutti Frutti, Little Richard, Spe.
- 4. Speedoo, Cadillacs, Jse.
- 5. Way You Dog Me Around, Diablos, Pta.
- 6. At My Front Door, El Dorados, VJ.
- 7. That's Your Mistake, O. Williams, Del.

Detroit

- 1. Tutti Frutti, Little Richard, Spe.
- 2. Great Pretender, Platters, Mer.
- 3. Come Home, B. Johnson, Kng.
- 4. Need You Love So Bad L. W. John, Kng.
- 5. Hands Off, J. McShann-P. Bowman, VJ.
- 6. Way You Dog Me Around, Diablos, Pta.
- 7. Poor Me, F. Domino, Imp.
- 8. Seven Days, C. McPhatter, Atl.

Los Angeles

- 1. Great Pretender, Platters, Mer.
- 2. Need You Love So Bad L. W. John, Kng.
- 3. Jivin' Around, E. Freeman, Cas.
- 4. Tutti Frutti, Little Richard, Spe.
- 5. Only You, Platters, Mer.
- 6. Cryin' Won't Help You B. B. King, RPM.
- 7. Adorable, Colts, Via.
- 8. Witchcraft, Spiders, Imp.
- 9. Poor Me, F. Domino, Imp.

New Orleans

- 1. Great Pretender, Platters, Mer.
- 2. Seven Days, C. McPhatter, Atl.
- 3. Tutti Frutti, Little Richard, Spe.
- 4. Feel So Good, Shirley & Lee, Ala.
- 5. Poor Me, F. Domino, Imp.
- 6. See You Later, Alligator, B. Haley, Dec.
- 7. Morning, Noon and Night J. Turner, Atl.
- 8. I Hear You Knockin', S. Lewis, Imp.

New York

- 1. Great Pretender, Platters, Mer.
- 2. Cry Baby, Bonnie Sisters, Rbu.
- 3. When You Dance, Turbans, Her.
- 4. Why Do Fools Fall In Love Teen-Agers, Gee
- 5. Tutti Frutti, Little Richard, Spe.
- 6. Come Home, B. Johnson, Kng.
- 7. I'll Be Home, Flamingos
- 8. Lullaby of Birdland, Blue Stars, Mer.

Philadelphia

- 1. Great Pretender, Platters, Mer.
- 2. Come Home, B. Johnson, Kng.
- 3. Seven Days, C. McPhatters, Atl.
- 4. Jivin' Around, E. Freeman, Cas.
- 5. Devil or Angel, Clovers, Atl.

St. Louis

- 1. Great Pretender, Platters, Mer.
- 2. Cryin' Won't Help You B. B. King, RPM.
- 3. Feel So Good, Shirley & Lee, Ala.
- 4. Sugar Sweet, M. Waters, Chs.
- 5. Tutti Frutti, Little Richard, Spe.
- 6. Ain't That Lovin' You Baby J. Reed, VJ.
- 7. Seven Days, C. McPhatter, Atl.
- 8. April in Paris, C. Basic, Clf.
- 9. Steamboat, Drifters, Atl.
- 10. Speedoo, Cadillacs, Jse.

Washington, D. C.

- 1. Great Pretender, Platters, Mer.
- 2. Seven Days, C. McPhatter, Atl.
- 3. Tutti Frutti, Little Richard, Spe.
- 4. Devil or Angel, Clovers, Atl.
- 5. Speedoo, Cadillacs, Jse.
- 6. Only You, Platters, Mer.
- 7. Hands Off, J. McShann-P. Bowman, VJ.
- 8. Feel So Good, Shirley & Lee, Ala.
- 9. Poor Me, F. Domino, Imp.

Reviews of New Sacred Records

Continued from page 48

The words have been slightly re-arranged, but have terrific impact nevertheless. (Barton, BMI)

GEORGE BEVERLY SHEA
Known Only to Him78

VICTOR 6414—Shea finds deep satisfaction in the fact that our futures are in God's hands. A pretty tune, with chorus and full ork, that will give much pleasure and comfort. (Hill & Range, BMI)

He Was There...76

An unusually appealing inspirational song from the pen of Stuart Hamblen. The resounding baritone of the veteran gospel singer fires the material with sincere meaning. (Alamo, ASCAP)

THE SPEER FAMILY
Just Take It to Jesus77

VICTOR 6415—The Speer: singer's comforting remind those who have heavy burdens of the help they can get from Jesus. A solid, prettily harmonized opus that will prove a good seller in this market. (Speer, BMI)

Someday There'll Be No Tomorrow...76

Here the group warns that the world will end some day, and we should prepare ourselves. Taken at a deliberate pace; creates an impressive effect. (Hill & Range, BMI)

FOGGY RIVER BOYS
The Devil and His Suitcase75

DECCA 29796—The boys ride this quaint folksy material for all its worth. A good harmony job and an exciting performance here. (Red Top, BMI)

Inside the Gate...74

The lead anticipates the happiness that we shall enjoy when we go to heaven some day. A swingy tune taken to a fast beat. Has appeal for pop and c.&w. sacred customers. (Copar, BMI)

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

R&B ARTISTS

Continued from page 63

- Genesa Smith Singers
- Luce Smith Singers
- The Southern Echoes

TUXEDO RECORDS
132 Nassau Street
New York

- R.&B.
- Phyllis Branch
- Potato Lee Christy
- Vicki Evans

Gospel

The Capital City Stars
The Glorytone Singers
The Gospel All Stars
The Imperial Gospel Singers
The Kaiser Singers
The Kings of Harmony
The Mighty Gospel Giants
Prof. Charles Taylor

UNITED RECORDS
5052 Cottage Grove Avenue
Chicago 15

- Denis Binder
- Thomas Braden
- Laverne Buckner
- The Five Chances
- Jimmy Forrest
- Duke Groner
- The Harpels
- The Moroccos
- The Pastels
- John Shines
- Memphis Slim
- Tab Smith

VEE-JAY RECORDS
2129 South Michigan Blvd.
Chicago 16

- R.&B.
- Billy Boy Arnold
- Priscilla Bowman
- Joe Buckner
- Tommy Dean
- Dizzy Dixon
- The El Dorados
- Ben Imon
- King Kolax
- The Kool Gents
- The Magnificents
- Jay McShann
- Morris Pejoe
- Earl Phillips
- Jimmy Reed
- Rhythm Aces
- Al Smith
- The Spaniels
- Eddie Taylor
- Baby Face Willette

Spiritual

The Famous Boyer Brothers
Highway QC's
Brother Isaiah's Choir
Sammy Lewis
The Lockhart Singers
Rev. James Lofton
Maceo Woods
The Maceo Woods Singers
Raspberry Singers
Dolores Washington

VITA RECORDS
The Colts
Willie Egans
Irving (Big Boy) Groves
Effie Smith
The Squires
Lawrence Stone

WING RECORDS
745 Fifth Avenue
New York

The Empires
The Honeytones
Alonzo Scales
Titus Turner
Dolores Ware

Other Records Released This Week

- Popular**
- Apollo Umberto Silvano Roberto Romano; Goodbye Lieber Johnny — Greta Keller, London 1626
 - Don't Be That Way; Sing, Sing, Sing (With a Swing)—Steve Allen Ork, Coral 61565
 - Go Home Young Man; Foxy—Bill Landon, Hollywood 1052
 - Goodbye; Let's Dance—Steve Allen Ork, Coral 61566
 - I Knew I Was You; Tired—Louis Metcalf's All Stars, Franwil 5025
 - Second Ending; Innamorata (Sweetheart)—Jerry Vale, Columbia 40634
 - Tell Me More; My Little Mother—Bill Darnel, London 1632
 - Under the Harlem Moon; Frenchman's Boogie — Louis Metcalf's All Stars, Franwil 5026
- Polka**
- I'm In Love With You Polka; We Left Our Wives at Home—Li'l Wally, Jay-Jay 148
- Rhythm & Blues**
- Your Eyes; Love Makes a Fool (Every Day) —Eddie Bond, Ekko 1016

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BROOK BENTON | SOME OF MY BEST FRIENDS
B/W
BRING ME LOVE 7065

BIG MAYBELLE | THE OTHER NIGHT
B/W
SUCH A CUTIE 7066

CHUCK WILLIS | COME ON HOME
B/W
IT WERE YOU 7067

THE TRENIERS | ROCK N' ROLL CALL
B/W
DAY OLD BREAD AND CANNED BEANS 9144

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Pennsy Group Told To Aim for State \$\$

Act Okays Possible Aid on County Level; John Bloom Heads Re-Elected Slate

WILLIAMSPORT, Pa., Jan. 28.—Dr. William L. Henning, secretary of agriculture, told the 44th annual convention of the Pennsylvania State Association of County Fairs this week that only thru continued effort on their part could they hope to increase the somewhat meager \$100,000 annual State aid okayed by the State several decades ago. The amount received by individual fairs is pegged at around \$1,000. Last year 95 fairs operated in the State, including four for the first time.

Charles W. Swoyer, association secretary, in his annual report reminded fairmen of an act signed in May of last year. It permits local county commissioners to appropriate funds not to exceed \$5,000 per year for the repair and maintenance of buildings and structures within the county, used annually for county agricultural fairs and exhibits. Where more than one such association is located within the county, the amount appropriated by the commissioners may be divided among the fair associations in such amounts as the county commissioners may determine.

The mere existence of the act, of course, is no assurance that any of the qualified fairs will benefit financially since the need must first be recognized and the money available before such grants can be made. Swoyer emphasized that the act did not in any way represent an increase in State appropriations.

Previous Efforts

While the outspoken aim of the association for many years has been to secure more State dollars, the hope was never bright. At several recent meetings the group went on record as favoring pari-mutuel betting at race tracks with the proviso that fairs share in the State's earnings. Little success marked the efforts.

All officers were re-elected. They are John P. Bloom, Ebensburg, president; Edward A. Clark, Clearfield; A. J. Richards, Butler, and John S. Giles, Reading, vice-presidents, and Charles W. Swoyer,

Reading, secretary-treasurer.

Named to the executive committee were: James P. Wilkinson, Ebensburg; Paul D. Jacobs, Bloomsburg; Walter B. Parker, Stoneboro; Harry B. Correll, Bloomsburg; B. S. Swartz, Carlisle; J. R. Hogentogler, Clearfield; R. U. Fasnacht, Ephrata; Harry Shearer, Indiana; R. W. Gammell, Ponesdale; Dr. C. J. Umholtz, Gratz.

Other Officers

Also Lee C. McCandless, Butler; Walter Good, Johnstown; Philip W. Farrer, Mansfield; Dwight B. Hower, Port Royal; H. D. Holcomb, Troy; Ralph Bard, Kutztown; Clyde G. Keiss, Hughesville; Richard Eichelberger, Bedford; and Joseph McGraw, Washington.

Considerable comment, all of it unfavorable, was heard relative to the choice of this city as a meeting place. It was said to be inaccessible for most persons and the consensus was that attendance was off considerably.

It was voted to return to Reading and the Abraham Lincoln Hotel in 1957.

Lt. Thomas P. Calhahan, of the

(Continued on page 73)

N. D. Fairs Name Munro Assn. Prez

MINOT, N. D., Jan. 28.—Warren A. Munro, Rolla, was elected president of the North Dakota Association of Fairs at the organization's annual convention here Thursday thru today, in the Clarence Parker Hotel. A. D. Scott, Fargo, was retained as secretary-treasurer.

Despite heavy snow that blanketed much of the State and recurrent blizzards, attendance of both fair delegates and attractive representatives was termed as very good. Bookings of attractions by the three major fairs in the State—Grand Forks, Minot and Fargo—however, were delayed.

Outgoing President Ralph Lynch, Grand Forks, presided at the business sessions. Many attraction people were on the program including Art Briese, Leo Overland, William A. Lindemann, Ernie Young, Frank Winkley, Hal Garven, Fred H. Kressmann and Aut Swenson.

Others participating in the sessions included Scott, Munro, Dick Forkner, Franklin Page, Jack Currie, Halvor L. Halvorson Jr., Newman Power, Warren Hartman, Pete Dahl, Laurel Yotz, Steve Halling and W. W. Felson.

AUTOS AND PRIZES

Ottawa Success Laid To Giveaway Program

OTTAWA, Jan. 28.—Net profit for the 1955 Central Canada Exhibition was a whopping \$129,373, it was disclosed at the annual meeting of the Exhibition Association last week. The figure was arrived at by taking expenditures of \$248,864 from total revenue of \$378,237 for the seven-day affair.

A record attendance of 431,797 turned out last season, up 59,405 over 1954. The seven days ran from Saturday thru Saturday, August 20-27, excluding Sunday, the 21st. The 1956 dates will be

August 18-25, excepting Sunday (19).

General Manager Herb McElroy, in his annual report, attributed the record turnout to several factors. He cited favorable weather, the resuming of automobile giveaways (one car nightly), giveaways of \$600-in prizes to holders of lucky program numbers, giveaways of \$500 in children's prizes, an expanded free entertainment program, and the excellence of the World of Mirth Shows midway and George A. Hamid grandstand program. There were also prizes given away daily at the Pure Food Show and by many exhibitors in other buildings.

A theme to be plugged this year will be the 25th anniversary of the establishment of the Junior Farmers' Department. A special program is being arranged, with prizes for farm youngsters. McElroy noted that CCE was Canada's first exhibition or fair association to establish a special department for junior farm boys and girls.

Expenditures in the audit included \$92,567 on improvements and repairs to buildings and grounds, of which some \$70,000 paid for an addition to the Pure Food Building. Additional stadium floodlights cost \$8,500. McElroy said the \$4,000 spent on paving roads in Lansdowne Park, the exhibition site, made all roads on the property hard-surfaced.

During 1955 there was a notable increase in the use of community and recreation facilities provided by the association. There were 488 events held in the various buildings, a rise of 19 over 1954. They were attended by 150,000 persons, while about 1,000,000 used the skating rinks, playgrounds and other facilities during the year. Off-season operations by the association brought in \$108,534 in revenue, of which \$100,277 was laid out in expenditures.

REGINA, Sask., Jan. 28.—T. H. (Tommy) McLeod, manager of the Regina Exhibition Association, has been elected president of the Regina Chamber of Commerce.

Calif. State Fair Will Run 12 Days

SACRAMENTO, Jan. 28.—The California State Fair & Exposition will run 12 days instead of 11 and feature a Kids' Day. The fair will open August 29 and close September 9.

The extended schedule will give the event an extra day of horse racing. Dudley Fortin, manager, told the board that the additional day had been approved by the racing commission.

The observance of a Kids' Day will be the first of its kind. It is scheduled for opening day. Fortin advised the board that he had contacted junior chambers of commerce as well as the 20-30 Club with both pledging their members to act as guides for the children during tours of the fair exhibit buildings. Fortin expressed the belief that the program will be "greatly educational."

Fortin disclosed that he is contacting civic organizations and industry to support the Kids' Day by financing scrip for underprivi-

ledged children. Concession operators as well as the carnival obtaining the midway contract are expected to co-operate by offering reduced prices that day.

Canada Loops Nix Winnipeg As Confab Site

WINNIPEG, Man., Jan. 28.—All future meetings of both the Canadian A and B circuits of fairs will be held in Western Canada it was announced here this week. Delegates from the five Class A fairs—Brandon, Calgary, Edmonton, Saskatoon and Regina—Wednesday (25), unanimously voted to hold their meetings in cities on the loop.

The Western Canada Fairs' Association, made up of 12 Class B fairs, will hold its 1957 annual meeting in Saskatoon January 28-30, 1957 and its semi-annual meeting next October in Regina.

The A loop will hold its semi-annual meeting in Regina during the exhibition there while its 1957 annual meeting will be held in Brandon and the 1958 meeting in Calgary. The delegates also decided that midway, concessions, grandstand and fireworks contracts will be awarded in Chicago during the outdoor meetings. The '56 fireworks pact was awarded to T. W. Hand Fireworks Company this week.

A circuit officers for this year include W. F. McGregor, Brandon, president; J. B. Cross, Calgary, vice-president; Mrs. Letta Walsh, Saskatoon, secretary, and Fred England, Regina, honorary director.

Officers for the junior loop are E. P. Rae, Estevan, Sask., president; John Leach, Vegreville, Alta., first vice-president; James S. Reynolds, Melfort, Sask., second vice-president; Keith Stewart, Portage La Prairie, Man., third vice-president, and George K. Ross, Lloydminster, Sask., secretary.

Earl Newberry Off to Europe

JACKSONVILLE, Fla., Jan. 28.—Earl Newberry, head of Newberry Thrill Enterprises, this week announced he would leave New York City Sunday (5) to fly to Europe. While on the Continent, he will lay the groundwork for the second annual European tour of his thrill show. He expects to be back in this country early in March.

Canada 'A' Loop Studies 'No Pass' Gate Policy

WINNIPEG, Jan. 28.—Institution of a "no pass" policy at the five fairs on the Class A circuit was discussed Tuesday (24) by delegates to the Western Canada Association of Exhibitions convention. Elimination of passes was favored "if practical," but no firm decision was made.

The topic was one of many that came before delegates at a day-long session of panel discussions.

A convention guest, Douglas K. Baldwin, manager of the Minnesota State Fair, reported the policy at St. Paul has gained public approval. "We wouldn't think of changing," he said.

D. C. McKillop, Calgary, explained what that city's stampede organization has done to eliminate passes to the grandstand.

Feeling of the meeting was that the present problem is not the number of passes given out but the misuse of passes.

An outcome of the day's discussions was a decision to set up a committee to work towards expansion of the youth activities programs of the fairs.

"We spend \$50,000 to \$60,000 a year on youth activities at the Minnesota State Fair and it is one of the best expenditures we make," Baldwin commented.

James Paul, Edmonton, indicated that machinery firms are talking of

withdrawing their exhibits from fairs. It was agreed fairs would lose "a good deal of appeal" with such a move and the firms will be urged to continue their exhibits.

Discussing the year-round use of exhibition buildings, Paul asked fairmen to keep that objective in mind when planning new buildings so that revenue might be gained from rentals. His fair is considering construction of two-story fireproof racehorse barns, he said.

Gordon Love, Calgary, talked on public relations and emphasized the need for community support, the value of encouraging rural bands and the need for improved service and facilities on the part of the fairs.

Wednesday morning, in keeping with the Scottish custom of honoring the memory of poet Robbie Burns on Burns Day, the Saskatoon and Regina groups played host at a breakfast meeting. With a bagpipe-playing lassie in the lead, the delegates from the two cities, garbed in Scottish attire, marched around the breakfast room with the traditional haggis. Porridge and wee nips of scotch were on the breakfast menu and people like McLeod, McKee, McCannel, MacEachern and McIntyre lived it up. Guest speaker was Saskatchewan's agricultural minister I. C. Nolle.

Barnum Fest Doubles Time To 10 Days

BRIDGEPORT, Conn., Jan. 28.—At a meeting of the Barnum Festival Society this week, the committee in charge of the 1955 annual celebration reported receipts of \$60,614 with expenditures of \$57,591. With a balance left over from the 1954 event, the organization has \$9,421.51 available in advance for the 1956 celebration.

The festival is scheduled to start June 28 and will last 10 days instead of the former five days, winding up on July 7. Joseph W. Ganum will be ringmaster.

It was announced that presentation of a "P. T. Barnum" annual award to an outstanding member of the entertainment world will be given.

IAAM Readies August Confab

EL PASO, Tex., Jan. 28.—Reservations now are being taken by the Hotel Paso Del Norte here for the annual convention of the International Association of Auditorium Managers.

William A. Coker, president of IAAM, has announced the dates will be August 15-19. Host to the group will be C. W. Swan, manager of the El Paso Coliseum and Liberty Hall.

SOLVES HELP PROBLEM:

Altoona Ride Ops Design Original Twister Trucks

ALTOONA, Pa., Jan. 28.—Jimmie and Ferd Thompson, who operate amusement rides in New York and Pennsylvania, will have ingenious transportation for their new Twister ride if present plans develop according to schedule. Delivery of the device is scheduled for late February from the Allan Herschell Company in North Tonawanda, N. Y.

According to plans, the sweeps, jackstands and the entire center mechanism, including the motor and air compressor, will be carried on one specially built low boy with a boom. When the truck arrives on the lot, it will first be

wheeled to its location. The sweeps and jackstands will be lifted off with the boom and the truck will remain where it is. The center power units will operate while they are on the truck, thus eliminating the necessity of removing them from the truck.

The other truck planned by the Thompsons will carry the platform and Twister cars, and these also will be lifted with a boom built into the truck. With these special trucks and booms, the Thompsons expect to assemble and dismantle the ride with three men for the entire operation.

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- SPEED BOAT RIDE
- KIDDIE CHAIRPLANE

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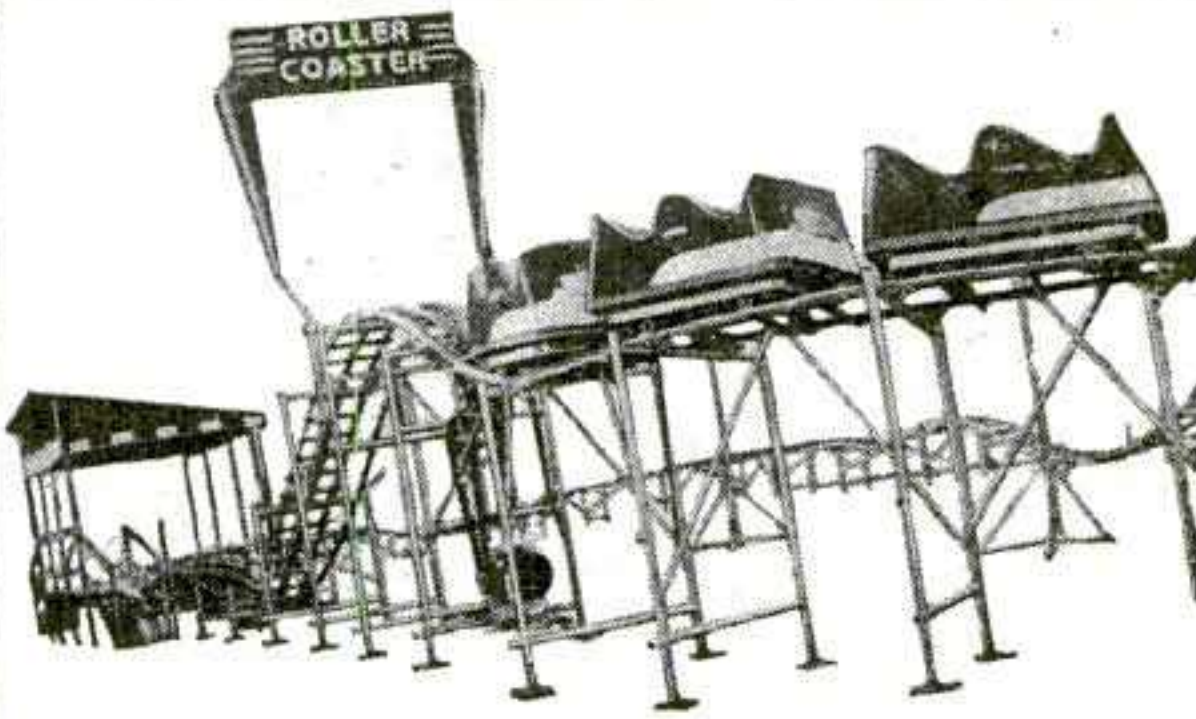
707 East Greenleaf Street
Compton, California

Big Turnout Of Show Reps At Ill. Meet

SPRINGFIELD, Ill., Jan. 28.—Midway owners and agents, grandstand attraction representatives and fair suppliers in almost record numbers turned out for the annual meeting of the Illinois Association of Agricultural Fairs here Sunday thru Tuesday (22-24).

Those present included: Earl Newberry, Trans-World Auto Daredevils; Joe W. Porcheddu and John Dalley, Illinois Fireworks Co.; Mr. and Mrs. E. L. Winslow, Monarch Exposition Shows; John Bundy and Eddie Murphy, Young-Bundy Motors Co.; Billy Senior and Tommy Bartlett, Barnes-Carruthers Theatrical Enterprises; Aut Swenson, Swenson Thrillcade; Rogers Wohlberg, Haas-Wilkerson-Wohlberg Insurance Co.; Mr. and Mrs. Earl Bunting, Bunting Enterprises; Paul Olson and Louis Berger, Olson Shows; Mr. and Mrs. Sidney Belmont, Alice and Loraine Belmont, Belmont Theatrical Agency; Jimmie Downey and Sid Dahl, Jimmie Downey Attractions; H. V. Petersen and J. O. Greene, Tivoli Exposition Shows; Mr. and Mrs. Robert Reid, Mr. and Mrs. Buster Wilson, Wilson Famous Shows; W. R. (Chick) Armbruster and Oscar Ansell, R. H. Armbruster Mfg. Co.; Estel D. Freeman and Robert Yeager, Artists, Inc.; J. H. Bailey, Bailey & Himes Equipment Co.; Mr. and Mrs. Ernest Allen, Mr. and Mrs. Buford Nessler, Baker United Shows; Wallace A. Baptist and Robert Henry, Baptist Sound Service; Earl Backer, Blue Grass Shows; J. Bruner, Bruner Facing Slip Co.; Carl Burkhardt, Burkhardt Shows and Amusements; Jack O'Dare, Congress of Canadian Daredevils; Ed Campbell, Campbell Rides and Concessions; Harvey T. Culp, Culp Exhibits; Edna Deal and Ray G. Shute, Deal-Shute Theatrical Attractions; Henry Wodetski, James McCoy and Carl Cunningham, Danville Tent & Awning Co.; C. A. Vernon, Ray Swanner, United Exposition Shows.

E. J. Corbett, Delta Tent & Awning Co.; Amos Selby, Diamond Horse Show Rodeo; Hank Peterson, John Fabick Tractor Co.; Frank Taylor and Jack Gillardi, GAC-Hamid, Inc.; John Gallagan, concessions; Ted Tillman and Eddie Gromecki, Ted Tillman Agency; Phil Woolf, Woolf Jewelry Co.; Al Kaufman, Kaufman Enterprises; Thomas Hickey, Don and Sam Greco, Gem City Shows; Arthur L. Lunsden, Jolly Area Exposition, Inc.; Maynard DeWitt and Albert Colleen, Star Fireworks Co.; Jack Kochman, Kochman thrill show and racing greyhounds; Alma LaRose, LaRose Attractions; Gaylord R. Lewis, fair architect; Bill Reed, Jimmie Lynch Death Dodgers; W. E. and E. K. Mahaffey, Mahaffey Bros. Tent & Awning Co.; Bob McKinley, McKinley Rodeo; Esther Speroni and Mr. and Mrs. Stanley Warwick, Midway of Mirth Shows; Charles Oliver and J. R. Alsbrook, Mound City Shows; John Lempert, showmen's supplies and equipment; C. S. Peck, Peck Amusement Co.; Marvin H. Lines, E. G. Staats & Co.; W. A. Schafer and Harry A. Smith, Schafer's Just for Fun Shows; John Francis, kiddie rides; Don E. Pesler and Leslie Williamson, School Equipment Service; D. J. Rohr, Rohr's Modern Midway; Bill Tatham, Tatham Bros. Shows; Paul Wilson and Walter Peller, Terre Haute Tent & Awning Co.; Mike Zablo and Robert Tucker, Wabash Valley Tent & Awning Co.; Ernie Young, Ernie Young Agency; Charles Zemater, Zemater Theatrical Agency; Sam Solomon, Insurance; John (Flea) Roth, Thomas Joyland Shows; William (Red) McCoy, Gooding Amusement Co.; Lee Moss, Lee Moss Diggers; George Ferguson, John Allen and Paul Aubrey, WLS Attractions; Ken Smith, Jole Chitwood Thrill Show; Mr. and Mrs. Jerry Beiler, Beiler's Mules; Buff Hottle, Romeo Dunn, Mitchell Wolf and H. W. (Whitey) Richards, Buff Hottle Shows; George Flint, Jack Lindahl and Cal Razor, Boyle Woolfolk Agency; Gus Sun Jr. and Mitch Robinson, Gus Sun Booking Agency; Mrs. Joe Smith and Joe J. Smith Jr., Joe J. Smith Entertainment Service; T. Webb, Shabben-Webb Promotions, Inc.; William Blasek, A. E. Strayer and Paul Hennessey, Peoria Tent & Awning Co.; W. R. Laabrook, Oria Laabrook & Sons Tent & Awning Co.; T. P. Richelsoederfer, Emil Guldensohn Sr. and Edgar Hunter, Regalia Mfg. Co.; Lee Sullivan, Eli Bridge Co.; Mr. and Mrs. William Gullette, Mr. and Mrs. Jerry Cottrell, Hub Luehrs and Jack Lindell, Imperial Shows; Herbert A. Johnson, Johnson Sound Service; Paul Drago, Drago Amusements; Kenneth C. Lee, Fair Publishing House; Dick Cisne, Dick Cisne Agency; Merle Bourne and Jerry Peters, Bourne Starting Gate Co.; Paul E. Black, Anchor Supply Co.; E. R. Gray, Gray's Circus; Jerry Lippitt, Lippitt's Racing Mules; Dan Fleenor, Cavalcade of Canadian Hell Drivers; Buck Steele, Steele's Frontier Days; Charles Vandever, Radio Station WVMC sound systems; Alfred Wall, Wall Amusement Co.; Carl Wolf, Ohio Valley Sound Systems; Carl Amrhein, Amrhein Baking Co.; Edward Merriaman, Marvel Shows; Louis Rosenberg, Triangle Poster Co.; Hilarion Kolre, Mather Shows, and Paul T. Robertson, Ideal Rides.



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PAGEANT CLICKS:

Queen Contest Swells Turnout at Ky. Meeting

LOUISVILLE, Jan. 28. — The Kentucky Association of Fair & Horse Shows brought the needle to hypo attendance at its annual meeting here Thursday and Friday (26-27) and it clicked beyond expectations.

The method, the brain child of L. Doc Cassidy, association secretary and publicity director of the Kentucky State Fair, was a queen contest to select "Miss County Fair of Kentucky, 1956," and resulted in 20 contestants being sent to Louisville by that many of the State's fairs. Strength of the contest was shown in many ways. There were 38 fairs represented here the first day, a new record. And this was accomplished despite a four-inch snowfall the day before the meeting opened that glazed roads thruout the State.

The winner, Miss Pat Beard, entered by the Taylor County Fair, Campbellsville, was selected by a panel of judges in a series of run-offs that resulted in nine publicity breaks on one television station, front-page pictures in the newspapers and numerous radio mentions. Roy Jones, Pepsi-Cola rep, invited the queen to be his firm's guest at next year's outdoor meeting in Chicago, and George B. Flint also invited Miss Beard to the Showmen's League of America annual banquet and ball.

Cassidy said that a number of the association officials planned to recommend the contest to the Federation of State and Provincial As-

sociation of Fairs at its Chicago meeting in November with the thought it might be used by other State organizations.

The increased attendance was shown at the banquet, usually not a big draw. The association gave the hotel an estimate of 75 for supper and 350 showed up for the evening's entertainment.

Business-wise, the meetings touched on topics related to the better operation of county fairs. In a resolution, the association asked that more State aid be given fairs.

R. Willis Stout, Jeffersontown, was elected president of the association, and J. B. Messer, Crab Orchard, was named vice-president. Cassidy was retained as secretary-treasurer.

The association's board was increased to nine, due to the expansion of membership to 55. Included are Frank C. Rapier, Jack Stengell, Terill A. Wilson, Ray P. Weller, Henry Yates, John Crigler, H. C. Adcock, C. W. Godecke and John Vinson.

Yates Joins Sun As East Coast Rep

NEW YORK, Jan. 28.—Steve Yates, son of the late Charlie Yates, who was an advisor, friend and agent of Bob Hope, will represent the Gus Sun Booking Agency along the Eastern Seaboard, according to Bob Shaw and Gus Sun Jr., Sun office officials.

The Sun-Yates affiliation will enable the main Sun office in Springfield, O., to obtain immediate action in securing top names for Midwestern clients. The latest to join the Sun staff is Jack Kelly, of the Kelly "Ice Frolics," who will represent Sun in South-eastern territory.

Shaw and Sun have expressed satisfaction with the number of bookings the firm has obtained at recent fair association meetings in Minnesota, Iowa, Wisconsin, Ohio and Michigan, and with many special meetings scheduled for the months ahead the officials regard the 1956 season with considerable optimism.

Gene Autry opened a personal appearance tour at Beloit, Wis., Thursday (19). Happy Kellems is clowning with the Autry show again.

Woeckner Dies; Was Bandmaster On Barnes, H-W

PERU, Ind., Jan. 28. — Eddie Woeckner, 74, bandmaster with many leading circuses, died of a heart ailment here Saturday (21). He had been ill about five weeks. He had a stroke shortly before Christmas and never regained consciousness.

Funeral services were Tuesday (24) at Erie, Pa. Among the survivors are his widow, Mrs. Thelma Woeckner, of Columbus, O.; a brother, Joseph, in Erie, and three sisters, Mrs. Amanda Dornhoefer, of Wesleyville, Pa.; Mrs. Eliza Swanson and Mrs. Alma McKiernan, both of Erie. His first wife, the former Maxine Penny, a circus rider, was killed by a car. His second wife, the former Rose Ward, an aerialist, died of burns some years ago.

Woeckner began his trouping with the Bostock carnival and the Bostock-Ferrari carnival, going next to the Cotton Blossom and American showboats, where he played trombone. He was with Stetson's "Uncle Tom's Cabin" Shows, Martin's UTC, and the Billy Bennett dramatic company. His first circus connections were with Forepaugh-Sells Circus and the C. H. Boscoe wagon show. He also was with Horace Murphy's dramatic company.

In 1913 he became bandmaster on the Al G. Barnes Circus and stayed with that show thru 1922. For the next two years he was bandmaster on John Robinson Circus.

In 1926 he had the band for R. M. Harvey's London Hippodrome show, and that summer he began a 10-year hitch with Hagenbeck-Wallace Circus. He followed that up in 1936 with a return to the Al G. Barnes Circus. Barnes became the Barnes-Sells Floto show in 1937 and the Barnes-Sells-Floto-Ringling-Barnum show in 1938, and Woeckner stayed thru as band leader.

He returned to the road in 1940 as band leader for Russell Bros. Circus, a position he filled also for part of 1941 and all of 1942. His final show connection before retirement was as bandmaster of the Cole Bros. Circus from 1943 thru 1947.

Thru most of his career as a show bandmaster, Woeckner also served as mail man and agent for The Billboard.

SIGNS HOOVER GROUP

Hunt to Carry Lion Act After 40 Years

NEW YORK, Jan. 28. — Hunt Bros. Circus will carry a lion act next season for the first time in 40 years, it was announced yesterday. Harry Hunt said David Hoover's lions and jaguars have been signed. The show had Prof. George Keller's group for a week in 1950, but a regular lion attraction has not been carried since the day of the British act, Perino and His Lions.

Hoover started with the Gainesville Community Circus and for the past couple of years he has been with the Beers-Barnes Circus. His wife is a member of the Beers-Barnes family.

Hunt said a contract has also been signed with Roland Raphael and his trained pigs, and that other features for 1956 will include Happy and Marge Spitzer and their mule, Francis, and the Bostock riding troupe.

Hunt added that a tie-in has been arranged with Coca-Cola which will result in a special Coke trailer on the midway at each spot.

'Copter Search Dropped
Efforts to procure a second ballyhoo helicopter have been unsuccessful. Heavy demand on manufacturers from Europe and South America prevent acquisition of a new "whirlybird" until late sum-

mer, it was reported, so it was decided to abandon the plan. Major Bud Walcott, who finished the 1955 season and made several Santa drops over the holidays, will pilot the helicopter this year.

Winter quarters work has been stepped up, under manager Marvin Case. It was noted that the nationally televised "Super Circus" show on March 19 may be sent out from quarters in Burlington, N. J., as the producers have to relinquish the studio on that day for the "Firestone Hour." Harry Hunt said the alternate site, he has been told, would be either Miami or Hunt quarters.

Deisels are being rebuilt and refurbished by John Wasowski and Milton Yale. Al Lennox and crew are building two more seat wagons, bringing the total to three. Shorty Sharpe is getting the elephant equipment ready. The Side Show will have all new canvas this year, with James Campar as canvasman. Joe Gilligan will again head the transportation department and George Gifford will return as front door superintendent. Lucky Rogers and his cookhouse gang have been feeding some 40 persons daily, including several acts staying in quarters.

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GAC-HAMID DOMINANT

Beam Sets Dates in Dixie; Cooke Scores in Virginia

ROANOKE, Va., Jan. 28. — B. Ward Beam carved his way into Dixie territory at the recent fair meetings. Returning to the Southland on business for the first time in 21 years, the showman-booker set dates for Gene Holter's animal unit, featuring racing ostriches, and his Thrill Show at the trio of North Carolina events managed by Dr. J. S. Dorton. They are the State Fair, Raleigh; Charlotte and Shelby. The ostriches were also reported set for Petersburg and Chase City, Va. No dates were reported for South Carolina, where Beam also was in attendance.

Beam flooded the area with printed matter on the several attractions he was offering, including a rodeo and Jean Brandon, hypnotist, before his arrival at the confabs.

Harry Cooke, of the Cooke & Rose Agency, waded thru the Virginia meeting. He wound up with the State Fair, Richmond, which will have a Wild West Show for the first two days and a circus presentation for the final six days; Luray, which will have a revue-type show with acts; Chase City, a revue-type with four acts; Tazewell, a rodeo; Petersburg, folk offering on the first two days with two other days earmarked; Farmville, acts; Warsaw, "Grand Ole Opry," and Suffolk, a high act.

In North Carolina Cooke set an ice show for three days and "Grand Ole Opry" for two days at Hendersonville, and acts at Zebulon and Mebane. In addition, he will set the show for the Apple Blossom Festival, Hendersonville, August 2-September 1. In South Carolina Cooke booked two high acts and a platform act with Union.

Virtually all of the remaining dates in the Southland will again be booked by the GAC-Hamid office. These include the South Carolina State Fair, Columbia; the North Carolina State Fair, Raleigh; Charlotte, Shelby and Winston-Salem, N. C.; Orangeburg and Anderson in South Carolina.

Considerable interest continues in the newly formed GAC-Hamid organization. Most of the officials attending the meetings met with the principals for the first time since the announcement of the affiliation. Hamid assured them that the move was designed both to strengthen the booking concern and better serve fairs.

Higgins Introduced

Joe Higgins, represented as the GAC half of the new affiliation, made the meetings for the first time. George A. Hamid Jr. also represented the firm.

Considerable interest was shown in, and numerous bookings negotiated, for the firm's new offerings for fairs—WLV's "Midwestern Hay Ride," "Kiddie Kapers," "TV Discoveries" and "Rock 'n' Roll." Contracts were not gobbled up indiscriminately, however, for these units.

Another major firm, Music Corporation of America, represented by Eldred Stacy, showed interest in this area for the first time. While no contracts were reported, Stacy said that his appearance was by way of introduction and that interest would be continued.

Frank Melville, New York booker, again signed up fairs at Wilson, N. C., and Roanoke, Va. The Kline Theatrical Agency also signed several spots but withheld announcement until completion of the Eastern circuit.

In England, Mrs. Ethel Mills is suing Bernard Notley Mills for divorce. She and Mills, 50, were married in 1931. Mills and his brother, Cyril Mills, took over the Bertram Mills Circus in 1938 after the death of their father, Bertram Mills. The suit is uncontested. Mrs. Mills is the former Ethel Cobb, known to dancing fans of the 1930's as Jose Leonard, partner of Santos Casani.

Colusa, Calif., Invites Yuba To Use Plant

COLUSA, Calif., Jan. 28. — The Colusa County Fair here has offered the use of its fairgrounds to the Yuba-Sutter Fair, which was flooded out during the heavy post-Christmas rains.

The invitation was extended by the directors of the 44th District Agricultural Association, sponsoring group of the local event, following their monthly meeting. The local fair will be held June 14-17. The Yuba-Sutter Fair is scheduled for July 24-29.

The Colusa fair directors suggested that the two fairs might be combined this year, or special days might be set aside for the Yuba-Sutter event during the Colusa fair. It was also discussed that Colusa might delay its run until those dates set for Yuba-Sutter.

The Colusa fairgrounds were used as a Red Cross evacuation center and shelter during the flood which devastated the nearby area.

BUILDER SET

Final Papers Mark Transfer Of Woodside

PHILADELPHIA, Jan. 28. — Woodside Park passed into history with the signing this week of settlement papers turning over its 41 acres to a corporation which plans to build 500 garden-type apartments and two apartment buildings on the site.

First Leys Corporation, an investment syndicate organized to purchase the property, reportedly paid a price of \$1,000,000. Overall cost of the development is estimated at approximately \$15,000,000.

Ralph Bodek, Philadelphia area builder, will construct the project starting in March, with first occupancy planned for late this year. First step will be removal of the amusement buildings and equipment in the 59-year-old park at Ford and Monument Roads.

Apartment buildings will be supplemented with a swimming pool, cabana and other recreational facilities available only to the apartment residents.

Settlement took place at the offices of the Commonwealth Land Title Company. Representing the Philadelphia Park Amusement Company, whose stockholders approved the sale of the park last October, were Robert Irwin Jr., president, and Elmer Strunk, secretary.

Winter Grind Worthwhile For Richmond, Va., Kid Spot

RICHMOND, Va., Jan. 28. — Kiddieland Park, a West End moppet spot, has been running successfully thru the winter, weather permitting, according to operator Willie Lewis. Altho business is naturally slow, the return are good enough to justify the effort, he said. Saturdays and Sundays naturally account for the best business.

The spot is well located adjacent to a shopping center which borders the still-growing West End, which boasts the highest per-capita income in the city. Ample parking is available.

Units include a Boat Ride,

Rocket, Whip, Coaster, Tank, Elephant, U-Drive-It, Kiddie Ferris Wheel, Train, Auto, Pony, Kiddie Chairplane and a 36-foot Merry-Go-Round. Only popcorn is sold. Soft drinks are available thru vending machines.

Lewis said that no special promotions were attempted at any time during the years. He summed up the appeal in the fact that rides were priced at 6 for 50 cents at all times and the excellent location.

Primary unit in the establishment of a kid spot, according to Lewis, is the biggest Merry-Go-Round possible. He said his 36-footer had proved its attraction value many times.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

American Midway: Brownsville, Tex., 4-12; Blue Grass (Fair): Fort Myers, Fla.; Glades Am. Co.: (Fair) Okerechober, Fla.; (Fair) Bowling Green 6-11; Latin American: Edinburg, Tex., 7-19; Stephens, C. A.: Clermont, Fla.; Sugar State: Raceland, La.

Circus Routes

Cole, James M.: Montgomery, Pa., 5-1; Muncy Feb. 1; Mansfield 2; Galeson 3; Dundee, N. Y., 6; Odessa 7; Watkins Glen 8; Castle 9; Wayland 10; Sayre, Pa., 13; Seneca Falls, N. Y., 14; Naples 15; Wyoming 16; Belfast 17; Davenport, Orrin: Detroit, Mich., 30-Feb. 12; Cleveland, O., 13-26; Hamid-Morton: Memphis, Tenn., Feb. 11-17; Milwaukee, Wis., 20-25; Miller Bros.: Georgetown, Great Falls 1; Manning 2; Newberry 3; C. C. Feb. 1; Polack Bros. Eastern: Madison, Wis., Feb. 3-4; Lansing, Mich., 8-10; Polack Bros. Western: Fort Wayne, Ind., Feb. 3-5; Nashville, Tenn., 10-11; Louisville, Ky., 20-26.

Ice Shows

Holiday on Ice No. 1: Louisville, Ky., 5-9; Feb. 1; Chattanooga, Tenn., 5-7; Atlanta, Ga., 8-19; Charlotte, N. C., 20-26; Holiday on Ice (European): Copenhagen, Denmark, 31-Feb. 29; Odense March 1-5; Ice Capades of 1956: New Haven, Conn., 31-Feb. 1; Washington, D. C., 2-15; Hershey, Pa., 16-28; Ice Capades (International): Calgary, Alta., 31-Feb. 4; Edmonton, 6-11; Regina, Sask., 15-18; (split) Brandon and Winnipeg, Man., 20-25; Shipsteads & Johnson's Ice Follies of 1956: Toronto, Ont., 31-Feb. 3; Montreal, Que., 5-12; Boston, Mass., 14-26; Providence, R. I., 27-March 4.

Miscellaneous

Autry, Gene, Show: Canton, O., 5-1; Erie, Pa., Feb. 1; Rochester, N. Y., 2; Providence, R. I., 3; Portland, Me., 4; Bangor 5; Manchester, N. H., 6; Hartford, Conn., 7; Kingston, N. Y., 8; White Plains 9; Hershey, Pa., 10; Philadelphia 11-12; Roanoke, Va., 13; Winston-Salem, N. C., 14; Asheville 15; Hitler's Personal Armored Car: Jack W. Burke, Mgr.: (Stock Show) Fort Worth 31-Feb. 5.

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Timonium Sets Replacement Of Grandstand

BALTIMORE, Jan. 28.—A two-year modernization program in excess of \$750,000 is being carried out at the State Fairgrounds racetrack in Timonium. The fair is held annually, concurrent with the pari-mutuel race meet.

A new paddock, secretary's office, jockey quarters and 500-car parking lot will be finished for the 1956 event, manager John Heil said, at a cost of \$120,000. As soon as the meet and fair are finished the old grandstand will be torn down to make way for a new one.

The new grandstand will have with it a crescent-shaped paddock at the east end. This year's improvements include grading and a new sewage system.

Timonium has separate admission prices and gates for fairgrounds and racetrack. The midway attractions have been booked for the fair by Jake Shapiro in recent years, and various agencies have supplied free grandstand acts to perform at night when the day's racing is thru.

Plymouth, N. H., Switches Dates

PLYMOUTH, N. H., Jan. 28.—The '56 run of the Plymouth State Fair will be a day later than usual, Bertram Pulsifer, newly elected president, announced. Fair will start on Thursday, August 16, and run thru Sunday, rather than start on Wednesday and end on Saturday.

Officers to serve with Pulsifer, who succeeded A. K. Reid, include Manson Smith, vice-president; Delbert Gray, secretary; Kenneth Bartlett, treasurer, and Lester E. Mitchell Sr., general superintendent.

THE FINAL CURTAIN

COURT—Jules, 70, brother of the prominent animal trainer Alfred Court, recently at his home in Miramont, France. Deceased was a partner and business manager of the Alfred Court Circus. Survivors are his brother, Alfred, in England, and another brother, who owns a soap factory in Marseilles.

HALSTEAD—Jack Glen, veteran cookhouse operator on Happyland Shows, January 11 in Tampa. Entering show business in 1930, he worked a jam store for many years. He was a member of the Showmen's clubs of St. Louis, Michigan, Miami and Tampa. Survived by his widow, May. Burial January 13 in Showmen's Rest, Tampa.

JOHNSTON—Cedric Ray (Whitey), 67, one-time performer with Sun Bros' Circus, January 15 in Marion, N. C. Survived by his widow, Bessie; two sons, five daughters, five brothers and four sisters.

MINSHALL—G. E. (Stash), 36, veteran concessionaire, January 21 at his home in Corydon, Ia., of a coronary occlusion. He had traveled with carnivals for 17 years, the last three of which were spent with the United Exposition Shows. Survived by his widow, Jean; four sisters and four brothers. Masonic funeral services and burial January 23 in Allerton (Ia.) Cemetery.

PETERSON—Sumner, 70, member of CPA and former employee of Ringling Bros' Circus, at the Minnesota Soldiers' Home, St. Paul, January 18. Survived by two sisters.

POWERS—Velma, 83, mother of V. D. Powers, veteran dog and pony show operator. Burial in Pine Grove Cemetery, Corry, Pa.

RICE—Theodore, Chicago circus fan and insurance agent, at Chicago January 17. Burial in Chicago.

SCHAFFER—Charles (Chuck), veteran outdoor showman, December 28 in Chicago. It has just been learned. Schaffer had trouped with such shows as C. A. Wortham, Roy Gray, Doc Zeiger, Buntis, Butler, Marks, Siresley, John R. Ward and Captain Nally orgs, and in more recent years with Schaffer's Just for Fun Shows. Burial in Resiland Memorial, Dallas, December 31. Survived by his widow and three daughters.

WOECKENER—Eddie, 74, bandmaster with circuses and musician with other outdoor shows, at Peru, Ind., hospital January 21 following a stroke sustained five weeks earlier. Survived by his widow, a brother and two sisters. Burial at Erie, Pa. (Details in Circus section.)

BIRTHS

RYDER—A daughter, Janet Laura, to Mickle and Ralph Ryder January 13 in Brunswick, Ga. Parents are Girl Show operators with Gladstone Amusement Company.

RIDE OPERATORS PARKS SHOWMEN CONCESSIONAIRES INSURANCE FOR YOUR REQUIREMENTS 6 or 12 MONTHS FAIR RATES—NATION-WIDE CLAIM SERVICE AUTOS—TRUCKS TRAILERS—RIDES WRITE OR PHONE M. J. "MIKE" LAW 135 S. LaSalle St. Chicago, Ill. Phone: Financial 6-1210

CHARLES A. LENZ INVITES YOU AS HIS GUEST ON YACHT SAL-AL III Cocktails every hour on the hour. All Showmen Welcome LOCATION: HILLSBOROUGH RIVER, KNIGHT AND WALL DOCKS (DIRECTLY SOUTH OF LAFAYETTE HOTEL), TAMPA, FLORIDA

ADVERTISING IN THE BILLBOARD SINCE 1904 ROLL or FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED CASH WITH ORDER PRICES... WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Fire Levels Rink At Carlin's Park

Iceland, Home of Pro Team, Lost in \$175,000 Blaze, Winter's 2d Outbreak

BALTIMORE, Jan. 28. — Fire-dogged Carlin's Amusement Park suffered its second blaze of the winter this week and its worst in many years, when the Iceland Rink was burned to a twisted skeleton of girders. Loss of the two-story stucco building, according to park president William J. Fischer, represented \$175,000 and was covered by insurance.

A three-alarm fire in November damaged several concession stands and other midway properties. A 10-alarm fire did severe damage in 1937, and the dance hall was

destroyed by flames in 1928. Carlin's history dates back to 1919.

The fire this week also claimed \$3,000 worth of equipment of the Baltimore Clippers ice hockey team of the Eastern League, which used Iceland as its home rink. The arena seated 3,000 spectators, and an agreement was reached the day after the fire to allow the Clippers to use the new Charlotte (N. C.) Coliseum for the end of its home schedule.

Plans indefinite

Fischer's immediate plans regarding possible replacement of the rink were indefinite, altho he did say insurance money would suffice to erect a new rink on the present site by next winter. Iceland was the largest rink in Baltimore and the only other major indoor rink in the city, the Sports Center, is not large enough to accommodate the Clippers' attendance. A proposed civic center has become snagged in city departments in the planning stages.

The eight-alarm fire at Iceland was put out around noon Monday (23) after raging for some seven hours. There had been a hockey game the previous night at which a trash fire broke out under the stands, but park manager Walter Stackus said it was put out by himself and an attendant, using a foam extinguisher.

Firemen said the main possibilities for outbreak of the fire were either that a residue of the trash fire smoldered and later ignited, or that an explosion took place in the ammonia tanks which are part of the refrigeration equipment.

The firefighters were hampered for a long time in their work, by blazing ammonia gas escaping from the freezing system, which burned long after the building's walls and roof collapsed. The fire started with a loud explosion, and ensuing flames shot as high as four stories. Wind blowing toward Druid Hill Park kept the flames from shooting back toward the amusement park behind the rink. Within an hour, 37 pieces of firefighting equipment were on the scene.

Lost to the Clippers were all their sticks, skates and uniforms, and the \$500-per-game TV revenue from a local brewery. Hockey interest is high in Charlotte. The city earlier applied for a 1956 franchise in the league. Its 13,500-seat Coliseum was opened last year.

Cook to Work N. Y. Archery

NEW YORK, Jan. 28.—Holmes Cook, miniature golf course designer and builder, will take over operation of the archery range at Kiddy City.

Cook's plans for the archery at the lavish Northern Boulevard installation include creation of an ultra-modern range, with luminous lighting and moving targets.



TWISTED GIRDERS ARE ALL THAT REMAIN of Iceland, the venerable ice rink at Carlin's Park, Baltimore, which burned to a skeleton last week. The seven-hour blaze was difficult to combat due to ammonia fumes originating in the refrigeration system, and cause of the fire has not been determined yet. A Baltimore Clippers professional hockey game had been played the previous night. Identifiable objects are the park's airplane swing tower in the background at right and a charred Coca-Cola box, center. President William J. Fischer said the \$175,000 loss was covered by insurance, which is enough to build another rink.

Wood Resigns At Disneyland

ANAHEIM, Calif., Jan. 28.—C. V. Wood, Jr., vice-president and general manager of Disneyland, Inc., here, has resigned effective February 1 and will organize a new company in research planning and marketing of television productions.

A representative of Disneyland said that the resignation was "five months ahead of schedule," explaining that Wood had agreed to stay for the first year, which would have ended July 16. No replacement will be made. A committee will handle future organization and policy problems.

Wood was one of the first on the Disneyland payroll. He directed the Stanford Research Institute, which surveyed the basic requirements and location for the park. The television marketing agency will be known as Telesearch, Inc.

Fun Zone Outlined For Mystic Islands

TUCKERTON, N. J., Jan. 28.—Some 20 miles above Atlantic City, work is progressing rapidly on the new Mystic Islands resort in Ocean County, which its backers claim will represent a \$55,000,000 investment when it is completed. A beach some 200 feet from the boardwalk to ocean will be part of the operation, and diverse elements will service patrons with rides, food, concession games and other facilities.

Work is under way on the first boardwalk section, which will be 48 feet wide and 1,000 feet long. Additions are expected to stretch this promenade to a mile in length before three years pass.

Mystic Islands Development Corp. is headed by Lewis Glosky. The amusements are managed by Duke Ritter, who had food and game concessions in Seaside Heights for the past 15 years.

Like Seaside Heights

As outlined by Ritter this week, the boardwalk will have space for 46 concessions, of which roughly half have been taken. Also arranged for is a speedboat ride and one thrill ride. It is planned that the midway approach to the boardwalk will contain a five-ride kiddieland and around a dozen rides of larger capacity. Game concessions will be on the boardwalk, and will likely consist mainly of

pushbutton spinners, each store offering a particular type of merchandise. Seaside Heights, also in Ocean County, has the spinners elbow-to-elbow in huge numbers along its boardwalk, intermixed with group games, rides, food, and a few ball games and other hanky panks. The boardwalk phase of Mystic Islands will be not unlike that at Seaside Heights.

Rents will not be high, it was learned, and first-year ride operations will be on a straight percentage, until it is discovered what kind of action results. The builders base their hopes on the \$0,000,000 living within a two-hour drive of the Mystic Islands site.

Model homes for 7,500 units will be finished in another week or two, as a major part of the 2,000 acres will develop along summer bungalow colony lines.

Concession operations will provide miniature golf, sea food and refreshment locations, restaurants, fishing pier, public and private docks and moorings, and other elements peculiar to oceanside resorts. A causeway will carry bus riders from Tuckerton for 15 cents, and auto visitors will get parking near the beach for 50 cents.

Governor Meyner has indicated he will attend the May 20 dedication, it was reported.

FOR LEASE CALIFORNIA

Complete Recreation Park

One of the scarce natural beauty spots of So. Calif., close to Los Angeles, value over \$1,000,000, about 90 acres, mountains, trees, with gigantic swimming pool, dance floor, club house, coffee shop, dining room, BBQ-cater for 10,000, tables, boats, game fields, aviary, amphitheatre, fairy-tale land, Merry-Go-Round, Train, Kiddie Rides, horses, trails, parking. Terms 20-25% gross, with minimum.

LAKE ENCHANTO

L. A. County, Cornell, Calif.

FOR SALE

14-UNIT GREYHOUND RACER

Condition like new. A proven winner on any park midway. Contact

JACK GILBERT

Clon Park Williamsville 21, N. Y.

WANTED

Rides for new Kiddieland, to be placed on percentage basis. Ideally located in Western Pennsylvania on main highway near State's largest "man-made" lake.

Write

C. H. MILLER

10 Harrison St. Greenville, Pa.

NOTICE NOTICE NOTICE

FOR LEASE

200' boardwalk frontage overlooking ocean 200' deep in center of Atlantic Beach, N. C., for an Amusement Park. Would prefer to lease all to one responsible party but will lease one-half to ride owner and one-half to concessionaire if necessary. This is the fastest growing beach on the East Coast and is just 20 miles from two of the world's largest Marine Bases. Will give X.

S. H. GUTHRIE

MOREHEAD CITY, N. C.

TEL. 6-3564

New Funspot Planned for Lynchburg, Va.

ROANOKE, Va., Jan. 28.—Harry Heller, veteran carnival operator, this week announced plans for the formation of a new amusement park near Lynchburg, Va. The location, on Route 29, already contains a swimming pool and ballroom, Heller said.

Heller said that he would install in time for an early spring opening five major and five kiddie rides, all of which he now owns. He said he would continue his carnival operation at least thru the 1956 season.

WANT TO LEASE
RIDES for amusement park on percentage basis—Tilt, Wheel, Merry-Go-Round, Car Ride, Boat Ride and Train.
W. A. CARLTON
219 Artrisco, N. W., Albuquerque, N. M.

FOR SALE
Complete Kiddieland, metropolitan vicinity. Nine rides. Quick sale due to death of owner. Can be seen any time. Apply:
BOX #35, The Billboard
1564 Broadway, New York 36, N. Y.

FOR SALE
Or PARTNER WANTED
One large Coaster, perfect shape, ready to run. Located in a fine park. Inquiries
LAKE COASTER CORP.
56 Park View Drive
Searington, L. I., N. Y.

WANT
FOR EASTERN PARK
Park Manager or Man to take charge of games.
BOX #36
The Billboard, 1564 Broadway
New York, N. Y.

High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

COMPLETE KIDDIELAND FOR SALE
Excellent location, good paying proposition. Reason for selling: Other interests. Following Rides: Allan Herschell 2-Abreast Little Beauty Merry-Go-Round, large National Train, Jet Airplane Ride, Boat Ride, Midjet Racer, Sky Fighter, Allan Herschell Kiddie Auto Ride, G-12 Miniature Train, Schiff Roller Coaster. All equipment in excellent condition, like new. Must have at least half cash to close deal. Not interested in promoters or would-be propositions.
Address: WILLIAM T. COLLINS
801 E. 78TH STREET, MINNEAPOLIS, MINN.

Site Change Hurts Virginia Attendance

President Moss, Other Officers Returned; Group Will Return to Richmond in 1957

ROANOKE, Va., Jan. 28. — A switch in sites cut into attendance at the 39th annual meeting of the Virginia Association of Fairs. Representative of 18 of the State's listed 28 annuals registered at the Patrick Henry Hotel here Sunday and Monday (22-23). Banquet attendance was down to 90 from about 125 a year ago in Richmond, home of the State Fair and confab site for many years.

Considerable thought and effort was aimed at stimulating attendance and interest. A two-suitcase man's bag prompted early registration on Sunday. It was won by George Clyde Smith, carnival operator. A portable radio door prize offered at the banquet was won by Herbert Ward, secretary of the Tazewell Fair. Garland Moss, president, and W. E. Finch, secretary, also were responsible for the awarding of engraved ash trays to all those who showed up for the first business session before 9:15 a.m. on Monday. The awards had a beneficial effect, the officers said.

R. E. Nolan, co-manager of the Fredericksburg Fair, was elected a vice-president, succeeding J. L. Lauer, of the West Point Fair. All other officers were re-elected. They are Garland E. Moss, Chase City, president; M. W. Reynolds, Woodstock, first vice-president; J. A. Mitchell, Richmond; A. C. Walker, Roanoke, and J. C. Brickert, Farmville, vice-presidents, and W. E. Finch, Danville, secretary-treasurer.

It was voted in executive session to return the meeting to Richmond next year. A hotel has not been chosen.

Grandstand Problems

Harry Cooke, of the Cooke & Rose Agency, was the principal speaker on subjects dealing with entertainment. He spoke critically of the fairs which allowed their grandstands to become run down. He urged that these areas be cleaned up, painted, lighted and decorated to attract more people. In his opinion 75 per cent of the grandstands he encounters have been neglected in some way.

Eldridge Pacts Joan Brandon

NEW YORK, Jan. 28.—Hypnotist Joan Brandon has been contracted for the third straight year at Eldridge Park at Elmira, Jack Brandon, the act's manager, reported this week. Dates will be July 2-8. Miss Brandon was in New York briefly prior to flying to Los Angeles, for a February 2-5 engagement at the Trailer Life Show in the Great Western Exposition Building.

GAC-H Pacts Superior, Wis.

ROANOKE, Va., Jan. 28.—Joe Higgins, of the GAC-Hamid agency, reported here today the signing of the Superior (Wis.) Fair. A revue plus acts have been set for the event.

Import of the signing is that the agency now has a date leading into the Sioux Falls (S. D.) Fair, which was signed during the Chicago outdoor meetings. Efforts will be made to extend the route of this unit at upcoming Western fair meetings, Higgins said.

While grandstand shows cannot always be expected to pay for themselves, Cooke said progress was possible if fair officials budgeted properly, chose the kind of show that would appeal to their audience and then did a good merchandising job on what they bought. He added that there were no more "rube" territories — that people everywhere recognized good talent.

Cooke also warned that efforts to secure "something for nothing" often worked to the disadvantage of the contracting fairs and cited several recent instances of shows failing to appear as scheduled.

A number of show people were heard on the matter of associate membership. In sum they asked for printed reports that would document the grandstand facilities available at all fairs. There was some confusion resulting from the belief that the showmen also wanted some kind of attendance and financial statements. The discussion was ended with its referral to a committee for study. Only five contracting groups were listed as associate members in 1955.

Agricultural subjects took up the remainder of the meeting.

DIXIE JOTTINGS

N. C. Group Healthy Despite Bylaws Loss

RALEIGH, N. C., Jan. 28. — Norman Y. Chambliss, re-elected president of the North Carolina Association of Agricultural Fairs, noted at the annual meeting here last week that the association is in a healthy state despite the fact that no one had been able to find the bylaws for a number of years. Norman also noted quizzically, if not critically, that while the program labeled the meeting the "23d annual," he clearly remembered having attended 38.

Retaliation Promised

The sad plight of the Charlotte (N. C.) Colored Fair was related by its representative, Ned Davis. The contracted show failed to appear. The report by Davis had

Gov. Harriman Accepts N. Y. Meet Invite

ALBANY, N. Y., Jan. 28.—Governor Averell Harriman will be guest of honor at the banquet which climaxes the two-day State fair meeting at the Hotel Ten "yck next Tuesday (31).

Among the meeting topics will be publicity and advertising, to be discussed at a clinic Monday night presided over by Richard Allen of the Erie County Fair, Hamburg. Other panelists and their fairs will be Charles Bochart, Mineola; Philip B. Caird, Schaghticoke; John L. Halpin, Cobleskill, and Foster Potter, Altamont.

Following the Tuesday morning business meeting, the afternoon session will be addressed by Daniel J. Carey, State Agriculture Commissioner; Jack Reynolds, Eastern States Exposition manager, and Fred Germain, manager of the Orange County Fair at Middletown.

President of the New York State Association of Agricultural Fair Societies is Edward L. Hardeman, of Elmira.

MARCH BOW FOR BIG CARS AT READING

WILLIAMSPORT, Pa., Jan. 28.—The first big car race of the 1956 season sanctioned by the United States Auto Club has been set for the Reading, Pa., fairgrounds, Sunday, March 25, fair director and race promoter Russ Moyer announced here this week.

Moyer, who last year added the race-promoting job to his publicity chores, was nearly kyoed by five rainouts. For the inaugural this year he is more concerned by the possibility of snow than rain.

Horan Hellers Book Atlanta And York

ROANOKE, Va., Jan. 28.—The Irish Horan Lucky Hell Drivers have set auto thrill dates at the Southeastern Fair, Atlanta, and the York (Pa.) Interstate Fair.

Horan said that the thrill unit would use American sports cars for the planned tour. Horan made the Eastern meetings. No other dates were released.

the audience in convulsions. But there are some long memories and a similar happening to any fair, at the suggestion of Dr. J. S. Dorton, will result in the fair association voting a ban on the errant group.

Early Bird Approach

Tom Sydenstricker, of the notably successful West Virginia State Fair, could hardly wait to get back home from the Virginia meeting. He explained that it was high time his advertising-promotion campaign got under way. The initial moves will be made in just two weeks' time and be brought to a climax in the two weeks preceding the fair when ads will be run in every newspaper in the State.

Genial Joe

Joe Corey continued to be the person most in evidence, and very likely the most valuable, at the Southern meetings in that he again "represented all shows." The genial and accommodating Joe rated no less than 20 introductions at the South Carolina banquet.

Pitch Till You Win

The Hotel Patrick Henry, site of the Virginia meeting, featured its usual weekly buffet supper Sunday night (22) at \$2.50 per head. It was soon obvious that no one

(Continued on page 73)

TO COVER STAGE:

Hamburg Schedules 400G Improvements

HAMBURG, N. Y., Jan. 28.—Plans for \$400,000 in plant improvements, including a canopy over the grandstand stage, will be made by the Erie County Fair this year.

Other improvements will include additional parking space, refurbishing of several buildings and the construction of new rest rooms, Arthur C. Fries, president, announced. During the past five years the fair spent in excess of

Record Attendance Set at Ill. Meeting

Wilbur Layman Elected Prez; Hunter Named Secy. for 16th Year

By FRANK B. JOERLING

SPRINGFIELD, Ill., Jan. 28.—A record number of fairs were represented at the business sessions of the annual meeting of the Illinois Association of Agricultural Fairs, here in the St. Nicholas Hotel, Sunday thru Wednesday (22-24). Clifford C. Hunter, secretary-treasurer for 16 years, said the attendance hit a new high mark and that turnouts of attraction representatives was also at a high point.

Also record-wise, was the operation of 98 official fairs in the State during '55. The previous high year was 1953, when 97 fairs operated. Three fairs bowed last season, Wheaton, Pekin and Havana.

President Henry J. White presided at the business sessions. Joe R. Skinner, Griggsville, moderated an open label panel Monday devoted to general problems. Mayor Nelson O. Howarth, of Springfield, welcomed the delegates, and President White gave a report on the Chicago meeting of the International Association of Fairs and Expositions. Zone reports were also given by Wayne Carter, Mazon; Wilbur G. Colburn, Beason, and Charles Gilpin, Carmi. School displays were discussed by Eldon E. Hazlet, Carlyle and Harvey Suttles, Rushville, described how to auction off grandstand box seats.

Varied Subjects

Others on the program included Rev. Talmadge DeFries, Greenville, who led a discussion on "Rehabilitation"; John Taft, Mechanicsburg, "Draft Horses"; E. A. Lorack, Mendota, "Autorama"; Percy E. Loiselle, Kaukaee, "Tractor Pulls and Tractor Rodeos"; Robert R. Blackford, Charleston, "Evil of Passes"; H. R. Patton, Freeport, "Dairy Day"; Ralph Dunn, Pinckneyville, and C. L. Batman, Newton, "Old-Fashioned Threshing Demonstrations," and Secretary

Hunter, who summarized fair operations during 1955.

Stillman J. Standard, State director of agriculture, pointed out that the combined total of State aid and allocations to fairs operating under the Fair and Exposition Fund, was \$3,628,824.73, a new all-time high figure.

Sunday afternoon and evening was devoted mostly to race horse meetings. Included was an official United States Trotting Association school conducted by Edward F. Hackett and John Ducharme and meetings of the Illinois Horsemen's Association, Top Line Harness Racing Association, Illinois Big 10 Colt Association, Midwest Colt Racing Association and District 5 of the United States Trotting Association. The horsemen's banquet was held Sunday evening.

In the election of officers, Wilbur E. Layman, Lincoln, was elected president; Mrs. J. H. Stumpe, Pinckneyville, first vice-president, and Henry J. White, second vice-president. The latter office was created this year and the outgoing president automatically takes the position. Clifford Hunter was re-elected secretary-treasurer for the 16th year. Directors include Paul Powell, Clyde Lee, Dewey Wheeler, John Hubby, Percy F. Loiselle and C. H. Hough.

Others on the program included Rev. Talmadge DeFries, Greenville, who led a discussion on "Rehabilitation"; John Taft, Mechanicsburg, "Draft Horses"; E. A. Lorack, Mendota, "Autorama"; Percy E. Loiselle, Kaukaee, "Tractor Pulls and Tractor Rodeos"; Robert R. Blackford, Charleston, "Evil of Passes"; H. R. Patton, Freeport, "Dairy Day"; Ralph Dunn, Pinckneyville, and C. L. Batman, Newton, "Old-Fashioned Threshing Demonstrations," and Secretary

Calif. Events To Get Broad Radio Coverage

HOLLYWOOD, Jan. 28. — A dozen Southern California county and district fairs will be covered in 1956 by KBIG with Stu Wilson, special events director of the Catalina radio station, originating his daily disk jockey giveaway show, "Are Ya Listenin'?" for two hours each afternoon during the events. In addition to the record show, he will air five-minute interviews and descriptions from the grounds daily at 9:55, 10:55 and 11:55 a.m.

The broadcasts will be from the KBIG Volkswagen mobile studio at each fair.

The schedule includes: Carrot Festival, Holtville, February 2-5; Riverside County Fair and National Date Festival, Indio, February 16-22; California Mid-Winter Fair, Imperial, February 25-March 4; National Orange Show, San Bernardino, March 8-18; Southern California Exposition, Del Mar, June 29-July 8; National Horse Show and Fair, Santa Barbara, July 17-22; Orange County Fair, Santa Ana, August 7-12; Farmers' Fair and Festival, Hemet, August 22-26; San Fernando Valley Fair, Northridge, August 30-September 3; Antelope Valley Fair and Alfalfa Festival, Lancaster, September 6-9; Los Angeles County Fair, Pomona, September 14-30, and the San Bernardino County Fair, Victorville, October 3-7.

New Orleans Event Sets April Dates

NEW ORLEANS, Jan. 28.—The State Negro Fair and Festival will be held April 12-15 in Rosenwald Center, A. L. Davis Jr., president, announced. Other officers include James E. Gayle, vice-president; Jackson V. Acox, secretary; Joseph O'Brien, treasurer; Joseph W. Merrick, manager; Gerald Halthos, assistant manager, and James Holtry, Morris Jeff and W. H. Mitchell, board directors.

Show Agents Out in Force At Neb. Meet

Al Bahe Renamed Prez, McClellan Secy.-Treasurer

LINCOLN, Neb., Jan. 28.—A record number of attraction representatives and a large turnout of fair executives were on hand here Monday thru Wednesday (23-25) at the annual convention of the Nebraska Association of Fair Managers in the Hotel Cornhusker. A total of 62 carnival and grandstand show agents and fair suppliers registered for a new high, H. C. McClellan, veteran secretary-treasurer, reported.

Despite bad weather thruout the State, which made travel hazardous, fair managers and board members in good numbers were on hand, most of them getting to Lincoln before the roads became dangerous.

One of the chief speakers of the program was Clarence Harnden, manager of the Saginaw (Mich.) Fair and past president of the National Association of Fairs and Expositions. Harnden, who was introduced as the "Man With 1,000 Ideas," lived up to the title and described numerous ways to better promote fairs and build up attendance in the face of strong competition from other entertainment media.

Most of the business sessions were devoted to county fair problems and were of the open discussion type. Judging of livestock was one of the major problems discussed at length. Plant improvements was the topic of the Wednesday morning session, with Jake Isaacson, of the Ak-Sar-Ben, Omaha, as the principal speaker.

All officers were re-elected, including Al Bahe, Wayne, president; Joe Bender, Weeping Water, Neb., vice-president, and McClellan, secretary-treasurer for his 12th term.

Tuesday night's annual banquet drew a turnout of 450 who dined and enjoyed a floorshow.

FAIR ASSN. MEETINGS

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, February 4 James T. Hetzer, 307 Bank Arcade, Huntington, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. W. Howard Vanderhoef, Hamburg, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 29-31. Clifford D. Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 1. J. M. Dean, Jackson, Miss., executive secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Maion Hotel, Little Rock, February 6-7. Leonard T. Barnes, P. O. Box 907, Little Rock, secretary-treasurer.

Louisiana Association of Fairs and Festivals, Hotel Bentley, Alexandria, February 8-9 Adolph Netter, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 24. Virgil C. Miller, Hutchinson, Kan., president.

Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

Pennsy Group

Continued from page 66

Pennsylvania State Police, told the group that America today "is on wheels" and said that the planned consideration of parking facilities was among the most important aspects in the operation of a successful fair. He said that fairs often parked vehicles, often including large trucks, near entrances and other places that were needed for patron's cars. Supervised parking of vehicles on the fairgrounds was another important success factor, he said.

A capacity crowd turned out for the banquet.

Jottings From North Carolina

Continued from page 72

had bothered to tell the management of the appetites possessed by loafing showmen. If the natives showed restraint and refrained from seconds, the showmen did not. Bob Conto, general agent of the Jack Kochman Hell Drivers (who insisted he was holding despite the absence of his boss), as saulted the magnificent display not less than four times, but only made the dessert section twice. Jack Perry claimed to have found the gaff on the joint—the size of the plates. But this only necessitated multiple trips. It was so good, in fact, that the showmen who were able to get up from the tables made like belly sticks to duke-in their friends.

Novel Display

Ed Burke, of the North Carolina State Fair, worked out a highly interesting exhibit for his meeting. It consisted of a peg board from which were hung, and available for inspection, the premium books of most of the State's fairs.

Absenteeism

Frank H. Kingman, manager of the Winston-Salem (N. C.) Fair, missed his meeting because of having to attend a special meeting of the International Association of Fairs and Exhibitions in his capacity as secretary. Curtis Leonard, program chairman, was tending to his firm's business in Milwaukee, and Bernard (Bucky) Allen, World of Mirth Shows concession manager, was tending to business at the Dominican Republic's World's Fair. Frank Bergen, show owner, and Bud Sollenberger took care of the hand-shaking in his absence.

The Upper Hand

Harry Cooke, agent, was pursued more than any single fair representative at the Virginia meeting. This odd situation resulted from the early awarding of the entire nine-day grandstand program at the State Fair, Richmond, to Harry. Agents for thrill shows and other such grandstand attractions treated the Sphinx-like Harry to all the courtesies over the weekend. Happy, no doubt, to have the shoe on the other foot for a change, Harry was still mulling over the situation when the group left for Williamsport and the Pennsylvania meeting.

Fun for All

The various banquet gatherings were all treated to the same basic entertainment headed up by Larry Elliott and his band and featuring Jean Kelly, contortionist; Bob Mack, vocalist; Les Barker, cartoonist; Lucille Loring, vocalist, and Jack Kelly, comedy juggling. Lorraine Horan, wife of the hell driving impresario, sang at several of the affairs, and the Morrison Sisters supplemented the Virginia bill.

Joe Higgins, GAC-Hamid rep, encountered the worst kind of frustration in Roanoke—the kind he remembers last having been exposed to when he was holed up in a Navy ship in a Saipan harbor. The talent impresario spent the weekend scouring the area for live artists and couldn't even come up with a rock 'n' roller.

IDEA LAUDED

Short Course Made Annual By Georgians

ATLANTA, Jan. 28.—A streamlined meeting with some 50 persons in attendance was held in the Biltmore Hotel last week by the Georgia Association of Agricultural Fairs. The 43d annual meeting was intended to be a closed affair, but some 20 amusement and other outdoor suppliers showed up. Officers are: E. Lee Carteron, of Atlanta, president; Doug Strohhenn, of Savannah, vice-president, and Joe F. Pruett, of Macon, secretary.

The association had drawn a fine attendance of well over 100 persons at its short course back in November at the State 4-H Boys Camp at Rock Eagle State Park. A poll showed that most contracting had been accomplished prior to the Atlanta session, so a quick affair was planned on.

Praise from many quarters was voiced on the short course, and it was decided to continue it annually. A change will be that the course will hereafter be a spring affair, so that fair people will have six months to apply any ideas picked up at the course. Timing of a session immediately following the fair season, it was felt, is poor timing, as many ideas thus acquired dissipate over the year it takes for the fair season to crop up again.

Membership Drive

Annual meetings and short courses will be held separately. Methods were discussed to stimulate membership, and it was recommended that more "Sell Georgia" displays be used in 1956.

In other actions, the association set up a trophy to be awarded annually to the fairman bringing the most members into the association, and also decided that dues should be established on a sliding scale, according to attendance at the front gate.

Members who joined the asso-

'55 NET IS \$53,124

Deily to Succeed Correll, 41-Yr. Vet at Bloomsburg, Pa.

BLOOMSBURG, Pa., Jan. 28.—J. Howard Deily, banker and former fair treasurer, was elected secretary of the Bloomsburg Fair Monday (23). He defeated by a vote of 448 to 415 Harry B. Correll, who had served as secretary for 41 years.

Maynard P. Mordan, president, polled 704 votes. He was opposed. A total of 867 ballots were cast. There are 1,791 association members and the total vote was less than anticipated in view of the interest in the contest.

Correll has been associated with the fair for more than 50 years and is well known thruout the industry. He served as an assistant secretary before becoming secretary. He is a past president of the Pennsylvania Association of Fairs and for a decade served as the president of the Central Fairs Circuit, a horse racing group.

Appleman Veepee

Following the tabulation members of the board met and named Sheriff Arthur Appleman Jr. vice-president. He succeeds James C. Stradling.

Profit of the 1955 event was reported at \$53,124.09. In 1953 the association had its biggest year, earning \$62,000 profit. In 1952, with expenditures up as the result of a centennial celebration, the fair made \$52,000. The worth of the plant was estimated at \$750,000 to \$800,000, at least.

The salary of the secretary was cut from \$2,000 to \$1,000 at the meeting. This was reported occasioned by the hiring of an assistant secretary for \$50 per week.

Other salaries are: President, \$1,000 plus \$200 when he acts as director of the Bloomsburg Fair Stakes; treasurer and superintendent of concessions, \$1,250 each; other department heads, each \$550.

Mordan, who said he visited nine fairs last year, said he found no event comparable to Bloomsburg in size which charged as

ciation for 1956 are: Chattahoochee Valley Fair in Columbus, Felix Jenkins; Elberton Fair, I. V. Hulme; Butts County Fair in Jackson, R. F. Armstrong; Georgia State Fair in Macon, R. M. Wade; Macon County Fair in Montezuma, Clarence Hair; Coosa Valley Fair in Rome, Arthur Ragsdale; Coastal Empire Fair in Savannah, George O. Parker; Emanuel County Fair in Swainsboro, Earl Varner, and Coastal Plains Fair in Tifton, L. E. Ireland.

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Rutland, Vt., Signs King Reid for 1956

Truck Show Replaces World of Mirth; Several Units Vie for Bloomsburg, Pa.

WILLIAMSPORT, Pa., Jan. 28.—The King Reid Shows were awarded the 1956 midway contract by the Rutland (Vt.) Fair Thursday (26), owner King Reid reported here at the annual meeting of the Pennsylvania State Association of County Fairs.

The Reid unit, a truck show, replaces the World of Mirth Shows, a railroader, which held the date for at least two decades. The fair opens on Labor Day and runs for six days. Reid is a resident of Vermont and a member of the State Legislature.

Arthur Porter, fair secretary, said the move was occasioned by the belief that a change in midway attractions would be beneficial to the fair.

The Rutland booking situation is unique in that the prime, up front, concession space has been held for years by Harry Ettels, a native and a professional. It is understood that Ettels will continue to operate these units and the show will receive secondary space.

WOM Has Week Open

As things stand now the World of Mirth has an open week over the holiday. Whether it will attempt to fill in or extend the dates it already holds to bridge the gap is not known.

The Champlain Valley Exposition at Essex Junction, Vt., has always preceded Rutland on the World of Mirth route. From Rutland the show has railroaded to Brockton, Mass., to open on an overlapping Saturday. This resulted in difficult equipment handling, necessitating the shipment of many units by truck and the contracting of smaller units to fill in at the Massachusetts fair while the transfer was made.

The switch, coming to light at the Pennsylvania meeting here, provided the most interesting in the

Moore Pacts Neb., Kan. Fairs

LAREDO, Tex., Jan. 28.—Jack Moore, owner of Moore's Modern Shows, is back in quarters after a booking trip that produced a number of fair and celebration contracts.

Signed for the season is the July 4 celebration at Greenfield, Ia. Early fairs to be played by the show will include Kansas annuals at Smith Center, Pratt, Russell, Syracuse and Ulysses. Nebraska fairs signed include Bladen, Culbertson, Imperial and Benkelman.

Rides and equipment are being painted and repaired for the George Washington Birthday Celebration which opens here February 15.

Bland Joins Tenn. Valley

SHEFFIELD, Ala., Jan. 28.—Frank Bland, a newcomer to Tennessee Valley Amusements, will handle general agent, advertising and special promotion chores, it was announced this week by Owner Theodore Meadows. Promotional work will include two children's matinees a week at which there will be merchandise giveaways and reduced prices on rides.

Back with the show this year will be Charles Griggs as business manager. Griggs, who will also have his concessions and shows on the midway, is currently booking Tennessee and Kentucky fairs and routing the show north into Ohio.

Maurice Meadows, son of the owner, recently purchased a 45-foot living trailer for his bride of three months.

carnival booking situation, along with the solicitation of bids from carnival companies by the Allentown (Pa.) Fair, a date which the World of Mirth has held for many years and to which it will return.

Reid was here to bid again for the Bloomsburg, Pa., Fair, one of the four big dates in the State. The James E. Strates Shows will return to York and Cetlin & Wilson to Reading.

The Reithoffer Shows were bidding strongly for Bloomsburg as were the Prell's Broadway Shows. It was reported that a decision will be reserved until next Friday.

EASY WAY

Early Deals Eliminate Big Action in Virginia

ROANOKE, Va., Jan. 28.—Carnival booking activity continued light at the Virginia Association of Fairs meeting here this week. The principal dates were contracted well in advance of the formal sessions at the Hotel Patrick Henry here Sunday and Monday (22-23).

The James E. Strates Shows, a railroader, continues at Danville, while its counterpart, the Cetlin & Wilson Shows, will return to the Virginia State Fair, Richmond.

The John H. Marks Shows, a Richmond-based organization, will play Lynchburg, Covington, Roanoke and Martinsville in its home State.

Ross Manning set Petersburg

Drews at Home In Gracewood

GRACEWOOD, Ga., Jan. 28.—A five-acre tract here, eight miles from downtown Augusta, is the site of the new home of James H. Drew Jr., owner of the James H. Drew Shows, and his family. The tract also serves quarters for the show.

The Drews have already moved into their home, located on Route 25. It's a seven-room ranch type house with two-car garage. Three rooms are to be added to the house. Show equipment is stored in a grove to the rear of the house, but plans are being made for construction of a warehouse on the property next fall to house equipment.

Since moving to Gracewood family members have become joiners. Young Jimmy is a member of the Cub Scouts and 4-H Club. Eula has joined the PTA and Eastern Star. The head of the household, already a Mason and Shriner, has joined the Fleming (Ga.) Lions Club. Drew plans to open a ride unit February 27 in the club's community park to help raise funds for playground equipment.

Willie Lewis Joins Heller

ROANOKE, Va., Jan. 28.—Willie Lewis has joined Heller's Acme Shows as business manager, it was announced this week at the Virginia Association of Fairs meeting here. Lewis has operated concessions with a number of Eastern shows for many years. He formerly served in a similar capacity with the Ross Manning Shows.

His show business interests include the operation of a kiddie park in Richmond, Va., where he makes his home.

Continental Says Route Shaping Up

LOWELL, Mass., Jan. 28.—Roland Champagne reports the route for his Continental Shows is shaping up nicely, with six fairs having been booked thru the Massachusetts meeting. Among them are Lyndeville, Vt., and Westport, N. Y.

Champagne looked for final dates to result from the Albany and Portland, Me., meetings, which he was to attend with agent Paul La Cross and secretary Fred Fritz. The trio attended the meeting in Greenfield, Mass.

Champagne acknowledged inquiries regarding his health, and said he is feeling fine. One new ride has been bought, he said, and the show will likely open in New York State the third week in April.

and Woodstock for his shows in advance. At the meeting he was intent on filling in an open date, preferably with Warsaw, but George Clyde Smith had the same thought. At meeting's end the dickering was not reported complete. Oscar Buck also journeyed here in search of a spot to break his show's jump from the extreme North to North Carolina for fall fairs. There was practically nothing available, however, that would match the open dates. With his route virtually solid otherwise, Buck expressed no concern.

Lloyd Serfass will route his Penn Premier Shows into the South via the fairs at Staunton and Fredericksburg. Prell's Broadway Shows will return to South Boston and Johnny Denton's Gold Medal Shows will return to Chase City, Va., as well as to the West Virginia State Fair, Ronceverte.

Rocco Massucci, of the Virginia Greater Shows, announced that his agent, William C. Murray, had booked Edenton, N. C. The date ties in with a Marine pay day.

A number of show representatives who made the South and North Carolina meetings failed to show here, presumably because their routes were filled or because they considered Virginia out of their territory.

Gullette, Winrod Busy At Ill. Fair Meeting

SPRINGFIELD, Ill., Jan. 28.—Bill Gullette, owner-manager of Imperial Shows, and E. L. Winrod, manager of the No. 2 unit, now titled Monarch Exposition Shows, announced they had signed a total of 21 Illinois annuals at this week's fair meeting.

The Gullette unit will play fairs at Brownstown, Alton, Morris, Taylorville, Carrollton, Lewistown, Knoxville, Fairbury, Mendota, Monmouth and De Kalb. Show will also play the De Kalb Centennial in June.

Winrod's show will play Illinois fairs at Belleville, Jerseyville, Warren, Milledgeville, Granite City, Polo, East Moline, Dixon and Rock Falls. In addition, the organization has signed to play four fairs in Arkansas, including the annual at Hope.

In addition to Gullette and Winrod, the two shows were represented here by Mrs. William Gullette, Mrs. E. L. Winrod, Mr. and Mrs. Jerry Cottell and Mr. and Mrs. Hub Luehrs.

Running a close second to the duo was Buff Hottle, who announced Illinois fair contracts at Peoria, Lincoln, Marion, Fairfield,

Royal American Again Awarded Canada Pact

WINNIPEG, Jan. 28.—Royal American Shows will be back this summer on the Western Canada Class A fairs circuit, which embraces Brandon, Calgary, Edmonton, Saskatoon and Regina.

The decision was made Monday at a meeting of the Western Canada Association of Exhibitions in the Royal Alexandra Hotel. There were no other bidders. Grandstand contract was awarded in Chicago last November to the Ernie Young Agency of Chicago.

Gross revenue of the five fairs in 1955 was well over \$3,000,000 and gross profit was \$739,926. Estimated value of grounds and buildings was placed at \$15,204,102.

Progress of the association over the past 10 years was noted. The 1955 attendance of 1,266,451 was close to 50 per cent higher than the 1946 figure of 881,069.

Capital expenditures by member fairs in 1955 totaled \$1,100,235 and capital outlay over the 10 years was \$6,668,745. Livestock prize money in 1955 was \$125,689, pari-mutuel play totaled \$3,723,016 and race prize money was \$188,856.

Calgary Exhibition and Stampede delegates were hosts at a breakfast meeting Monday and served a "Calgary Eye-Opener" followed by eggs, sausages and flapjacks. Guest speaker was Hon. L. C. Halmrast, minister of agriculture for Alberta. Later Rt. Hon. James G. Gardiner, of Ottawa, spoke on fairs as a barometer of the agriculture industry.

At noon delegates met at a luncheon to recognize the contribution of 30 past presidents of the association. Of the number, 11

(Continued on page 75)

Brown Returns To I. T. Show

NEW YORK, Jan. 28.—Morris Brown will be back on the I. T. Shows front end this season, it was announced this week. Brown left in 1955 to take a bingo out on Mullins Royal Pine Shows in Maine. He has been active around New York in recent weeks, lining up concessions for the I. T. organization.

Freeport, Metropolis, Arthur, Pinckneyville, Vienna, Mount Sterling, Greenville, Aledo, Newton, McLeansboro and Shawneetown.

H. V. Petersen, owner of Tivoli Exposition Shows, and J. O. Greene, general agent, closed to provide the midway attractions at the Paris and Sparta, Ill., annuals.

Calif. State Annual Mulls New Midway Deal

SACRAMENTO, Jan. 28.—A proposal by a carnival representative that a flat guarantee-gross percentage plan be the basis for awarding the 1956 midway contract at the California State Fair & Exposition is under consideration by the annual's concessions committee.

The plan was proposed by Bobby Cohn, general agent of the West Coast Shows, San Francisco. He said that under such terms the fair would probably earn more as it

Pecks' Route Called Best In History

KANKAKEE, Ill., Jan. 28.—Eight Indiana fairs, all contracted for three-year periods, have been set by Peck Amusement Company for its 1956 tour, said C. S. Peck, who, with Robert Peck, manages the show. According to the former the line-up of fairs, starting immediately after July 4, comprises the best route the show has ever had.

New to the Peck line-up this year will be a Spineroo, built by King Amusement Company, and a Tilt-A-Whirl, making a total of five major rides and four kiddie devices. The Pecks also plan to add a Teeter-Copter when the fair tour starts.

Plans are also under way to launch another unit this season, to be known as Alfred Wall Amusements. It will carry three major rides and two Kiddie Rides and will be managed by Alfred Wall. Kern will be assistant manager.

Work, under the supervision of Robert Peck and Kern, is now in progress at winter quarters here in preparing the Pecks' No. 2 unit, Key City Shows, for a late spring debut.

SLA Auxiliary Marks 38th Year

CHICAGO, Jan. 28.—The Ladies' Auxiliary of the Showmen's League of America celebrated its 38th anniversary at a Thursday (19) party in the organization's clubrooms in the Hotel Sherman.

Margaret Filograsso delivered the invocation and all welcomed Ann Doolan back to Chicago. Mrs. Doolan was in town for a few days before returning to her winter home in Altadena, Calif. Carmelita Horan, president of the Auxiliary, was presented with a basket of flowers covered with money, a gift from the ladies.

Sick list included Ann Belden, Margaret Filograsso and Minnie Simonds. Tom Rankine, son of Nan Rankine, was reported confined to the Veterans' Hospital, Coral Gables, Fla., and Charles Coss, husband of Grace, is recuperating at their Long Beach, Calif., home. Ralph Glick, husband of Lillian, was reported recuperating at home.

Elsie Miller requested that all club mail be sent to her at 3842 West Irving Park Road, Chicago 18, or to the Auxiliary at its Hotel Sherman address.

Chi Show Folks Install L. Capp

CHICAGO, Jan. 28.—Lucian Capp was installed as president of the Chicago chapter of Show Folks of America at recent ceremonies held in the North Park Hotel. He replaces Peggy Richards, who held the post for two years. Other officers are Henry Reick, George B. Flint and Sophia Tucker, vice-presidents.

would receive a percentage of all carnival revenue exceeding the guarantee asked by the board.

Earl Lee Kelly, concessions committee chairman, said the proposal will be given "very serious consideration," indicating that he believes a compromise between the flat cash guarantee and percentage can be reached. In the past the contract has been on the basis of cash guarantee bidding and the committee at first recommended that the 1956 fair follow along that line.

MIDWAY CONFAB

While visiting Glades Amusements at the recent Lake Wales (Fla.) Fair, D. D. (Tex) Blake talked the front of Jimmy Farmer's 10-in-1. He also cut up jackpots with Howard (Lucky) Laurendeau, inside lecturer, and Sandra Lee, annex attraction, who hosted in their trailer. The following day Blake gave a review of his forthcoming book, "Carney," before a women's club in Winter Haven, Fla.

Showfolk in the Maritime Provinces of Canada were saddened by news of the death of J. Eldon Wilson, veteran concessionaire with the Bill Lynch Shows, who passed away in St. John, N. B., after a lingering illness.

Joseph Lehr, spot worker, reports from Philly that Johnny Glynn in and around the Newark, N. J. area, has just undergone an operation in a Miami hospital. He would appreciate his friends dropping him a line in care of the Miami Showmen's Association 1799 N. W. 28th St., Miami.

Mimi Couch, daughter of Ray Couch, concessionaire on the West Coast Shows, is the star under the stage name of Carrie Williams in "A Member of the Wedding," currently playing at the Horseshoe Stage, Los Angeles. The production is produced by Robert Beecher and directed by James Edwards. "Wedding" is scheduled to play Tuesday thru Sunday at the theater thru April. . . Charles Goss, who manages one of the Rotor units for the Velare Bros., has been discharged from a Long Beach, Calif., hospital following surgery. He is at present preparing to take the Rotor on the road, with the Na-

Motor State Books Three New Fairs

BELLEVILLE, Mich., Jan. 28.—Motor State Shows this season will play a number of fairs new to its route, J. J. Frederick, owner-manager, announced here in winter quarters. Show has signed to provide the midway attractions at the Fort Wayne, Ind., fair as well as annuals at Aberdeen-West Point and Starkville, Miss.

Frederick said a new Big Eli Ferris Wheel will be delivered this spring and three new trailers have also been purchased. The Fredericks plan to visit the Tampa fair as well as the Mardi Gras in New Orleans.

Visitors to quarters included Harry Lottridge, Charles Krekelor and Leo Schultz.

tional Orange Show in San Bernardino, Calif., being the first date.

With the Mardi Gras just around the corner, the colony of troupers in Mobile, Ala., has increased rapidly. There for the 14-day event are Mrs. Hattie Wagner, Art B. Courtney, Jim Stutz, Jimmy Rates, Jack Williams and Flonnie Barfield. Glimpsed recently in hotel lobbies were Bob Parker, Buff Hottle, Harry F. (Fitzie) Brown and Johnny Denton, James L. and Lois Reed, who have their popcorn booked for a Davis Avenue location, are back in town after attending funeral services for Mrs. Reed's uncle in Dyersburg, Tenn.

H. B. (Tommy) Thompson, now head pencil pusher in Lee Amusement Company's office wagon in Montgomery, Ala., is now living at 3507 Fairgrounds Road there. The Thompsons plan on making the Mobile (Ala.) Mardi Gras and visiting Mr. and Mrs. Walter B. Fox while there. . . Ben M. Spielberger, showmen's friend in Sheffield, Ala., writes that the Sheffield Legion is planning a big spring festival in April or May.

Friends sent many cards and gifts to Mickie and Ralph Ryder, the couple report, when Laura was born in Brunswick, Ga., January 13. The Ryders, Girl Show operators, will rejoin Gladstone Exposition Shows for the 1956 season. . . Carmen Del Rio, who closed last season with Lisa Del Mar's Side Show on Hill's Greater Shows, is vacationing in Mexico. . . W. E. Page, owner of Page Bros. Shows, and his wife left for Tampa and the Florida State Fair after attending recent Tennessee and Kentucky fair association meetings. From Tampa they will go to Mobile, Ala., to take in the Mardi Gras and to visit Mr. and Mrs. Tex Roberts.

Mr. and Mrs. W. P. Gawle, who spent the holidays in St. Louis with relatives and friends, plan to head for Michigan soon to join Motor States Shows, Gawle as diesel man and Mrs. Gawle with her concessions.

Scott Lamb writes that his Congoland ding show racked up good business at several Texas towns during January. Sponsored by various organizations, the unit played Big Springs, San Angelo, Abilene and San Antonio to good takes. Bobby Obadall was a daily visitor in San Antonio.

Frank Capell is recovering from surgery at Medical Center, Jersey City, N. J., and will be discharged soon. . . Leo Brenner is still in Mount Pleasant Hospital, Baltimore. . . Francis J. McDonald is home from the hospital. . . Jack Rose is still in Veterans' Hospital, Coral Gables, Fla.

Rose Brown Inducted by St. Louis Fems

ST. LOUIS, Jan. 28. — Rose Brown was installed as president of the Missouri Show Women's Club at ceremonies held in the York Hotel here Thursday (19).

Also inducted into office were Sally Prevost, Marguerite Lohmar and Elsie Wear, first, second and third vice-presidents respectively; Mary Thompson, treasurer; Teresa Sidenberg, secretary; Barbara McGinley, sergeant at arms; Leonora Gdynia, social secretary, and Peggy Grim, chaplain. Estelle Regan served as femsee and Peggy Schantz, outgoing president, introduced the new officers.

Representing other clubs in the candle-lighting ceremony were Faye Davis, New York; Beatrice Gulliane, Detroit; Florence Cobb, Chicago; Edith Myers, Tampa; Jeanette Hart, Caravans, Chicago; Ellen Roberson, Miami; Tillie Pope, Kansas City; Marie Kirtley, Hot Springs; Lotis Francis, Dallas; Barbara McGinley, San Francisco, and Rose Brown, St. Louis.

Flowers were received from the Caravans and Ladies' Auxiliary of the Showmen's League, Chicago; Tampa Auxiliary and the International Association of Showmen. Congratulatory wires were received from Leva Villios, Mr. and Mrs. John Francis, Mr. and Mrs. Euby Cobb, Ida McCoy, Estelle Regan, Verna Schantz, Ed Schantz, Ruth Gordon, Rita and Kenny, Davis Family, Helen Germain, Mr. and Mrs. Morris Lipsky, Ladies' Auxiliary of the Michigan Showmen's Club, International Showmen's Association, Arlene and Kathy Impelizzeri and Teresa Sidenberg.

Outgoing president, Verna Schantz, presented Estelle Regan with an electric skillet on behalf of the ladies. Other past-presidents on hand included Catherine Oliver, Kay Gawle, Harriett Mayer, Ida McCoy, Clara Campbell, Jeanette Hart and Lotis Francis. In the delegation from the International Showmen's Association were Willard Germain, Dave Prevost, John Francis, Ed Schantz, Mac McGinley, George Regan and Bennie Wear. Floral decorations were arranged by Ida McCoy.

DETROIT, Jan. 28. — The first annual Riverama, civic festival staged last August, wound up with a \$1,232 profit, David V. Addy, city controller, announced. Receipts from concessions, box office and contributions totaled \$248,722. An additional \$82,371 was contributed by the city for permanent equipment.

FAIR INVITES OFFERS

Allentown Bids Spirited; World of Mirth to Repeat

ALLENTOWN, Pa., Jan. 28. — Frank Bergen's World of Mirth Shows will return to the Allentown Fair this year, according to stories published here.

The report is of special interest in view of the fact that representatives of midways and grandstand attractions were solicited en masse for bids for the first time.

This year, as the result of recent elections, midway and grandstand suppliers were required to submit their bids to committees appointed for these purposes.

Allan Travers represented the James E. Strates Shows. He said he was only acknowledging the invitation, since the Strates organization was booked solid.

Jack Hornfeld represented the Reithoffer Shows. Other bids were reported received by phone and letter.

RAS Awarded

• Continued from page 74

are deceased and six were unable to attend.

Honored were H. A. Knight, Regina; A. R. McLennan, Edmonton; L. G. Calder, Saskatoon; J. E. Rettie, Brandon, twice president; N. J. Christie, Calgary; P. W. Abbott, Edmonton, twice president; Archie Wilson, Saskatoon; J. F. Lunney, Regina; E. L. Richardson, Calgary; John A. East, Saskatoon, and Nate Andre, Regina.

Plaques were presented by Maurice E. Hartnett, managing director of the Calgary Exhibition and Stampede, to C. M. Baker, Calgary, the oldest past president; A. M. McIntyre, Saskatoon; F. W. Kemp, Edmonton; A. H. McGuire, Calgary; J. H. Warren, Saskatoon; W. A. Crawford-Frost, Calgary; Lee S. Williams, Edmonton; Dr. F. G. Salisbury, Saskatoon; D. A. R. McCannel, Regina; Alex McPhail, Brandon; George Edworthy, Calgary; W. Muir, Edmonton, and S. N. MacEachern, Saskatoon.

Convention guests included Doug Baldwin, manager of the Minnesota State Fair, St. Paul, and Emery Boucher, secretary of the Exposition Provinciale, Quebec.

Others noted included Carl J. Sedlmayr, C. J. Sedlmayr Jr. and Bob Lohmar, Royal American Shows; E. J. Casey, E. J. Casey Shows; J. P. (Jimmy) Sullivan, World's Finest Shows; Art Frazier, Siebrand Bros.' Circus and Carnival; Chuck Zemater, Charles Zemater Agency; Fred H. Kressmann, Barnes-Carruthers; H. T. Hand and S. S. McPhee, T. W. Hand Fireworks Co., Ltd.; Joe Godin, Interstate Fireworks Co., Ltd., and Ernie Young, of the Ernie Young Agency.

Frank Bergen and Bud Sollenberger represented the World of Mirth.

The grandstand contract will be awarded some time next week. George A. Hamid Sr., who has held the contract for many years, represented GAC-Hamid. Bob Bundy represented Associated Booking; Eldred Stacy represented Music Corporation of America; B. Ward Beam and Frank Wirth represented the latter's agency.

As a result of the mass attendance in Allentown on Wednesday (25), the meeting of the Pennsylvania State Association of Fairs at Williamsport appeared to get off to a slow start.

NSA Eyes New Seats, Group Insurance

NEW YORK, Jan. 28.—Several items of interest came up for discussion at this week's meeting of the National Showmen's Association, at which President Gerald Snellens presided for the first time. Although State fair meetings attracted several members who would have otherwise been present, spirited discussions made for an interesting evening.

The club is moving toward replacement of its old wooden chairs, by studying prices of tubular aluminum, padded models. A report on the progress will be made at the next meeting by Morris Batalsky, first vice-president.

Also due to report will be Dr. Jacob Cohen, who will look into the possibility of group insurance. It was reported that an idea to move the time of the annual banquet from Wednesday to Tuesday night was tabled, pending discussion with those groups which usually account for the largest blocks of tickets.

Jeff Harris, second vice-president, made a plea for support of the polio fund drive, and it was decided that members would be urged to contribute on an individual basis rather than form a club contribution.

Clarification is expected to be made at the next meeting on a subject brought up by Dan Thaler, regarding rights of the general assembly and board of governors under parliamentary procedure. Snellens said he would be guided by the definitions of club attorney Sidney Levine.

THE MIGHTY GEM CITY SHOWS

15--FAIRS--15 | 2--SPRING CELEBRATIONS--2 | 8--INDUSTRIAL CITIES--8

OUR 1956 ROUTE IS THE BEST YET, 15 Fairs, including such outstanding ones as:

DECATUR, ILL.
KANKAKEE, ILL.

DU QUOIN, ILL.
DAVENPORT, IOWA

TUSCALOOSA, ALA.
ROME, GEORGIA

ALBANY, GEORGIA
MOBILE, ALA.

2 BONA FIDE CELEBRATIONS IN JUNE: LOWELL, IND., and MUNCIE, IND., SPRING FESTIVALS

WE WILL BE "FIRST IN" IN 8 INDUSTRIAL CITIES IN THE MIDDLE WEST, ALL WITH OVER 50,000 POPULATION, INCLUDING EAST ST. LOUIS, BELLEVILLE, CHAMPAIGN-URBANA, AURORA, KANKAKEE, WAUKEGAN AND ROCKFORD, OPENING THE LAST WEEK IN APRIL WITH THE BIG AMERICAN LEGION CELEBRATION AND CAR GIVE-AWAY.

FOR A PROFITABLE SEASON BOOK WITH US AND BE ASSURED OF A GOOD SEASON.

SHOWS

Will book Shows of all types. High-class Grind Shows or any Attractions of merit. Especially want well-framed Side Show with own equipment, Animal Show and Motordrome. (Will book complete Motordrome or will turn our own Drome over to a capable Manager with Riders.)

RIDES

Will book any Rides not conflicting. Can place Scrambler, Round-Up, Rock-o-Plane, Roll-o-Plane and will book another #5 Eli Ferris Wheel.

CONCESSIONS

Will book a first-class Bingo that has class and flash. To play our entire route and work at every fair. Can place all types of legitimate Concessions, including Popcorn, Candy Apples, Candy Floss, Snow Cones, Water Games, Ball Games, Pitch Games, Hanky Panks of all kinds.

DON AND SAM GRECO WILL BE IN TAMPA, THRUOUT THE RUN OF THE FLORIDA STATE FAIR, AT THE THOMAS JEFFERSON HOTEL, TAMPA, FLA., TO TALK TO INTERESTED PERSONS DESIROUS OF BOOKING WITH THE GEM CITY SHOWS FOR THE 1956 SEASON.

All Others Contact: THOMAS HICKEY, 809 Jefferson St. (Phone: Baldwin 2-7090) Quincy, Ill.

FOR EASTERN CANADA'S BEST FAIRS— CONKLIN SHOWS

OFFER EXCLUSIVE PRIVILEGES ON
NOVELTIES—SCALES—AND GUESS-YOUR-AGE

WILL SELL THESE CONCESSIONS SEPARATELY—OR TOGETHER—FOR THE ENTIRE ROUTE!
The large attendance figures for these Fairs Guarantees Proven Results!!

Leamington, Ont. Aug. 2nd-6th	Sherbrooke, Que. . . Aug. 25th-Aug. 30th
Peterborough, Ont. Aug. 8th-11th	Quebec City, Que. . . Sept. 1st-Sept. 9th
Bellefleur, Ont. Aug. 13th-16th	Renfrew, Ont. Sept. 11th-Sept. 14th
Trois-Rivieres, Que. Aug. 17th-23rd	Lindsay, Ont. Sept. 18th-Sept. 22nd
Kitchener, Ont.—Sept. 24th—Sept. 29th	
WESTERN FAIR, LONDON, ONT.—Sept. 10th—Sept. 15th	

WILL PLACE SHOWS OF MERIT AND NON-CONFLICTING RIDES!!
ALSO, LEGITIMATE MERCHANDISING CONCESSIONS!!

Apply FRANK R. CONKLIN, P. O. Box 31, Brantford, Ontario, Canada



JOHNNY'S UNITED SHOWS

FAMILY TRADITION

NOW CONTRACTING CONCESSIONS FOR THE COMING SEASON, WHICH BEGINS IN MAY, OPENING IN ALABAMA

- | | |
|------------------------------------------------------------------------------------|------------------------------------|
| Brazil, Ind., Annual Rotary 4th of July Celebration and the following fair lineup: | DYER CO. FAIR, DYERSBURG, TENN. |
| SPENCER CO. FAIR, ROCKPORT, IND. | LIMESTONE CO. FAIR, ATHENS, ALA. |
| DUBOIS CO. FAIR, HUNTINGBURG, IND. | MORGAN CO. FAIR, DECATUR, ALA. |
| JACKSON CO. FAIR, BROWNSVILLE, IND. | CULLMAN CO. FAIR, CULLMAN, ALA. |
| WHITE CO. FAIR, CARMEL, ILL. | JACKSON CO. FAIR, SCOTTSBORO, ALA. |
| LAWRENCE CO. FAIR, BRIDGEPORT, ILL. | |
| CARROLL CO. FAIR, HUNTINGDON, TENN. | |

Two other well-known Alabama Fairs pending. Join the show with the proven route. Jumps are cut to a minimum. Concessions Open—Novelties, Long Range, Short Range, Floss, Sno Cone, Photo, Six Cat, Buckets, Glass Pitch, Parakeet Pitch, Ball Games, Pitch-Till-U-Win, other Hunky Punks open. Contact, stating what you have. Shows: Grind Shows of all types beginning the second week of June. Girl Show Operator for wagon-type front, excellent equipment. Minstrel Show Operator with people, office guarantee. Help: Electrician, best of wire, junction boxes, transformers. Must furnish qualifying references and drive.

All replies: JOHNNY PORTEMENT, Box #105, Gantt, Ala. Phone: 23. No collect calls



C.S. PECK presents **KEY CITY SHOWS**

OPENING MAY 14 WITH A NINE RIDE SHOW IN BRADLEY, ILL. PLAYING A SPRING ROUTE OF LARGE INDUSTRIAL TOWNS AS VALPARISO, IND.; WILMINGTON, ILL.; OAKLAND CITY, IND.; CENTENNIAL; HARVEY, ILL.; K. C. BAR-B-Q, CHAMPAIGN, ILL.; PAGEANT OF PROGRESS, WATSEKA, ILL.; THEN THE BIG 4TH CELEBRATION, MOUNT VERNON, ILL.; 70,000 ATTENDANCE IN 6 DAYS. THEN ALL FAIRS FOLLOW WITH FREE GATES—A SUPERB MONEY-GETTING ROUTE FOR THE SEASON.

NOW BOOKING Legitimate Concessions of all kinds, except Long Range. No gypsies.

SHOWS—Good route for Monkey Show, Glass House, Fun House, Snake Show, any good Grind Show will make money on this route.

Write or contact C. S. PECK, 2138 W. Hillsboro Tampa, Florida

WANTED
RIDE UNIT MANAGER

To take complete charge of Rides. Must know how to handle help. Salary and commission. RIDE HELP—Foremen for Ferris Wheel, Merry-Go-Round, Screw Ball, Tilt, Dodgem, Dipper, Kiddie Rides. NEED MERRY-GO-ROUND AND DIPPER FOREMEN NOW FOR INDOOR WORK. New, modern, heated winter-quarters now open. "Heavy" Saunders and Dell Wallace, please contact.

A. J. SUNNY AMUSEMENTS
13422 PROSPECT RD., STRONGSVILLE, OHIO PHONE: CENTER 8-6256

SOUTH FLORIDA'S BIGGEST YEARLY EVENT
Dania Tomato Festival
6 Big Days—6
March 5 to 10, inc., Dania, Florida

Can place Concessions, Shows, Fun House, Dark Ride, Side Shows, non-conflicting Rides, Kiddie Rides, Grab and Cookhouse. Sell Novelties exclusive. Everything open for this big date. Other dates follow. Address: FRED CANTREL, Mgr.; WILLIAM COWAN, Business Mgr.; Gold Medal Shows. All mail: 127 N.E. First Ave., Miami, Fla. Phone: MI-8-1062. P.S.: We have for sale one Frozen Custard outfit complete, mounted on truck; Electro Freeze, ready to go, \$1,400.00. Located in Miami. Ferris Wheel for sale or trade; see in operation at above date.

WONDERLAND SHOWS
OPENING APRIL 23, PLAYING GREATER WASHINGTON, D. C.

30th annual season playing established Celebrations in Greater Washington, D. C. This unit show carries 8 Rides, 25 Concessions, Free Elephant Act. Free gate.

RIDES—Want four factory-built Kiddie Rides, Roller Coaster, Boats, Auto, Train, or what have you? Live Elephant and Ponies booked. CONCESSIONS—Want Bingo, four Stock Wheels, P.C. and other legitimate Concessions. Will only book 25 and all Concessions must be contracted in advance of opening date. LIGHT PLANT—Wanted 35 or 60 KVA, will lease for season. Write price and all particulars. With or without operator.

AL PORTER, Route 5, Box 218, Frederick, Maryland

\$100.00 CASH REWARD
JOE SAVANO

For location of JOE SAVANO—Concessionaire—32 years old; wife, Janet, an Italian immigrant. For reward, call collect.

GEORGE TURNER
Phone: Victor 3-9888 OKLAHOMA CITY, OKLA.

PEPPERS ALL STATE SHOWS
OPENING MARCH 3, CLOSING DECEMBER 15

Want for the Mardi Gras, Feb. 2-14, location Conti and Conception. Novelties, Jewelry and neat Hot Dog Concession. Ride Men—Foremen for Ferris Wheel, Chairplane and Kiddie Rides wanted for season beginning March 5. Must be sober and able to drive. Want Concessions—Cookhouse or Grab, Hoop-La, Cork Gallery, Photos, Slum Blower, Short or Long Lead Gallery, Glass Pitch, String Games, Coke Bottles, Hi-Striker and Scales and Age. Agents for office-owned Ball Games, Set Spindle, Milk Cans, Balloon Darts, Pea Pool and Pan Game. Steve Ellington, Vernon Brown, Johnny Temple, get in touch with me. Wire

c/o WESTERN UNION OR WRITE P. O. BOX 337, MOBILE, ALA.

SUNSET AMUSEMENT CO.

Want Dodgem Foremen for new lightweight building, also Tilt Foreman for completely renovated 1951 Tilt. Both must be truck drivers and completely understand the rides and have been foremen in the past. Can use Second Men on all rides, be sober and drive semis.

P. O. BOX 25, CORAL GABLES, FLORIDA.

HELP WANTED

Can place immediately for winter quarters work SCENIC ARTIST and MECHANIC. Walter Roberts, answer. Also good, reliable Ride Help, contact me. Address all mail to

Lloyd D. Serfass
PENN PREMIER SHOWS
Care Tampa Showmen's Association
Carmen & Willow Sts. Tampa, Fla.

BRAND NEW GASOLINE ENGINES
Ideally Suited for Ferris Wheels, Merry-Go-Rounds and Other Rides.

Substantially below today's price for quick disposal. New and unused. Carry new engine guarantee. Due to changes in our machine specifications, we cannot use these new Minneapolis-Moline Power Units: 3 26 H.P., Model 165-4A, complete with hood, side doors and fuel tank, 1 38 H.P., Model 206-4A, eqptd. as above, 1 52 H.P., Model 283-4A, complete with hood and side doors, fuel tank and electric starter and generator, less battery. Write or call SAUERMAN BROS., INC., 620 S. 28th Ave., Bellwood, Ill. Phone: Linden 4-4892.

WANT CARNIVAL

For Free Fourth of July Celebration

L. W. Gildersleeve, Secy.
Rockport, Missouri

Midways, Shows Stressed at Tenn. Meeting

NASHVILLE, Jan. 28.—The importance of attractions at a fair was stressed by several speakers at the 34th annual meeting of the Association of Tennessee Fairs in the Noel Hotel here Thursday and Friday (19-20).

Burford Ellington, State commissioner of agriculture and one of the key speakers of the meeting, told the delegates that while the fair's most important role was agriculture, they should not neglect good midways and strong entertainment features as a lure to patrons. He complimented the fairs for their assistance to the farmers and requested that the association appoint a committee to work with the department of agriculture for the mutual benefit of both. W. F. (Red) Moss, Ellington's assistant, outlined the progress fairs had made in recent year.

Also speaking in favor of midways and grandstand shows was T. H. Locke, of the Lawrence County Fair, who called entertainment the means of bettering fair operations. Oscar Farris, county agent of Davidson County, discussed production contests, and G. B. Bailey, Knoxville, gave tips on catalogs and advertising exhibits.

Upwards of 125 turned out for the annual banquet on Thursday evening. Following supper, a floor-show was held with Malcolm Tate and Mary Kirby, organ and piano; Gordon Terry, Joe Benson and Judy Lynn, western music, and Bobo Barnett, clown.

Jack Vinson was elected president; Ernest Thurman, T. H. Locke and Bill Wynne, vice-presidents; L. E. Griffin, secretary-treasurer. Directors included P. W. Kerr, P. G. Cooke, Mrs. Maude Atwood, W. J. Huddleston, A. W. McCartney, W. G. Keaton, Roy McPeak, Stanley Shoaf and Mrs. Frank Stallings.

Carnival and attractive representatives and fair suppliers on hand included:

- Jack Oliver and Frank Poole, Gladstone Shows; Mr. and Mrs. Don Greco, Gem City Shows; Charles Griffiths and Ted Meadow, Tennessee Valley Shows; Floyd and L. J. Heth, L. J. Heth Shows; Earl Backer, Blue Grass Shows; Johnny Bush and Johnny Portemont, Johnny's United Shows; Rod Link, World of Pleasure Shows; J. L. Keef, Capital City Shows; John Galligan, concessions; Hal Eifer, Gooding Amusement Co.; Bill Andre, concessions; James H. Drew, James H. Drew Shows; W. J. Williams, rides; B. O. Tucker, cookhouse; Jack Norman, Olympia Attractions; Billy Senior, Barnes-Carruthers Theatrical Enterprises; George B. Plint, Boyle Woolfolk Agency; Bob Weems, GAC-Hamid; Aut Swenson, Swenson Thrillade; Dan Fleenor, Cavalcade of Canadian Daredevils; Bernie Shapiro, Southern Poster Company; Louis Rosenberg, Triangle Poster Co., and Mr. and Mrs. Lee Hendricks, Movie Land Horse Capers.

WINTER FAIRS

- Arizona**
Mesa—Maricopa County Fair, March 21-25.
- California**
Cloverdale—Cloverdale Citrus Fair, Feb. 24-26. J. Leroy Wehr.
Imperial — Mid-Winter Fair, Feb. 24-March 4.
Indio—Riverside Co. Fair and National Date Festival, Feb. 16-22.
Mesa—Maricopa Co. Fair, March 21-25. Harvey M. Johnson.
San Bernardino—National Orange Show, March 8-18.
- Florida**
Bowling Green—Strawberry Festival, Feb. 6-11. J. D. O'Haver.
Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Gruetzmacher, Box 248.
DeLand—Volusia County Fair, March 4-10. Lee Maxwell.
Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
Port Myers—Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King.
Port Pierce—Legion Fair, Feb. 20-25. Wally Owens.
Largo—Pinellas County Fair, Feb. 26-March 3. J. H. Logan.
Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
Sanford—Sanford Fair and Exposition, Feb. 13-18. E. O. Mayberry.
Sebring—Highland County Fair, Feb. 28-March 3. B. J. Harris.
Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
Williston—Levy Co. Fair, March 20-25. O. C. Belott, Mgr., Box 741.
Winter Haven—Florida Citrus Exposition, Feb. 13-18. Phil E. Lucey.

Heth Pacts 16 Fairs, Celes

TARPON SPRINGS, Fla., Jan. 28.—L. J. Heth Shows has almost completed its route of fairs and celebrations for this year, Joe Fontana, general agent, announced.

Route will include American Legion July 4 Celebration, Connersville, Ind.; Union County Fair, Sturgis, Ky.; Wabash County Fair, Mount Carmel, Ill.; Saline County Fair, Harrisburg, Ill.; Effingham County Fair, Altamont, Ill.; Purchase District Fair, Mayfield, Ky.; Dickson County Fair, Dickson, Tenn.; Wilson County Fair Lebanon, Tenn.; West Georgia Fair, Carrollton, Ga.; Barrow County Fair, Winder, Ga.; Cobb County Fair, Marietta, Ga.; Barstow County Fair, Cartersville, Ga.; Exchange Club Fair, Opelika, Ala.; Central Georgia Fair, Cordele, Ga.; Coastal Plains Fair, Tifton, Ga.; Decatur County Chamber of Commerce Fair, Bainbridge, Ga.

HUBERT'S MUSEUM
228 W. 42nd St. New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

CARNIVAL EQUIPMENT FOR SALE

Hershehl-Spillman Three-Abreast Merry-Go-Round, 33 horses, 3 chariots, with truck and tractor-trailer to haul same. No. 5 Ell Ferris Wheel with tractor-trailer. Smith & Smith Chairplane. Schiff Roller Coaster with special-built trailer. Eyerly Fly-Plane with tractor-trailer. Two 60 kw G. M. Diesel Light Plants, mounted on special-built truck, aluminum body with cat walks, 10-wheel tandem, perfect condition. One 20 kw G. M. Diesel Light Plant mounted on Van Truck. Two Sperry Search Lights with own power plants, mounted on special-built steel trailer, nice outfit at give-away price. 24-foot Diner Trailer with kitchen, complete equipment, with Ford C.O.E. Truck, special built body equipped with large Frigidaire and storage cabinets. Good price. 1947 Ford Pick-up. Cheap. 8 x 8 Pronto Pup outfit with special electric cooker. Nice outfit. Various other Carnival equipment, including trucks and tractor-trailers, 24 foot van trailer, also 32 foot underlung van trailer with Dodge tractor. Will sell complete carnival or any part for cash. All inquiries to

J. P. BOLT
ROYAL EXPOSITION SHOWS
1330 Grand Avenue, Orlando, Florida. Phone 2-4585

JIMMIE CHANOS SHOWS
NOW BOOKING FOR COMING SEASON. OPEN MUNCIE, IND., MAY 4

Want legitimate Concessions of all kind—Basketball, Long Range and Short Range Shooting Gallery, Balloon Dart, Photo Gallery, Fish Pond, Pitch Till U Win, Ball Games of all kinds. Neal Carlin, get in touch with me. Want Shows with own outfit, committee money only. Show has 12 office-owned Rides. Want Ride Help for Merry-Go-Round, Ferris Wheel, Octopus, Rolloplane, Flying Scooter, Roller Coaster, Caterpillar and one man to take charge of five Kiddie Rides. Also want Electrician; must drive semis. Any ride help who has been with me get in touch. All replies to

JIMMIE CHANOS
11 N.W. 70TH STREET MIAMI 50, FLORIDA

AMERICAN BEAUTY SHOWS
WANT FOR OPENING, APRIL 11

Can place Hanky Panks of all kinds. Will book Girl Show, Snake Show and Mechanical Show. (Whitey Nolte, answer.) Want Ride Help who can drive, must have Missouri chauffeur's license. Man to operate Long Range Gallery, must drive. Can use good Pony Ride, must have at least six ponies. Mr. W. Williams will be lot man this season.

Address: BOX 29, PERRYVILLE, MO.
P.S.: All people who are coming back contact at once.

AMUSEMENT CORPORATION OF AMERICA

presents the

OLSON SHOWS

"THE WORLD'S GREATEST MIDWAY"

NOW BOOKING FOR 1956 SEASON

OFFERING SHOWMEN, RIDE OWNERS AND CONCESSIONAIRES ONE OF THE GREATEST ROUTES OF OUTSTANDING FAIRS IN THE COUNTRY, INCLUDING THE FOLLOWING:

Allen County Fair, Fort Wayne, Ind.
Northern Wisconsin District Fair,
Chippewa Falls, Wis.
Illinois State Fair, Springfield, Ill.

Iowa State Fair, Des Moines, Iowa.
Kentucky State Fair, Louisville, Ky.
Inter-State Fair, Chattanooga, Tenn.
Alabama State Fair, Birmingham, Ala.

Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss.
South Alabama Fair, Montgomery, Ala.
South Texas State Fair, Beaumont, Tex.

OPENING DATE—JUNE 1—HOT SPRINGS, ARKANSAS

SHOWS: Can place several more good Grind Shows. These must have merit and be in keeping with the high standard of this show. Positively no Donation Shows on our Midway.

SHOWMEN: If you are responsible and have any new worthwhile ideas as to worthwhile attractions, we have equipment to furnish you and will finance you if necessary.

PAUL OLSON WILL BE IN TAMPA, FLA., FEBRUARY 4-5-6, AT THE THOMAS JEFFERSON HOTEL. CONTACT HIM THERE ON THOSE DATES; AFTER THAT WIRE, WRITE, PHONE:

PAUL OLSON, Gen. Mgr. 1061 THIRD AVE., RIVIERA BEACH, FLORIDA (PHONE: 44804 WEST PALM BEACH, FLORIDA)

RIDES: We will be glad to book any top Rides not conflicting with those operating on our Midway.

CONCESSIONS: Open Midway for Science and Skill Games and Hanky Panks for all season. Get on the bandwagon early and get the cream and a full season's work.



JAMES H. DREW SHOWS Cleanest Finest Most Dependable

WANT—For the 1956 season which opens early in April. CELEBRATIONS & FAIRS SOLID FROM JUNE 4th UNTIL MID-NOVEMBER.

CAN PLACE RIDE MEN: Foremen for Eli Ferris Wheel, Tilt, Octopus, Chair Plane, Little Dipper, Caterpillar and Roll-O-Plane. Also experienced Help on other Rides that are licensed drivers. Note: If you drink, do not apply.

WANTED: Mechanic who has circus and carnival experience.

WILL PLACE legitimate Concessions of all kind: Cookhouse, Popcorn, Apples, Snow Flies, Jewelry, Photos, Novelties and all Hanky Panks and Outright Sales. Everything is open at this time. Advise what you have.

NOTICE: Have Ride Unit opening here Feb. 27. Will place all Ride Men and Sale Concessions with this unit. Winter quarters is located eight miles South of Augusta on Rt. 725 at Gracewood. All address

JAMES H. DREW SHOWS
P. O. Box 899, Augusta, Georgia. Phone 33-190



L.J. HETH Shows

NOW BOOKING FOR SEASON 1956—WE HAVE 19 FAIRS

SHOWS: Monkey Show, Snake Show, Side Show, Motordrome, Girl Show Operator with Talent and Sound Sets. (Weather-bee, answer); any other Show not conflicting.

RIDES: Pony Ride, Boat Ride, Dark Ride.

HELP: Want Foreman and Second Men for Caterpillar, Octopus, Wheels, and Merry-Go-Round. All must be sober, licensed semi-trailer drivers. Operator for Fun House, must drive same.

CONCESSIONS: Cookhouse and Grab Stand, Arcade, Long Range Gallery, Short Range, all kinds of Hanky Panks.

FOR SALE: Crazy Mirror Glass House, built on semi-trailer with Tractor, price \$2,000. Come look it over in our winter quarters, North Birmingham, Ala.

WE WILL ATTEND THE FLORIDA STATE FAIR, TAMPA

L. J. HETH or **JOE J. FONTANA**
3123 North 28th Place Birmingham, Alabama or P. O. Box 914 Tarpon Springs, Fla.

ROCKY MOUNTAIN EMPIRE SHOWS

NOW BOOKING FOR THE SAN ANGELO FAT STOCK SHOW AND RODEO, MARCH 7 THROUGH 11


RIDES: Will book Round-up, Scrambler, Pretzel, Rock-O-Plane, other Rides that do not conflict.

CONCESSIONS: Will book clean, legitimate Concessions of all kinds.

WANT Fun House, Motor Drome or other worth-while Shows.

CAN USE reliable Ride and Concession Help.

FRANK O. SWARTZ
3519 NEWTON ST. DENVER, COLO.



WILLIAM T. COLLINS SHOWS "Pride of the Northwest"

"AMERICA'S LARGEST MOTORIZED MIDWAY"

WANT FOR THE FOLLOWING OUTSTANDING ROUTE OF FAIRS:

Jamestown, N. D.	North Dakota State Fair, Minot	Nebraska State Fair, Lincoln, Neb.
Fessenden, N. D.	La Crosse Interstate Fair, La Crosse, Wis.	Oklahoma Free State Fair, Muskogee, Okla.
Langdon, N. D.	All-Iowa Fair, Cedar Rapids, Ia.	Tulsa State Fair & Exposition, Tulsa, Okla.
Hamilton, N. D.	Sioux Empire Fair, Sioux Falls, S. D.	

RIDES WILL BOOK CATERPILLAR, DARK RIDE OR ANY NEW AND NOVEL RIDE.

SHOWS WILL BOOK MOTORDROME, MONKEY SHOW OR ANY WORTHWHILE GRIND SHOW OF MERIT.

CONCESSIONS WILL BOOK ALL KINDS OF LEGITIMATE CONCESSIONS THAT ARE UP TO THE STANDARDS OF THIS SHOW.

HELP WANT FOREMEN AND SECOND MEN FOR ALL RIDES. MUST BE LICENSED SEMI DRIVERS AND BE ABLE TO FURNISH REFERENCES.

WILL BE AT THE TAMPA FAIR, FEB. 4 TO 10

ALL REPLIES TO: WILLIAM T. COLLINS, MGR. 801 E. 7th St., Minneapolis, Minn. P. S.: SWEDE LUNDQUIST, CONTACT ME AT ONCE, VERY IMPORTANT.

ANCHOR TENTS



The Showman's Choice

Finest Materials—40 Yrs. Experience
Recognized as the Tent House of
FIT—STYLE—AND QUALITY

Concessions—Show Tents—Ride Tops—
Bingo—Merry-Go-Round—Cookhouse Tops

Aluminum Tent Frames—Light Weight
Hinged Legs—Slip Joints—Rustproof

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

NOTICE NOW BOOKING **MONEY MAKING SHOWMEN** **NOTICE NOW BOOKING**

MEMPHIS FAIR Sept. 21-29 One of U. S. A.'s Big 10 Shows—Revs Rides—Grind Will be at Tampa until Feb. 10 Thereafter Route 4, Box 727 Phone: 73-8472

I HAVE EXCLUSIVE CONTRACTS **CLIF WILSON**

DALLAS FAIR Oct. 4-21 2 1/2 Million People Last Year Shows—Anything Spectacular. Also Grind Shows. Permanent Address: 190 N. W. 93d St., Miami, Fla. Phone: Plaza 9-6536

MOTOR STATE SHOWS

OPEN LATTER PART APRIL. NEAR DETROIT

Want for long season, Fairs and Celebrations—Michigan, Ohio, Indiana, Tennessee, Mississippi. Close in November.

Hanky Panks, Glass Pitch, Photos, Scales, Novelties, Hi Striker, etc. One more show, have 20x30 top, etc. Foreman for Rock-o-Plane, Octopus Wheel, also 2nd men who drive.

J. J. FREDERICK, Mgr.
2263 Newton, Detroit 11, Mich.

ON THE WEST COAST CRAFTS HAS FOR SALE

Account of purchasing new equipment: 1—Little Dipper Ride, \$3,500. 1—Dark Ride (Pretzel), \$3,500. 1—Eight Car Whip, \$3,500. All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood.

Phone—Write—or Wire

CRAFTS 20 BIG SHOWS
7283 Bellaire Ave. Phone: Poplar 50909 or Poplar 50320 North Hollywood, Calif.



GLADSTONE EXPO SHOWS

15 FAIRS **15 FAIRS** **15 FAIRS**

In Kentucky, Tennessee and Mississippi—Opening April 15 near Jackson, Miss.

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CLUB ACTIVITIES

**Miami Showmen's
Association**
1799 N. W. 28th Street, Miami
Ladies Auxiliary

President Agnes Grasso called the 145th meeting to order. On the rostrum with her were Kitty Glosser, first vice-president; Ann Whitehead, second vice-president; Lois Weiss, treasurer; Hilda Roman, recording secretary, and Rhea Carson, corresponding secretary. Invocation was given by Chaplain Elsa Bryant, followed by the salute to the flag.

Mrs. George A. Hamid, past president of the New York club, and Mrs. Edith Wolper, past president of the Los Angeles association, were invited to sit on the rostrum. They both addressed the meeting. Hilda Roman read minutes of the last meeting and Rhea Carson read correspondence from Betty Endy, Greater Tampa Showmen's Association and the National club. Lois Weiss read the treasurer's report. Pearl Ridings reported on membership applications. Bea Truesdale advised that Molly Straus was on the sick list.

The penny parade brought in \$13.01 and the dark horse \$23.23. The latter was won by Elsa Drayer. Freda Wilson donated a case of Canadian whiskey for the Frolics party, not a case of soft drinks, as was reported.

**Arizona Showmen's
Association**

216 West Washington, Phoenix
PHOENIX, Jan. 28.—A total of 40 members turned out for the Monday (23) meeting. A. H. Siebrand, new president, was in the chair.

Back after an absence of eight years was Henry Carlyle, a past president, who delivered an interesting talk. Plans for the addition of more graves in the burial plot was discussed. Also announced were plans for several booster parties in the near future.

George Redwood walked off with the pot of gold. Following the meeting refreshments were served by the ladies.

**Pacific Coast Showmen's
Association**

1235 South Hope Street
LOS ANGELES, Jan. 28.—The annual Hi Jinks and Going-Away Party will be held in the club-rooms here February 11, Steve Vaughn, committee chairman, told the group at its regular weekly

meeting Monday (23). On the rostrum for the session were President Edward Harris, Vice-President Robert Downie, Secretary Bob Matthews, and Treasurer Harry Phillips. Jack Christensen, a Show Folks of America past president, was invited to the rostrum.

President Harris, who conducted the meeting, named a committee for the Hi Jinks to serve with Vaughn and Joe (Red) Dauer, the co-chairman. Members named were Harry Seber, Sam Landesman, Sam Dolman, Alex Freedman and Downie.

Eddie Roth spoke on the behalf of the Booster Plaques. Last year the project raised nearly \$1,000 for the club. President Harris named Booster representatives for the shows. They include: Monte Young Shows—Moe Levine, Joe Snobar; Babcock United Shows—F. M. (Pete) Sutton, Ed Butler; Crafts No. 1—J. Frank Warren, Orville N. Crafts; Crafts No. 2—Jimmy Lantz, Roger Warren, Joe Durant; West Coast No. 1—Art Anderson, Hunter Farmer; West Coast No. 2—Sam Landesman, Al Rodin, Louis Leos; Siebrand Bros.—Joe Steinberg, William J. Siebrand, Sam Steffin; Foley & Burk—M. H. Ellison, E. S. Fitzgerald, and Douglas Greater—Harry Merkel, Bud Douglas and Harry Berman.

A letter was read from the cemetery board setting down specific uses for the money in the fund assigned to it. The move was taken following the disastrous train wreck here Sunday night (22), which killed about 30 people.

All committees reported progress. The sick and relief committee, represented officially by Harry Phillips, revealed that Andrew Carson had undergone surgery that day in General Hospital; Harry Horowitz was discharged from the hospital in San Diego; Clyde Gooding scheduled for discharge in another two weeks; Lou Godfrey confined to his home; Doc McCullough and Jack Kenyon went out after illnesses; Charlie Goss out after surgery; Harry LaMack undergoing treatments for a heart condition, and Harold Mook still confined to his room. A call for blood was made for Benny Haberman, who is associated with Alex Freedman, Reuben Castan in on the sick list and Bert Fisher still confined to the Community Hospital in Long Beach.

Members called upon to speak included Dick Kanthe, Toney Martone, Al (Moxie) Miller, Harry Ross, Sam Alexander, Dick Manley, Bill Meyer, George Perkins, Al Ross, Sam Hohman, Louis Wald, Danny Wilson, Al Weisman, Alex Freedman and F. M. (Pete) Sutton.

**National Showmen's
Association**

317 West 56th Street, New York
NEW YORK, Jan. 28.—Several membership applications are being held up, chairman David Brown reports, as other members of his eligibility committee are out of town and have not been able to vote on the names.

Members observing their birthdays during the first 12 days of February include Sam Robbins, Julius Roth, Myer B. Pinsker, George A. Hamid Sr., Sol Grant, Francis Messmore, Rocco Trupiano, Frank Bergen, Charles Holliday, David Rosen, Tom Coffey, John McCormick, Howard Pereira and Sam Prell.

Recent club visitors included Nelson Beardsley, of Albany; Frank Kellar, Saul Shaw, Sam Peterson, Sam Wertheimer, Dave Rosen, Charles Rubenstein, Eddie Elkins, Ben Levine, Jack Alfred, Joe Gilbert, Charles Young, John Argos, Louis Kronenberg, George D. Hensley, Fred Nardle, Sam Walker, Jack Zupan, Al Janpol, Sam Rothstein, Edward Allen, Jack Stern, Morris Brown, Murray Spitzer, Morris Glass, George Rector, Jimmy Reid, Irving Pearlstone, Ike Weinberg, Louis Reiben, Henry Kaufman, Danny Thaler, Charley Davenport, Gerald Snellens and Jeff Harris.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT
CINCINNATI OFFICE**
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Cincinnati 22, O.

- | | |
|-----------------------------------|------------------------------------|
| Adair, Billy | Byrd, Thos. C. |
| Adams, Forest | Callahan, Mike |
| Adams, Julie | Campbell, Archie |
| Adams, Wm. Peter | Campbell, Mr. (From Flying Allens) |
| Adkins, Buster | Campbell, Wm H. |
| Agin, Benj. | Canter, K. C. |
| Albaugh, Omar | Allen, Julia N. |
| Allen, Frank | Allen, Kenneth C. |
| Allen, Leander T. | Allen, Lee |
| Allen, Lee | Anders, Jr., W. G. |
| Anders, Frank | Andrews, Frank |
| Annin, Ralph J. | Archer, Whitey |
| Archer, Whitey | Arrowood, Hunt |
| Arrowood, Hunt | Ashley, Earle |
| Ashley, Earle | Byers, Maurice C. |
| Byers, Maurice C. | Baby Tramp |
| Bachstein, Aiden Ray | Bachstein, Aiden Ray |
| Bain, Mr. Gene | Bakke, Russell Robt. |
| Baldwin, Wm. | Barabee, Paul (Palace of Wonders) |
| Barabee, Paul (Palace of Wonders) | Barfield, Emmett |
| Barfield, Emmett | Barnett, David |
| Barnett, David | Barr, Jona Calvin |
| Barr, Jona Calvin | Bawers, Robert |
| Bawers, Robert | Beach, Fritz |
| Beach, Fritz | Bechard, Arthur E. |
| Bechard, Arthur E. | Beck, Don |
| Beck, Don | Beckwith, Doris |
| Beckwith, Doris | Bennett, Bob |
| Bennett, Bob | Bennett, J. L. |
| Bennett, J. L. | Bennett, Tom |
| Bennett, Tom | Berousek, Mike |
| Berousek, Mike | Best, Rudolph |
| Best, Rudolph | Beverly, Wm. |
| Beverly, Wm. | Bixler, Walter F. |
| Bixler, Walter F. | Black, Wm. D. |
| Black, Wm. D. | Blackley, Robt. |
| Blackley, Robt. | Blaidell, Jos. Oscar |
| Blaidell, Jos. Oscar | Blakely, Benton H. |
| Blakely, Benton H. | Bluestein, Rubin |
| Bluestein, Rubin | Blyth, Bill |
| Blyth, Bill | Bradley, J. R. |
| Bradley, J. R. | Brady, F. J. |
| Brady, F. J. | Brady, Henry S. |
| Brady, Henry S. | Bray, Geo. M. |
| Bray, Geo. M. | Branchard, Paul |
| Branchard, Paul | Brennenan, N. C. |
| Brennenan, N. C. | (Tracy) |
| (Tracy) | Brewer, Al (Dude) |
| Brewer, Al (Dude) | Brindley, Myron |
| Brindley, Myron | Broefel, J. J. |
| Broefel, J. J. | Broadway Star |
| Broadway Star | Brooks, Boyd Bryant |
| Brooks, Boyd Bryant | (Rebel) |
| (Rebel) | Brooks, Chas. C. |
| Brooks, Chas. C. | Brown, Mr. Jessie |
| Brown, Mr. Jessie | Brown Jr., Thos. |
| Brown Jr., Thos. | Harvey |
| Harvey | Bruce, Carol |
| Bruce, Carol | Bruno, Rodney S. |
| Bruno, Rodney S. | Bryan, Jos. Alfred |
| Bryan, Jos. Alfred | Bryant, Lucille |
| Bryant, Lucille | Buckanan, T. K. (All Star Circus) |
| Buckanan, T. K. (All Star Circus) | Burch, Ernie |
| Burch, Ernie | Burch, Milton |
| Burch, Milton | Burk, Wm. |
| Burk, Wm. | Burridge, Jewel |
| Burridge, Jewel | Butler, Clint |
| Butler, Clint | Butler, Willard |
| Butler, Willard | Byrd, David |
| Byrd, David | |

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| Diallo, Betty | Hendrix, C W & Sons |
| Dinge, Lester | Henson, Kenneth |
| Docen, Chas. | Hiatt, Chester |
| Donald, Geo. M. | Hicks, Bob & Kitty |
| Donehan, Frances | Hoar, Geo. |
| Donnelly, Russell | Hoar, Geo. |
| Dowling, Harold R. | Hobart, Robt. |
| Downs, Mrs. Betty | Hoye, H. E. |
| Downs, Geo. (Red) | Holtzner, Art |
| Drake, Robt. B. | Horn, Larry & Mrs. |
| Duchene, Mrs. Lewy | Huff, Joe |
| Duchene, Lewis | Hughes, Clifford |
| Dumond, Maurice | Hukle, Frank (Cook) |
| Dunn, Orville | Humbert, Frank D. |
| Duran, Martha | Humphreys, Warwick |
| Eames, James S. | Hupp, Chas. H. |
| Eddy, Samuel D. | Husted, W. S. |
| Edlund, Mrs. Faye | Jackson, Eddie |
| Elias, Tyler, Carl | Jackson, Wm. |
| Emery, John | Jacobs, Chas. C. |
| Erreco, Dominick | Janison, Betty |
| Erwin, L. O. | Jannison, Claude Lee |
| Evans, Louis C. | Johnson, Chas. R. |
| Evans, Ted | Johnson, Howard |
| Evans, Zella | Johnson, W. C. (Tex) |
| Fair, Arthur | Johnson, J. J. (Thos. Joyland Shows) |
| Farmer, Wm. | Johnson, Roscoe |
| Farnowski, Arnold | Johnson, Russell & P. |
| Fernant, Richard | Johnson, Wm. & Mrs. |
| Finnerty, Mrs. | Johnson, Wm. G. |
| Finnerty, Mrs. Marie | Johnson, Wm. T. |
| Flynn, Jack | Jones, Arthur |
| Foltz, Earl B. | Jones, Avery B. |
| Fordnerberg, Chas. L. | Julliano, Jos. |
| Ford, Robt. | Kackly, Harry |
| Forkum, Mrs. | Kaus, Connie |
| Frost, Mrs. Joe | Kayda, Al |
| Gallagher, John | Keller, Floyd |
| Gallagher, Luke | Keller, L. C. |
| Gallagher, Luke | Kelly, Jack C. or Lara A. |
| Gallup, Theodore T. | Kennison, Leon Roy |
| Gant, James Lee | Kight, Gene E. |
| Gardner, M. H. | Kimlin, Raymond |
| Garris, Bill | King, C R |
| Geck, Joe (Daddy) | King, Hazel |
| Gilbert, Wm G. | Kobaeker, Robert |
| Glover, Wm Elton | Kuball, August |
| Goldhall, Howard S. | La Mont, Johnny & Loretta |
| Goff, Peggie Lee | Lamkin, Louis or Le Verne |
| Goff, Peggie Lee | Lance, Jack |
| Gofford, Mrs. Ann | Land, Lucky |
| Goodridge, James C. | Landers, Mrs. Virginia |
| Goodwin, D. L. | Langley, Maynard A. |
| Gordon, Geo W. | Larrey, Betty |
| Grassi, Ann | Lawrence, Luther |
| Gray, Mrs. Helen | Lee, Kenneth |
| Grigg Bros. Show | Layton, Ralph C. |
| Griggs, Walter | Lee, Jack |
| Grubbs, Melberta | Lee, Marvin |
| Hackett, E. J. & Mrs. | Lee, Paula |
| Haddad, Eugene & Mrs. | Lee, Robert |
| Hale, F. J. (Pid) | Lee, Tomna |
| Hall, Earl E. | Leslie, Don |
| Hall, Forrest Carrol | Lester, Jack |
| Hall, Wm. J. E. | Lewis, White |
| Halstead, Arthur R. | Lines, Rev. W. J. |
| Hamel, Wm. S. | Long, Beverley |
| Hansen, Arthur | Lurington, Jim |
| Hanson, Bill | Mac Loughton, Mr. (mug joint) |
| Hardy, Naomi | McCall, J. J. |
| Harrington, Albert | McCaully, Mrs. Alberta |
| Harris, Lester | McDonald, Joe |
| Harris, Ray Wm. | McKroy, Hayden E. |
| Hart, Edgar G. & Mrs. | McGinnis, Clearburn |
| Hartman, Robt. | McGinnis, Gladys |
| Harvey, Henry | McGuire, Jerry S. |
| Harworth, Joe | Majestic Greater Shows |
| (Lion Tame) | |
| Heck, Robt. Allen | |
| Hendricks, Wm. C. | |
| Hendrix, Cecil | |

(Continued on page 84)

**Greater Tampa
Showmen's Association**

WILLOW at Carmen, Tampa, Fla.
TAMPA, Jan. 28.—President O. J. Weiss opened the 8th annual meeting with 132 members present. Also on hand were C. C. Groscurth, second vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer. Al Sweeney first vice-president of the Showmen's League of America, was invited to the platform.

George Ringlin reported the sick list included Benny Fields, Dick Gilsdorf and Lewis Morgan. He also reported that nine members had been buried in Showmen's Rest during '55 for a total of 29.

Joe Sciortino announced that the club had 766 paid-up members and that Harry Hauck needed only six more applications to bring his total for the year to 50 members and get a gold card. The club's efforts on behalf of the March of Dimes netted \$848.40. Jack Wright Jr., chairman, had entertainers and musicians from the club and many night spots working almost all one day.

President Weiss presented placques to Dave Schwartz, Irish Gaughn, Glenn Porter, George Reinhardt, C. C. Groscurth, Bobby Hasson, Jack Wright Jr., George Ringlin, Johnny Johnson, Howard Piercy, Joe Sciortino, Jimmy Cyrs, Tommy Arger, Johann Petrusson, Earl Maddox, Turk Abraham, Ernie Wenzik, Harry Julius, Maury Brod, Sam Gordon, Bucky Allen, Jack Rose, Tom Adams, William Clain, Joe Fontana, Harry Rubin, Sam Delaney, Dick Gilsdorf, Paul Sprague, Jack Young, Harry Hauck, Eddie Hunter, Doc Hartwicke, Art Detwiler, Tony Bares, Eddie Lowe, Bob Buffington and Bobby Wicks.

WANT

To locate Dave Chisholm, nickname "Sucker-Killin Slim," formerly with 20th Century Shows. \$25.00 for location or address. Telephone: Midway 6-7415, collect, or write

G. LAMM
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SHOWS—RIDES—CONCESSIONS
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8 good guns.
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27th Annual St. Alfie Festival, Omaha,
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REWARD
for information leading to the arrest of persons involved in the robbery of Alex Freedman of \$8,500 in Los Angeles Jan. 2, 1956. All replies held in confidence.
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Beatty Concessions Go to Kernan & Co.

Ex-Ringling Combine Succeeds Jacobs; Season to Start March 14 at Quarters

DEMING, N. M., Jan. 28.—Concessions on the Clyde Beatty Circus have been granted to Walter Kernan, who was with Ringling-Barnum until mid-season of last year.

Kernan will be on the show as manager of the concession department. Bob Reynolds will be superintendent and pie car manager on the show. It is understood that Frank McClosky and W. E. Lawson are associated with Kernan in the project but will not be on the show.

The concessions formerly were

operated by the Jacobs brothers' organization of Buffalo, N. Y.

The Beatty show will open March 14 at Deming, with the Cisco Kid as a new feature. Also signed are the Bogino Troupe, doing three ground acts, and others.

Plans to build another seat wagon to go along with those used last season were dropped, and blues will be used as usual.

After opening here, the show will play five other stands before moving into Los Angeles to start a 12-day run.

Frank Orman continues with the show as manager, after a year with the King-Cole organization.

Meanwhile, show owner Clyde Beatty, his wild animals, elephants and horses, left the show's winter quarters here Thursday for Detroit, where they will be with Orrin Davenport's Shrine production. They also will appear at Cleveland, and part of the acts will be in the St. Paul and Minneapolis Shrine shows. Equipment and stock moved aboard three baggage cars.

TIM MCCOY WILD WEST ROUTE BOOK & HISTORY

This 68 page book is loaded with clear photos of personnel, equipment and wagons. Complete roster, program, wagon list, route card. Biography of Tim McCoy; Kelly group photo, newspaper ads, lithos, letterheads, tickets all clearly reproduced. Three color cover. A must in every collection. Anyone that was on this show in 1938 will surely want a copy. Send check or money order for \$1.50 to Pfening & Snyder Co. 1076 West Fifth Ave. Columbus 8, Ohio

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CIRCUS WANTED

Some time during 1956 season. Population of 25,000 within radius of 5 miles. Sponsored by American Legion.

Contact
GILBERT ROSE
330 W. Florence St. Oglesby, Ill.

WANTED

Freelance Acts of all kinds. Have valuable New York connections. Contact me before coming east.

RAY BEAUDET
15 E. 48th Street New York, N. Y.

BEERS-BARNES CIRCUS

Wants Acts, prefer family acts, for season opening middle of April. State salary first letter. Address

591 N. W. 63 St., Miami 50, Florida

FOR SALE 2 ELEPHANTS

Gentle—Trained for TV and Circus Acts. Both for \$5,000 cash.

HARRY RIMBERG
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ROGER ALLEN
1-5 o'clock at Alliance, Ohio, 5289 or 5243

PHONE MAN

Can use one experienced, sober producer on good Sheriff's deal. Plenty TAP renewals. Want man living in Washington, D. C., or nearby vicinity only.

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PHONE BILL, EDDY OR RAMONA
Rockford, Ill., 4-0641; Kankakee, Ill., 3-6031; Rock Island, 6-2369.

UNDER THE MARQUEE

Robert Good, Allentown, Pa., writer that Frank B. Updegrove Jr., Bechtelsville, Pa., lost his model circus in a fire. Updegrove was a long-string driver and blacksmith with Ringling-Barnum in the past. . . . Jake Disch writes that the Racine, Wis., circus fans held a banquet which he attended. Among members of the group is Jim Cody, relative of Buffalo Bill. Jack Guill, Charles Tiede and Warren Langlois are leaders of the group. . . . George Bink is back in Cudahy, Wis., after holiday dates with his dogs. . . . Jay Jaxon, stilts and vent, visited Disch recently. . . . Al Sigsbee, former agent, is at his home following hospitalization. . . . Mrs. Jake Disch is ill at St. Mary's hospital, Milwaukee.

Howard Y. Bary is in Wichita and Kansas City for promotion of the Hamid-Morton Circus dates coming up there. . . . Bill Naylor, press chief for Polack Eastern, caught the Western unit's opening and stopped off at the show's Chicago headquarters before moving into Madison, Wis., to handle the opening date there.

Walter Heintz, of the Shyrettos, and other members of the act flew to New York for an appearance on Perry Como's TV show. Between (Continued on page 80)

Roland Butler Quits Ringling; Lambert Replaces Nicolas

Press Chief's Post Vacant Again; New Equestrian Director Appointed

SARASOTA, Fla., Jan. 28. — Ringling Bros. and Barnum & Bailey Circus has lost its publicity director again and changed equestrian directors.

Roland Butler, veteran publicist who returned to his old post after a season's hiatus on December 21, quit on Tuesday (24). The reason for his departure was said to be his health. However, there were disagreements about salary and about expenses, it was learned.

Preston Lambert was named equestrian director, succeeding Count Nicolas.

Lambert has been announcer with a number of Shrine circuses and for Barnes-Carruthers grandstand shows at fairs in the past few years. He is a graduate of Northwestern University, Chicago.

Count Nicolas, whose full name is Angelo Nicolas, was with the show as an usher for several years and became equestrian director about three years ago. He said he was "resigning for personal reasons" and that he would visit in New York and then go to Europe.

Staff Jobs Open

The show's loss of Butler leaves the press department among several without a chief at this time. No one has been named to be bandmaster, altho two persons are reported to have turned it down. No appointment to fill the vacancy left by Theo. Forstall, treasurer with the show, has been made. It also is understood that Bobbie DeLochte and Walter Rairden, of the show's treasurer's department, have resigned, and both are working in Indiana.

While unofficial reports name a candidate for the post of boss elephant man, the appointment apparently has not been made and the job remains open. The train department may also be in for a change.

The press department formerly was headed by Ed Knoblauch, who was taken ill in Cuba, reportedly after a discussion involving his con-

tract with the show. Knoblauch now is hospitalized in Illinois.

Meanwhile a scheduled meeting of John Ringling North, Michael Burke and General Agent Paul Eagles has been delayed pending the return of Burke from the East. He was called away on account of illness in his family. The session will be Monday (30) or Tuesday (31), it was expected.

2—PHONEMEN—2

For full season. Must be reliable. Contact **JACK KWIET**

Polack Bros.' Circus, Shrine Circus office or West Virginian Hotel, Bluefield, West Virginia. Taps — no collect.

4—PHONEMEN—4

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J. F. SHAFER
Room 302, Glendale 4-6168
104 S. Market Canton, Ohio
(No collect)

PHONEMEN

Write top money every day. Two more Florida spots to follow this. Pete McGrath, call.

BILL HARDY
West Palm Beach, Fla.
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Miller Meet To Set Plans

HUGO, Okla., Jan. 28.—The Miller family, owners of the Al G. Kelly & Miller Bros.' Circus, is holding its 1956 planning session at winter quarters here over the weekend.

The annual meeting is attended by Obert Miller, general manager, and his sons, Kelly Miller and D. R. Miller, co-owners. From the meeting is expected to come word of the show's plans and policies for next season.

Ed Knoblauch III; Flown From Cuba To Peoria Hospital

PEORIA, Ill., Jan. 28. — Edward Knoblauch, publicity director for Ringling-Barnum circus for the past two years, has been brought to a hospital here from Havana, Cuba.

He was stricken with a cerebral hemorrhage at a Havana hotel while vacationing there during the show's Cuban engagement. Knoblauch was kept under an oxygen tent during the flight.

Peoria is his home, and he was with newspapers here before going with the Associated Press and International News Service. He was INS correspondent in Cuba and in Spain before joining the circus staff.

Joe Metcalf, Elephant Man, Dies in West

LOS ANGELES, Jan. 28.—Funeral services for Joe Metcalf, 79, veteran elephant trainer, were held at Showmen's Rest of the Pacific Coast Showmen's Association here Monday (23).

Metcalf was in show business for 67 years and his career in handling elephants was long and colorful.

When the bulls on the Sells-Floto Circus bolted in British Columbia and when the Barnes Show's notorious Tusko was in one of his frequent bad moods, it was Metcalf who was called upon to handle the situations.

Born in Roanoke, Va., Metcalf joined Gentry Bros., working in the cookhouse when he was 12 years old. His first assignment with animals was the training of cats. After he began to work with elephants, he was with Gollmar Bros., Hagenbeck-Wallace, Heritage Bros., and Al G. Barnes. Moving to Venice, where he made his home in late years, he handled the bulls at the old Selig Zoo and for motion picture studio assignments.

The pallbearers included Slim Walker, George Emerson, Frank Phillips, Bob Matthews, Eugene (Arkie) Scott and Barney Unrath. He is survived by his widow, Anna, and a son, Teddy, both of Venice.

Jack Mills Sets Honolulu Jaunt

CLEVELAND, Jan. 28. — Jack Mills, co-owner of the Mills Bros.' Circus, is due back here Monday (30) after a week-long, hurry-up trip to London to line up additional acts and complete his staff. In two weeks Mills is slated to fly to Honolulu for a fortnight's business and vacation trip.

Meanwhile, his brother, Jake Mills, who has been looking after work in winter quarters at Jefferson, O., during Jack's absence, said this week that the two baby elephants purchased recently are expected on the show before the opening.

Jake said further that the acts signed by brother Jack in England will be announced next week, along with the show's new band, which will replace the Joe Rossi combo, with the Mills org the last four seasons.

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Choice of Leader Poses Big Problem

In Answering Busk Article Sefferino Points Out Pitfalls, Asks Questions

CINCINNATI, Jan. 28.—"The article by Artie Busk in the January 28 issue of The Billboard (on roller skating's lack of recognition in the Olympic Games) was very interesting," writes C. V. Cap Sefferino, manager of Louis Meyer's Price Hill Roller Rink here. "It is coincidental that the idea of a meeting by a group of men and women in the industry to intelligently discuss the real problems of the business was discussed by Joseph Shevelson (of Chicago Roller Skate Company)

and myself over the telephone some four or five weeks ago. At that time Mr. Shevelson promised to visit with me in the near future to talk further on the subject.

Old Bugaboo

"Choosing a leader is certainly an essential and important phase of such a proposition. However, who it shall be presents a terrific problem. One must understand the deep jealousy that has dominated and retarded the idea for the past 10 years to realize the improbability of any number of the important men within the industry willingly subjugating themselves to the thought of playing second fiddle to anyone else. A great many of them certainly have every right to feel that way. Most of them have built large and successful operations from humble beginnings, and their right to feel qualified certainly must remain unquestioned.

"Surely a man with as solid a background in the business as Earl Van Horn merits only the highest consideration, and I say this despite the fact that Van and I have not been on friendly terms since the time he decided to leave the RSROA, which to me was and still remains the finest thing that has ever happened to roller skating.

"Of whom shall this committee be composed? That is another stupendous problem. Certainly it is no task for kids or outsiders. I most certainly consider the professional an outsider. I sincerely believe that every business whose actual existence depends entirely upon the success or failure of the operator of a roller rink should be a part of a concentrated effort to sell roller skating as a sport.

Closer Co-Operation

"It is years and years past the time when everyone even remotely connected with the business should have come to the realization that the most important person of all is the man who has built and owns a roller-skating rink. A closer and more intelligent association with the roller skate manufacturer, the maker of boots for skates and other associated enterprises is important, in my opinion, if a sincere effort is to be made to advance roller skating to a point where it can and will be accepted as an international sport, along with it being a good, clean national recreation."

Seeks Reckless Recklaw

QUINCY, Ill., Jan. 28.—William Fraser, the old-time trick and fancy roller skater who was known as Marvelous Fraser because of his feats of barrel jumping on skates and other stunts, is now living here at 934 State Street. Fraser would like to hear from Reckless Recklaw, an old bike rider, or his relatives. Fraser once appeared in the Recklaw act.

Dimes Benefit Marathon Set For Reading

SINKING SPRINGS, Pa., Jan. 28.—Ten cents per mile for the total traveled by the three top teams in the second annual marathon to be staged February 11 and 12 at Sinking Spring Skatarena for the benefit of the March of Dimes is the goal that has been set by rink Manager George (Doc) Yoder Jr.

Teams of three skaters will be out to better a one-man record that has stood for some 45 years, said Yoder. That record was the one set on Christmas Day in 1910 at Paris by Jesse (Pop) Carey, who skated 315 miles. Carey, a member of roller skating's Hall of Fame, will be on hand to see the event.

Following the success of last year's marathon, this year's event has been opened to all members of the United States Amateur Roller Skating Association and is to be officiated by the USARSA, said Yoder. Applications for the event have been sent to five States and the District of Columbia, in addition to Pennsylvania.

In last year's event Warren Gehret covered 148 miles in 24 hours to win. He'll be back with two teammates to try again. Dave Bickel and Earl Bansen, who finished second and fourth, respectively, last year, are in the service.

Those in the marathon will be given credit for 45 miles for each three-hour period between 8 and 11 p.m. Saturday (11) and between 1:30 and 4:30 p.m. Sunday (12). Yoder said that rather than have the men racing around the rink while regular skaters are in action, it was decided to give them credit for 45 miles as long as one member of the team remains on the floor at all times.

Beds and mattresses for skaters are being supplied by the 148th Fighter Group based at Reading Airport. Registered nurses will be on duty during the event and a kitchen will be operated by distaff members of the Reading Roller Racing Club.

Mass. Solons Mull 13 Bills For Ice Rinks

BOSTON, Jan. 28.—There are 13 bills before the State Legislature requesting the Metropolitan District Commission to build and maintain ice rinks. A stopper in the progress is the question of whether the MDC or the city should build facilities within city limits, and why some suburban communities shouldn't build their own rinks.

One rink is proposed for the Boston Commons. The commission-built rink in suburban Milton had 40,000 paying customers last year, took in \$16,000 and cost \$18,000 to operate. Some legislators say any community can afford that small deficit to provide municipal skating.

ROADSHOW REP

More news notes from Al Pitcaithley, the old-time repster who is now located in Carlsbad, N. J.: **Bob and Lona La They** reported recently from Texarkana, Tex., that they were planning to reopen their school show in Alexandria, La., in January. . . . **Habb and Denton** are in Lancaster, O., where Karl is taking it easy because of a heart ailment. . . . **Norbert Craine**, one-time child actor, is now in Spartanburg, S. C. A card from his mother, **Mazie Long Craine**, arrived recently from Vicksburg, Miss. . . . **Fred and Anne Ewen** are in Long Beach, Calif. Fred has a government job and Anne is giving music lessons. . . . **Winona and Joe Unick** are in Miami. Winona is the daughter of **Marion and Billy Wehle**, who sent holiday greetings to me. . . . **Neil and Caroline Schaffner** are in Sarasota, Fla. . . . **The Hank Brunks** were in Wichita, Kan., for Christmas. . . . **Frank and Grace Ginnivan** sent a card from Ashley, Ind., which brought news of the passing last year of **Tony Blome**, Ginnivan agent for many years. . . . **Dorothy Gerall**, playing piano in Glendale,

Calif., is in her fifth year at the same spot. . . . **H. S. (Lee) Carlstrom** is located in Los Angeles. . . . **J. Lou Sampson**, old-time magician, is in Grinnell, Ia. . . . **Eddie Jackson** is in Tampa. . . . **Bernie Baker**, last with the Brunks, is now in the Windy City. . . . **Dorothy La Verne** remains with the Barter Players of Abingdon, Va. . . . **Clarence Balleras** makes Chicago his home when he is not on the road selling that candy with a prize in every package. . . . **Oscar V. Howland** resides in Kansas City. . . . **Clem Blomgren** has his own dance band in Agua Nueva, Tex. . . . **George and Bess Henderson** live in Temple City, Calif., where the former manages a drive-in theater. . . . **Mason Wilkes** is still with **Josef Meier's Black Hills Passion Play**. The show was slated to open in Fairbury, Neb., after the holidays and work south to Lake Wales, Fla., for the remainder of the season in Meier's Amphitheater. . . . **Mrs. Pitcaithley's folks, Roy and Peggy Lewis**, for several seasons with the Crafts Shows on the West Coast, spent the holidays with us.

UNDER THE MARQUE

Continued from page 79

dates he is at his restaurant, Kessel's, in Sarasota. . . . **Dick Miller** is busy as photographer for The Sarasota Daily News. . . . At La-Tosca Trailer Park are **Arthur Leonard, Dean Murray, Slaty Beeson** and **Wallace Love**, all of Leonard Bros.' Circus.

Johnny and Maxie Logan operate the Circus City trailer park for **Art Concello**. . . . **Mickey Sullivan**, band leader for **Hamid's** grandstand shows, has been at the Ringling Hotel, Sarasota. . . . **Sally Marlowe**, who doubled for **Gina Lollabrigida** in "Trapeze," is at office of Sullivan's Circus Hall of Fame.

Hagen Bros.' indoor unit and Byron Gosh's All-American Indoor Circus are playing sponsored dates in Mississippi and Louisiana. With **Gosh** are **Bob and Mae Morris, Joe and Martha Smiga**, the **Utah Duo**, the **Platinos**, the **Del Oros** and **Don Floyd**. **Texas Benny Doss, Dr. and Mrs. Clark**, of **Clark's Remedies Medicine Show**, and **Roy Anderson**, of a **Monroe, La., radio station**, were visitors to the Gosh show.

Loretta LaPearl's Dogs have been signed to play California fairs, starting with **Imperial**. Ver-

non (Patches) Colber will clown and do magic on the same circus-variety unit. **Loretta LaPearl's Dogs** were on **Jimmy Durante's** TV show recently. . . . **Ted and Henrietta Colber** are parents of a baby boy, **Ted Vernon Colber Jr.** . . . **Miss Linda**, formerly of **Lynn and Linda** high act, has the aerial ballet for the Hawaiian Shrine circus.

Betty and Benny Fox, high act, are working in Sarasota as a benefit for the March of Dimes. . . . Opening bill at the M'Toto Room of the John Ringling Hotel, Sarasota, included **Tonito**, wire; **Miss Mara**, trap; **Marlex Duo**, juggling, and Ringling ballet girls.

Prince Ranier, of Monaco, without **Grace Kelly**, toured Ringling quarters recently, with **Pat Valdo** sharing him and his party around.

Bill Valentine's Flying LaVals have been booked for **Clyde Bros.' Circus**. . . . **Eddie Billetti's** new operation is called the **Hebeler Shows**.

Arrival on the **Liberte** in New York this week were the **Amandis**, equestrians, and the **Six Cocktail Ladies**, acrobats set for a "Big Top" TV show and other dates.

Drivin' 'Round the Drive-Ins

Eight major film distributors and producers, along with Fox-Intermountain Theaters and Consolidated Theaters, have been charged with conducting a trust operation in violation of the Sherman Anti-Trust Law. The charges were filed by Denver Kar-Vu Theaters, owner of Monaco Drive-In Theater, Denver, and several other drive-in theaters in the Rocky Mountain area. **Lem Lee**, owner of the Monaco, charges the defendants conspired to eliminate competition in the first-run theaters in Denver by prohibiting him access to the films. The suit was filed in Denver Federal Court and included charges against 20th Century-Fox Film Corporation, Columbia Pictures, Warner Bros., Universal Film Exchange, Paramount Film Distributing Corporation, RKO Radio Pictures; **Loew's, Inc.**, and **United Artists**. Lawyers for the Lee theaters claim that since the films are made outside of the State and licensed for interstate commerce, they are subject to Federal Court jurisdiction. They are asking the court for a restraining order to enjoin the film producers from carrying out an alleged conspiracy. Kar-Vue Theaters is also asking for the appointment of a "special master" to handle offers from Denver

area theaters on first-run films. It is also seeking a ruling that costs of the litigation and other relief as the court may deem feasible be paid by the defendants.

The Berlin (Conn.) Zoning Commission action, granting theater owner **George LeWitt**, of New Britain, Conn., authority to build a drive-in theater at Route 5 and Deming Road, Berlin, has been reversed by the Court of Common Pleas. A Berlin resident, **Howard M. Culver**, asked the court to declare the action illegal, contending that because the commission failed to file a notice with the town clerk when it rezoned the land in question, also failed to publish notice of the zone change in newspapers, the change was illegal. Judge **Alva P. Loisel**, in his decision, concurred with Culver's findings and ruled the action illegal. LeWitt indicated, however, that he would file another petition for zone change.

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Designed to fit 20 million cars that have 40 million frayed or torn arm rests, a new arm rest cover is announced by J. & S. Manufacturing Company, 2645 South State Street, Chicago. Easily installed without drilling or special tools, this protector is made of soft, pliable plastic and comes in three models which accommodate practically all cars. Fabricated with criss-cross top surface which will not crack or stain, it will provide protection where needed. Retail price per pair is \$1.98 postpaid.

Albert Brooks Products Company, Merchandise Mart, Chicago, is releasing its new Servette, an individual plastic tray which holds two glasses or bottles and two plates. Produced in either red or yellow plastic, 15 inches by 7 inches, it can be placed on the lap for indoor serving, or comes equipped with steel support rod

to spike into ground for outdoor serving. It completely eliminates guests having to balance dishes and glasses and provides a new way for comfortable, informal serving. Made of high impact Styrene, the manufacturer claims it will not break or chip if dropped on concrete. Get quantity prices on this by sending a postcard to the firm.

Vaco Products Company, 317 East Ontario Street, Chicago, is offering a screw driver assortment in a complete package which includes eight adjustable tool hangers. In the set are six screw drivers of different lengths with Vaco Ampyl handles and a perforated board for hanging them. There is no limit to the variations obtainable thru use of the hanging board. Even large tools can be supported. Write to the firm for prices.

David Freedman Enterprises, 1848 Merrilbrook Road, Philadelphia, has perfected a pocket screwdriver with molded handle and clip. The clip cannot come off or snag on clothes. The blade is made of tempered tool steel. It is 2 3/4 inches long and carries a guarantee not to rust or break. A sample and complete information on this product will be sent for 25 cents.

Swing dings for the kitchen are being marketed by Berneau's, 1948 North Kedzie Avenue, Chicago, to put color and life into kitchens. The sets consist of flat cutouts of a frying pan, salt and pepper shakers, raw carrot, Swiss cheese wedge, rolling pin, ginger bread man and apple. Done in multi-color on both sides, each piece is suspended from the other in perfect balance so that the slightest movement of air sets them in motion. An ingenious sponge adhesive sticker and special thread suspend the set from ceiling or light fixture. Swing dings may also be hung as wall plaques. They retail for \$2 postpaid.

PIPES FOR PITCHMEN

By BILL BAKER

"NOTES FROM HAWAII" . . . is the head tacked on a dispatch from pineapple land and authored by E. G. Henderson. The notes: Bob Robinson well-known fisherman who is working a count store on Hotel Street, Honolulu, has just purchased a 27-foot yacht so that he can fish the neighboring islands. On the first trip out, he is reported to have put the whammy on a 95-pound marlin. . . . E. G. (Grabo) Henderson is making preparations to return to the mainland the first part of February to arrange for agents and stock for the Mid-Pacific Exposition to be held on Guam. . . . Red Hunnicutt has just recently completed negotiations to buy part-interest in an Arcade around the middle of June. The whole crew is awaiting the arrival of Bill Scanlon, Diane and the two children, who will vacation on Waikiki Beach until the Guam Exposition. After Guam they will fly to Manila, Hong Kong and Tokyo, and then rejoin Siebrand Bros. Shows for the season.

TEX DABNEY . . . posts that his wife, Bertha, has just recently undergone her second operation, this time, at the Victoria Hospital, Miami. Cards or letters from her friends will be greatly appreciated. Dabney extends best wishes to all his old pals and expresses thanks to them for their remembrances when his wife was originally laid up in Duke Hospital, Durham, N. C.

PETE NITNEY SAYS . . . that anyone who remains calm in the midst of all this CONFUSION,

simply does not understand the SITUATION.

WE'RE SORRY IF . . . we caused our friend Jack Scharding any undue trouble or expense as a result of the bum info we passed out here a couple of weeks ago regarding the mag ad for the seven-in-one scope. (Editor's note: The crock was corrected in the issue of January 21.) Jack reports that, despite his 75 years and the fact that he's been retired for some time, he's going to hit the road again with the scope just as soon as his supplier can make delivery on his order. Our boy has several State fairs lined up and he believes that the scope will prove to be just as big a seller today as it was 35 years ago.

FROM HARRISONBURG, VA. . . . Jack (Bottles) Stover pens, "Nick Benny, owner and manager of the City Lunch here, always has a wide open door for the 'with its' because he is an old trouper himself and is a friend of many of the lads and lassies in the business. Billy (The Kid) Dietrick paid us a call on his way to the tobacco markets in Kentucky. We were so busy cutting up jackpots that Nick had a hard time keeping me on the job. What a deal this is. Here I am at home and getting those three squares a day. Harrisonburg is a good town and a lot of the boys, including Ray Neff, Charley Kelly, Barrel Rodeffer and Harry Solomon, are in and out of here all the time. Would like to read pipes from Al Harvey, E. C. Pardee, George Stacey, Chief Lone Wolf, Phil Babcock, Jimmie Waugh, Frenchie Red Baker and Big Murphy."

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Smart fashion-designed watch in sparkling Rhinestone decorated case! Dependable, jeweled Swiss movement! Matching earrings, bracelet and necklace in assorted colors! It's NEW and going \$10! Cash in NOW! Order Sample (\$9.95)—see it and you'll SELL it!

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CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining, Black Light Novelties. Send 10¢ for catalog. Balda Art Service, Oshkosh, Wis. mh3

"COMEDY WORLD" TRADE JOURNAL OF humor, published monthly by National Association of Gagwriters, \$4 per year. George Lewis, Box 835, Grand Central Station, New York City. np

SENSATIONAL INTRODUCTORY OFFER Over 1,000 screaming funny "Clever Remarks" only \$1. List free. Edmund Orin, 5854 San Vicente Blvd., Los Angeles 19, California. fe4

23,000 PROFESSIONAL GAGS, ROUTINES adlibs, doublets, 100 pages. For free comedy catalog write Robert Orben, 72-11 Bell Boulevard, Flushing 64, N. Y. fe-56

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 - Stone earrings, asst. gr. \$18.00
 - Stone & Tailored Brooches, \$25.00
 - Charm & Link Bracelets, asst. gr. \$24.00
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 - Ropes, all-head, asst. dz. \$2.00
 - Ropes, chain-head, asst. dz. \$2.00
 - Men's stone rings, asst. dz. \$2.75
 - #2160 rhinestone neck & earrings, boxed, asst. dz. \$2.30
 - #2164 rhinestone neck & earrings, boxed, asst. dz. \$2.00
 - #2256 3-piece pearl set, boxed, dz. \$13.50
 - #1202 3-piece rhinestone set, dz. \$18.00
 - P-45 3-piece rhinestone set, dz. \$30.00
 - C-3 3-piece rhinestone set, dz. \$30.00
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 - W-7 1-piece Watch set, each. \$1.95
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- Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d.

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6 ALL WHITE MATCHED MALE LLAMAS, ideal for act, \$2,400. Rare Bird Farm, Kendall, Fla. fe4

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Sample Watch, \$9.95. Sample Band, 95¢. Reconditioned and guaranteed like new. Latest styles for men and women.

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ACCORDIONS—DIRECT FROM IMPORTER; save 50% and more; free trial. Lifetime guarantee. Trades accepted; free catalog. Write Accordion Outlet, Dept. 25B, 2003 Chicago, Chicago 22, Ill. np

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LADY 40 TO 50 YEARS OLD FOR WILD Life Show and Mug Joint, no drinking. Hell's Angeles, Box 626, Prentiss, Miss. fe18

PERSONAL

WANTED—INFORMATION ON DIFFICULT experiences in getting old age pension and assistance. Please write: Box 612, Riverside Station, Miami, Fla. fe18

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds. Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. mh10

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices PDQ Camera Co., 1546 W. Chicago 22, Ill. ch-tfn

PHOTOMOUNTS FROM MANUFACTURER 3x5, \$3.80; 100: 5x7, \$5.10; 8x10, \$11.10; 70 styles, 350 types; ask Department B for free samples Penn Photomounts, Glenolden, Pa. ap7

PRINTING

ALWAYS LOWEST PRICES, FASTEST service, attractive three-color 17x22 window cards, 88 hundred; larger 17x26 size, \$12.50. Posters for all occasions, many illustrated; also bumper cards and stickers. Tribune Press, Dept. W-36, Earl Park, Ind. mh31

BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books. Fast selling line printed business forms, continuous forms. Free illustrated catalog. Billboard, Box 502, Great Neck, N. Y. ch-np

1,000 PROCESS EMBOSSED BUSINESS cards, \$2.95 postpaid; maximum six line samples. John Peper, P. O. Box 822, Chattanooga, Tenn. fe18

PHOTO OFFSET SAVES YOU MONEY! NO cuts needed; write for latest price bulletin. Maurice Fischer, 711 S. Boulevard, New York 25. fe18

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS. 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-96, Chicago 32, Ill. fe25

ANYONE CAN SELL FAMOUS HOOVER Uniforms—mens, shops, waitresses, nurses, doctors, others; all popular miracle fabrics Nylon, Dacron, Orlon; exclusive styles, top quality; big cash income now, real future, equipment free. Hoover, Dept. B-109, New York 11, N. Y. mh24-np

CALIFORNIA SWEET SMELLING BEADS, sensational sellers. Free particulars. Mission 2288B West Pico, Los Angeles 6, California. fe11

GOLDMINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-tfn

HIGH CALIBER CALENDAR SALESMEN wanted; send for application, free details. Harold W. Osterhoudt, Red Oaks Mill 2, Poughkeepsie, N. Y. fe18

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 190 West 33rd St., Los Angeles 3, Calif. fe11

NEW TYPE TATTOOING MACHINES—Money making designs, outfits, colors, concentrated Pelican, #12 sharps. Write Milt Zeis, 728 Lesley, Rockford, Ill. fe11

WANTED TO BUY

BAND ORGAN MUSIC ROLLS WANTED for Wurlitzer style 155 organ; any condition. State condition, price. Box C-366, c/o Billboard, Cincinnati 22, Ohio. fe18

HILDRETH PULLER, FORM 1 STYLE B. Package Machinery Model K. Kiss Cutter & Wrapper, no junk. Address Candy Concessions, Indiana Beach, Monticello, Ind. fe11

REWARD FOR INFORMATION LEADING to the purchase of rides and/or parts. Merry-Go-Round, ELI, Tilt-A-Whirl or what have you? Cash Waiting! 1071 N. W. 40th St., Miami, Fla. fe11

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY. DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

GIRL MUSICIANS FOR NATIONALLY known dance and show band, write immediately. Box C-365, c/o Billboard, Cincinnati 22, Ohio. fe11

MEDICINE SHOW OPENING GEORGIA early May, 20 to 25 week season; 2 and 4 week stands; salary guaranteed; wants versatile talented people in all lines. T. C. Jacobs, P. O. Box, 1366, Sarasota, Fla. fe4

WANTED—PIANISTS WHO SING, dancers, novelty acts, musicians. Send photo and information about act. John Spirsi Agency, 105 Lafayette St., Utica 2, N. Y. Phone 4-0436. fe11

MUSICIANS EXPERIENCED ALL CHAIRS, guarantee salary, deluxe sleeper bus, cut or no notice. Dick Mango Orchestra, 1640 Clarkson, Fremont, Neb. fe11

MUSICIANS FOR TRAVELING BANDS, combos, singles, state all photos. Dave Brumitt Agency, Bona Allen Bldg., Atlanta, Georgia. fe4

WANTED—ADVANCE AGENT FOR QUALITY summer lecture and course tour in Michigan. Write at once, LeRoi Madison, Box 1773, Jackson, Tenn. fe11

WANTED—RESPONSIBLE EXPERIENCED person to operate amusement park and big show ground. A. H. Chase, 100 Main, Battle Creek, Mich. fe11

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

AT LIBERTY—CLOWN DOING MAGIC and cartooning. Plenty props and wardrobe. Have car, go anywhere. Ted Akeman, Lincoln, Ill. fe11

WORK WANTED BY CARPENTER, experience, circus & carnival, motel, kiddie-park; cement, walks, etc., wages \$5 per week. Box C-353, c/o Billboard, Cincinnati 22, Ohio. fe11

MISCELLANEOUS

FEMALE IMPERSONATION ACT—OPEN for night club booking. Spanish dancing and exotic. Expensive wardrobe. Shots available. S. L. Burgess, 420 Vine St., Cincinnati 1, Ohio. fe11

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh17'56

MUSICIANS

A-1 ORGANIST FOR LOUNGE, RINK, ETC. Prefer warm climate. Address Organist, 3301 Lee Street, #10, Alexandria, La. fe11

ARTIST—COUNTRY, WESTERN, wants radio time for tape recorded show. Half hour per week; sustained or can be sponsored later on. Versatile country show, top talent; multiple guitars, songs, comedy. Stations, agents, write; state all in first letter and wattage of station. Farin West, Box 193, Cincinnati 1, Ohio. fe11

AT LIBERTY VIOLINIST—YEARS OF experience playing square and round dances. Read music. Louis Schultz, 2000 Piedmont Rd., Charleston, W. Va. fe11

COMMERCIAL DRUMMER AVAILABLE for organized band. Play Latin, society, jump, Dixie, cut shows and read. New equipment, no hop, sober and dependable. Prefer hotel work or good southern location, but will consider all replies. Jack Reanick, Aberdeen, Miss. Phone 277. fe11

COMMERCIAL DRUMMER—EXPERIENCED all styles. Prefer hotel, club, Latin, shows, others considered. Age 30, neat, sober, responsible, married. Some voice; have car, distance no object. Notice required here. Write, wire Neil Miller, 818 N. 24, Billings, Montana. fe11

COMMERCIAL LEAD, ALTO OR TENOR; double flute, ad lib clarinet, bass clarinet; read shows well, consider combo or hotel work only. Eddie Beau, YMCA, Fond du Lac, Wis. fe11

CORNET—PREFER CIRCUS WORK; AM an old timer but can still do the job, been with the big ones. Lloyd M. Massey, Rt. 24, Decorah, Iowa. fe11

DRUMMER, CUT ANY BOOK, SHOWS, bongos; recently Eddie Howard, Anita O'Day. Wire, phone Jack Kilner, Box 792, Rochester, Minn. fe11

DRUMMER—WELL EXPERIENCED; prefer location, read, cut shows, Dixie, Latin rhythms, hotel style. Jerry Udelhofen, 843 Wall St., Mankato, Minn. fe11

GOOD TENOR MAN, FAIR CLARINET FOR Florida or vicinity. Experienced shows, jazz, commercial, etc., have car, musician. Flaunders 9-9202, Jacksonville, Fla. fe11

FIRST CLASS RINK ORGANIST AVAILABLE. Pleasing style, good rhythm; many years experience, sober, dependable. Write Box C-367, c/o Billboard, Cincinnati 22, O. fe11

GUITARIST—MODERN CHORDS, LEAD, vocals, solo and parts; ten years top trios, double bass. G. Erickson, Harmon Hotel, Minneapolis, Minn. fe11

LEAD GUITARIST, READ, FAKE, ARRANGE; studied in London under Britain's top guitarist, Ivor Mairani. Recently honorably discharged from service; age 24, 10 years' experience television, radio. Joe Tanner, 2020 James Street, Durham, N. C. Phone 7-7912. fe4

PIANO MAN DOUBLING ACCORDION, organ, singing. Experience, small entertaining combos. Available New York Newark area only; weekends club dates or steady. Phone Bigelow 2-2516 in Newark, New Jersey. fe11

THREE PIECE HILLBILLY WESTERN Band Steel, rhythm, lead guitar, and double on saxophone, bass, twin fiddles; and piano. Available New York Newark area only; weekends club dates or steady. Write Duke Fellows, Gen. Del., Marshall, Mo. Phone 2310m74. No collect please. fe11

TRUMPET-ARRANGER—SEMI-NAME experience, read, fake good tone, range, etc.; solo, solo willing to travel; own transportation. Ray Barley, 340 Thorn St., Sewickley, Pa. fe11

TRUMPET—LEAD, JAZZ, VOCALS, NAME experience, available immediately. John Pursley, Lowell 3-6813, 1523 Arkansas, Norfolk 2, Va. fe11

TRUMPET—READ, RIDE, FAKE, CUT shows, have car; play some valve trombone. Musician, 905 Belhaven St., Jackson, Mississippi. fe25

PARKS & FAIRS

AVAILABLE FOR FAIRS AND CELEBRATIONS. A real number one Roman Ring and Handbalancing act. This is a strong act featuring feats of strength, endurance and balancing performed on Roman Rings, and is a very good act to feature. Flashy wardrobe and rigging, well lighted. For all particulars address H. T. Luxen, 102 North Elm St., Rolla, Mo. fe11

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. fe25

BEARS, PONIES, MONKEYS, DOGS, ACROBATS, Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind. fe11

NOVELTY DOG ACT, CLOWN AVAILABLE indoor, outdoor affairs. Reasonable, 1956 bookings. Clara's Dog Act, 341 Climax, Pittsburgh 10, Pa. fe11

SENSATIONAL HIGH DIVING THROUGH fire as featured by Fox Movietone; demonstrating the most dangerous high dive known to man, the back layout dive, blindfolded. Up to date the few who have attempted to duplicate this feat have met with disaster; small tank, spears, no body protectors or safety devices, etc. Capt. Earl McDonald, 456 Lamplier Place, Warren, Ohio. Tel 45337. fe25

COMING EVENTS

Alabama

Mobile—Mardi Gras, Feb. 1-14.

Arizona

Chandler—Southside Sheriff's Posse Rodeo, March 29. Mesa—Rawhide Round-Up, March 21-25. Phoenix—Western Saddle Club Stampede, Feb. 11-12. Phoenix—Indian Dance Show, Feb. 17-18. Phoenix—Arabian Horse Show, Feb. 25-26. Phoenix—Maricopa Co. Sheriff's Posse Rodeo, March 11. Phoenix—Specialty Dog Show, March 6. Phoenix—All-Breed Dog Show, March 7-8. Phoenix—World's Championship Rodeo, March 15-18. Tucson—La Fiesta de los Vaqueros and Rodeo, Feb. 22-24. Tucson—Tucson Rodeo, Feb. 22-24. Yuma—Yuma Rodeo, Feb. 11-12.

California

Los Angeles—General Motors Motorama, March 3-11. San Diego—Camelias Show, Feb. 11-12. San Francisco—General Motors Motorama, March 24-April 1. San Francisco—Grand National Jr. Livestock Expo. and Arena Show, March 24-28. Porter Seaton, c/o Cow Palace.

Colorado

Denver—Auto Show, Feb. 6-10.

District of Columbia

Washington—Home Show (Armory), Feb. 18-24. James W. Pearson. Washington—National Capitol Flower and Garden Show, March 3-9. Al Harloff.

Connecticut

Hartford—Aurama, Feb. 22-26. Joe Kizia, Aurama Corp., 215 Broad St., Milford.

Florida

Davie—Davie Rodeo, Feb. 6-12. Daytona Beach—Volusia County Home Show, March 17-21. Jean MacDuff, Pilot Club. Homestead—Homestead Rodeo, Feb. 4-5. Kissimmee—Kissimmee Valley Livestock Show, Feb. 15-18. Carlisle Bronson. Madison—Madison Co. Livestock Show, Feb. 27-28. O. R. Hamrick Jr. Miami—General Motors Motorama, Feb. 4-12. Ocala—Southeastern Fat Stock Show and Sale, March 5-10. Louis Gilbreath. Plant City—Fla. Strawberry Festival, Feb. 20-25. P. W. Nulter. Ruskin—Fla. Tomato Festival, April 26-28. W. D. Miller.

Georgia

Atlanta—Southeast Sports, Boat and Vacation Show, March 3-10. Martin P. Kelly. United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn. Dawson-Terrill Co. Centennial, April 15-21. L. J. Ferguson.

Illinois

Chicago—National Boat Show, Feb. 3-12. Chicago—All Wisconsin Resort and Travel Show, March 24-28. Art Huebner, Hotel Sherman.

Iowa

Des Moines—Iowa Sports, Boat & Vacation Show, April 13-18. Martin P. Kelly. United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.

Louisiana

Lake Charles—Lake Charles Rodeo, Feb. 23-26. Shreveport—Holiday in Dixie Spring Festival, April 25-29. Abie C. Goldberg.

Massachusetts

Boston—GM Motorama, April 19-29. Boston—New England Sportsmen's Show, Feb. 4-12.

New Jersey

Teaneck—House, Garden and Hobby Show, March 10-17. Westfield—Union Co. House, Garden & Hobby Show, April 28-May 5.

New York

Bronx—Sports, Travel & Vacation Show, Feb. 17-26. New York—International Flower Show, March 5-12. New York—National Photography Show, April 28-May 6. New York—International Philatelic Show, April 28-May 6. New York—International Automobile Show, April 28-May 8.

Ohio

Cincinnati—Home and Flower Show, March 3-11. Earle W. DeLaitter, Home Builders' Assn. Cincinnati—Sports, Vacation & Travel Show, Jan. 28-Feb. 5. W. S. Bain, c/o Cincinnati Garden. Columbus—Midwest Sports, Vacation, Travel & Boat Show, March 16-23. Ben Cowell. Dayton—Do It Yourself Show, April 6-8. Ward Collopy, Publicity Service Bureau, 133 Warren St.

Oklahoma

Oklahoma City—Antique Show, Feb. 22-26.

Oregon

Gresham—Multnomah Co. Spring & Garden Show, April 25-29. Duane Hennessy, P. O. Box 406.

Tennessee

Morristown—4-H Fat Calf Show and Sale, March 20. Jesse E. Francis.

Texas

Austin—Austin Livestock Show, March 6-11. J. R. Thacker, P. O. Box 998. Brownsville—Charro Days, Feb. 9-12. M. G. Dennis, 1006 Van Buren St. Dallas—Automobile Show, Feb. 4-12. J. N. Whitehurst, Mercantile Bank Bldg. Dallas—Exposition of Modern Living, Feb. 19-26. Louis L. Young, 4611 Cole Ave. Dallas—Southern Gift Show, Feb. 19-24. Fred Sands, 3108 S. Joplin, Tulsa, Okla. Dallas—Allied Gift & Jewelry Show, Feb. 19-24. Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles. Dallas—Garden Center Flower Show, March 10-18. J. B. Rucker Jr., State Fair of Texas. Dallas—Southwest Sports, Boat & Vacation Show, March 31-April 8. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn. Dallas—Nail Home Show, April 22-29. Grover Godfrey, 102 Walnut Hill Village. El Paso—Southwestern Livestock Show & Rodeo, Feb. 6-12. Chamber of Commerce. El Paso—Better Homes Exposition, Feb. 22-26. Patrick J. O'Toole, Hilton Hotel. Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. W. R. Watt. Houston—Houston Fat Stock Show & Livestock Exposition, Feb. 27-March 4. Herman Engle. Houston—Houston Sports, Boat & Travel Show, March 17-24. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn. Laredo—Washington Birthday Celebration, Feb. 16-26. J. George Loos, Box 455. Mercedes—Rio Grande Valley Stock Show & Rodeo, March 4-12. San Antonio—San Antonio Livestock Exposition, Feb. 10-20. W. L. Jones. San Antonio—Fiesta San Jacinto, April 15-21.

Virginia

Richmond—Sportsmen's and Boat Show, March 14-18. Winchester—Shenandoah Apple Blossom Festival, April 26-27. Thomas G. Scully.

Wisconsin

Madison—Wisconsin Sports, Travel & Vacation Show, April 10-15. Lakeland Associates, Inc., Madison. Milwaukee—Milwaukee Sentinel Sports Show, March 17-25.

CANADA

Alberta

Edmonton—Spring Livestock Show and Sale, March 26-30.

Haiti

Port Au Prince—Mardi Gras, Dec. 23-Feb. 20.

Saskatchewan

Saskatoon—Bred Sow Show and Sale, April 10. Saskatoon—Bull Show & Sale, April 11.

SALESMEN! CARNIVAL MEN! WAGON JOBBERS! MEN'S WOMEN'S New Styles BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES LIKE NEW! ASSORTMENT OF 10 for \$72.95

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Pierson, Lionel A.	Victor, Blackie		
Plack, William C.	Viers, Steve		
Porter, James Robert	Vigo, Richard G		
Powell, Billy & Mrs.	Waller, Jess		
Powell, David Lee	Walls, Noble		
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Pruitt, Jr. Evans Lee	Walsh, Toby J.		
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Amey, Arthur L.	McCloud, Deibert W.
Ansher, Joe (Dutch)	McDaniel, Leroy
Anstead, Carl	McDugold, Mae
Arnold, Billy	McPadden, Ben F.
Baer, John (Dutch)	Madison, Harry
Bailey, James (Walter)	Maloney, H. E.
Bain, Gene Robert	Medlin, Jimmie
Barnes, Jean &	Meibye, Viggo
Barney	Miller, Adella M.
Baumgardner, Lee	Miller, Paul H.
Bennett, James T.	Miller, Sidney
Benson, E. W.	Ellsworth
Bile, Mrs. Penney	Mitchell, Red
Black, Miss Mickey	Morton, Janet
Boudreau, Arthur	Mosby, Albert Lee
Boulton, Wm. (Frenchie)	Mosher, Llewellyn
Bowlin, Mrs. Johnnie	Nezovan, Dan
Bowman, Roscoe	Nordyke, Pat
Boyle, Richard B.	O'Dell, Jim
Branum, Lester P.	Page, Erwin (Long
Brenneman, Nelson	Barrell)
Brown, Royal T.	Paloaka, Joe
Bryer, Mr. & Mrs.	Palt, Fred
Oille	Parido, Sandra Sue
Burns, W. J.	Parker, Alvin L.
Butter, Robert James	Petersen, Ernest A.
Caldwell, Sam	Peterson, James
Carolan, Carl A.	Clayton
Carpenter, Clifford R.	Pierce, Clarence J.
Chambers, Ralph	Pilger, William J.
Frank	Pickley, Robert D.
Chidester, William	Pippin, Billie
Chisholm, Dave	Porter, J. R.
Colbin, Buzz	Pruitt, Gean
Craig, Allen C.	Radford, Ronell A.
Crye, J. D. & M. P.	Rash, Thomas Eugene
Davis, Clarence	Ray, Eddy
Dean, Joe	Reed, Smokey
DeLoach, Harold H.	Reynolds, Duke
Des Roaches, John F.	Reynolds, Peggy
Devereaux, Paul	Rice, G. L.
Dewey, Harold	Richardson, David K.
Eikenhorst, Kenneth	Roberts, Eddie
Farmer, Jim Odell	Roberts, Harold M.
Ferguson, Jack	Robinson, Robert
Foley Jr., Perry	Rochus, Jack
Followell, L. M. & M.	Robert, H. E. & L. M.
Maxon	Rosenfield, Timmie
Foltz, Russell N.	Ross, John T.
Ford, Harvey Leroy	Rubertello, Raymond
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God, Louie P.	Santieri, Ernest
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Strahl, Ed John	Speanburg, Henry
Swan, Walter	Starr, Andy
Taylor, W. C.	Strahl, Ed John
Teska, Adam	Swan, Walter
Tripp, Mr. & Mrs.	Taylor, W. C.
Everett	Teska, Adam
Harrison, James R.	Tripp, Mr. & Mrs.
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Hendricks, Harry E.	Vance, Edw.
& Anna	Lawrence
Hiatt, Chester	Veator, Mrs. Wm.
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Ivy, George	William
James, Joseph L.	Wallace, Vernon Max
Johnson, Marvin	Walton, James V.
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Jordan, Edgar J.	Wells, Sam
Jordan, Jean	Whitson, L. W.
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EDITORIAL

Activity Galore

The world market for coin-operated equipment is experiencing exciting days: Never has there been more activity, never has the outlook held more promise.

That's not wishful thinking. There are plenty of figures to support it. But even the figures don't tell the whole story. It's much better told in the following pages—when the great obstacles are lined up with the accomplishments.

That 1955 was the fifth straight record year for U. S. exports of coin-operated equipment is a certainty. But how much of a record is just about anybody's guess.

Official U. S. Department of Commerce figures so far available—for the first 10 months of 1955 only—indicate that U. S. exports have virtually leveled off for the first time since 1950. They show that while the year points to another record, the difference between 1954's total and last year is not significant.

Current Boom

But at the same time, in many key markets thruout the world, business is booming. Surely, U. S. exporters report sales moving along at a merry clip.

And this growth seems to more than offset the soft points in the market where national taxes or stiff restrictions or over-all bans have taken their toll.

How do you explain the difference between the Commerce figures and what exporters report? By two parallel and rapidly growing trends:

Tie-ups by U. S. manufacturers with foreign firms for production as well as distribution of American equipment.

Equipment shipped in parts and assembled in foreign countries.

Prime reason why there appears to be big developments afoot along these two lines: High import duties, and in some cases, severe restrictions on imported machines.

Next logical step: Setting up subsidiaries in foreign countries, a practice long ago established by record manufacturers.

The great activity—and promise of much more to come—augurs well for the U. S. industry and therefore for the world.

A SPECIAL REPORT ON THE WORLD COIN MACHINE MARKET . . .

AROUND THE WORLD

Coin Machine Outlook Bright: Phonos Mark Big Gains in '55

CHICAGO, Jan. 28.—Outlooks for the coin machine business around the world during the coming year vary from anticipated expansion—as in England's juke box picture—to no business at all—as in South Africa where imports have been banned for eight years.

On the whole, the coin machine outlook in all three fields—music, machines, vending machines and amusement games—looks good. Sales increases are anticipated on both the operator and distributor levels thruout Europe, South America, Canada and even in a few of the Asiatic countries.

Distributor sales, as well as operator collections, took a slight nose dive in many countries during the last three months of 1955, but the decreases were expected and chalked up to normal end-of-the-year business laxity. However, all reports indicate that the drop is expected to be picked up during the first three months of this year.

Juke boxes scored the most impressive gains overseas during the last few months of 1955, according to U. S. Department of Commerce automatic phonograph export figures and to operators and distributors of the countries contacted.

Following are on-the-spot reports from members of The Billboard's International Advisory Board and from Billboard staff correspondents located around the world:

England Juke Outlook Bright

BROADSTAIRS, England, Jan. 28.—The juke box industry is expanding and the vending and amusement industries are holding static here in England.

Juke box sales during the last three months of the year fell off slightly, according to Fred Vass, head of Arcadia Amusement Supplies, but the decline was regarded

as no more than the usual end-of-the-year lag in operator equipment buying.

Local juke box production is picking up speed every month, notably the manufacturers of the Minstrel and the BAL-AMI.

High import duties and restrictions continue to keep music, vending and game equipment manufactured overseas out of the local market. And operators and arcade owners find it difficult to afford even the limited amount of equipment imported.

One difficulty noted recently is that skilled coin machine mechanics are leaving the business and drifting into other trade where there is more money to be made.

According to Vass, the result is that operators and arcade owners

are doing more and more of their own servicing, spending more time on the job.

A sure sign of juke box expansion is the marked increase in the number of juke box distributors springing up thruout the country.

Hit music on the juke boxes, according to operators, does not vary too much from hit tunes in the States. Following are the top five tunes in December: "Cloudburst," by Ted Heath, Decca, ranked No. 1, with "Rock Around the Clock," Bill Haley, London, in the No. 2 spot. "Suddenly There's a Valley," Jo Stafford, Phillips; "Love Is a Many-Splendored Thing," Four Aces, Brunswick, and the "Christmas Alphabet," Dickie Valentine, Decca, followed in that order.

Quebec Music Up, Games Dip

MONTREAL, Jan. 28.—Rising juke box grosses are expected to continue in the province of Quebec, while the amusement game industry is on the downgrade.

Gaetan Laniel, Laniel Amusement, Inc., Montreal, reports phonograph sales have increased, but over-all coin machines sales are down due to Montreal's anti-pinball legislation in effect since May 1.

In Montreal, the firm sells mainly shuffle bowlers, gun games, and arcade equipment in the game line.

New pinballs, including bingos and five-balls, are purchased in the province only where necessary. Vending machine locations are increasing in Montreal and thruout the province, offering great operational possibilities in this field.

Top juke box records in Montreal, according to Laniel, are Gale Storm's "I Hear You Knocking"; "It's Almost Tomorrow" by the Weavers; "Memories Are Made of

This," Dean Martin; "Sixteen Tons," Johnny Desmond, and "Moments to Remember," the Four Lads.

S. A. Ops Keep U. S. Tunes Up

DURBAN, South Africa, Jan. 28.—While juke box imports into the Union of South Africa are non-existent—restricted in 1948, music on the juke boxes here are keeping up with the American tunes with a fair amount of accuracy.

Heading the list of favorites here, according to operators, is Mitch Miller's "Yellow Rose of Texas," Phillips label. Georgia Gills' "I Love Paris," Mercury, and the Ink Spots' arrangement of "Stranger in Paradise," Trutone, rank second and third.

Reg Ball, of Kiwi Novelty Company, reports that a few English AMI's have been imported into Rhodesia but the cost has been terrifically high. He said that the machines were not on sale here, but even if they were it would be almost impossible to pay the high price.

Juke box play, Ball said, has been steady and in the game field only the novelty tables are considered legal.

South Africa Still Juke Shy

JOHANNESBURG, South Africa, Jan. 28.—The outlook for the automatic phonograph industry in the Union of South Africa continues to look bleak. The 1948 import law which banned the importation of all phonographs into the country is still in full force and, according to the latest advice from the Import Control Authorities, there is no indication that the ban will be lifted in 1956.

Operators here have kept their equipment playing as best as possible for the last seven years. But even maintenance is presenting quite a problem since the ban also excludes the importation of parts and spares.

Maurice E. Bothner, of H. Polliack & Company, Ltd., reports (Continued on page 92)

WORLD MARKET BRIEFS

COLOMBIA: Enjoys Juke Boom; '56 Looks Good If \$ Hold . . .

A new juke box import law, easing trade restrictions will help the continued growth of the industry here, but distributors are wary of economic conditions which might produce a shortage of dollars for foreign trade during the year.

BRAZIL: Still Awaits Coin Imports; Improved Economy Could Bring Boom . . .

This market is potentially one of the biggest for coin machines. Right now, however, a severe dollar shortage has kept coin exports at the zero mark. Add to this the present antiquated currency system of the country, and outlook for coin world trade is currently dim, but holds great promise.

ASIA: Far East Representative Traces Great Potential Market for Jukes . . .

William J. Suter, AMI representative, reports on just-completed tour of Hong Kong, Kowloon, Macao, Bangkok, Burma, Malayan Federated States, Singapore and Borneo. Suter says the market is there, but will take time to develop.

FRANCE: Coin Sales Boosted By Nation-Wide Tax Slash . . .

Juke box and amusement game sales are expected to rise sharply here with the tax on machines cut in half. Paris was among the first cities to cut the annual \$225 fee, other cities followed suit. Distributors cite coin machine demand as "terrific."

GREAT BRITAIN: More Jukes Roll Off Home Production Lines . . .

More than five times as many juke boxes are being manufactured here than were produced in 1954. The new Bal-Ami juke box, made on the home soil, is filling locations thruout the country and replacing old models. Demand outstretches supply. At the same time, the juke import duty has been held at 20 per cent.

UNITED STATES: Exports in 1955 Point to Record \$15 Million . . .

For the sixth straight year shipments of U. S. coin games, jukes and venders appear headed for a record dollar volume. Estimates indicate totals for 1955 will hit over \$15,000,000. Both jukes and venders have hit all-time high export volumes.

\$15 Million Record Year Seen For 1955 Coin Export Trade

By KEN KNAUF

CHICAGO, Jan. 28.—Dollar volume of U. S. coin-operated equipment—juke boxes, amusement games and vending machines—to world markets in 1955 appears to have set a new record high for the sixth straight year.

Volume reached over \$12,000,000 thru the first 10 months of 1955, and if the final two months are on a par with 1954, the record will top \$15 million.

This would be slightly above 1954's all-time high of \$14,941,649. Complete U. S. Department of Commerce figures are not yet available for the final two months of last year.

New Records

Both juke box and vending machine exports are headed for new high marks in 1955. In 1954 juke boxes set a new high of \$10,655,504. Vending machines hit \$1,098,058. Juke box totals are estimated at over \$11,000,000, venders well over \$1,000,000 in 1955.

Games, on the other hand, appear to have taken a drop—from over \$3,000,000 in 1954 to an estimated \$2,743,221 in 1955.

Estimates indicate that a total of 55,135 coin machines, worth \$15,061,996, were shipped from the U. S. during 1955.

Canada took 10,613 of these, valued at over \$2,000,000, in the first 10 months of the year. (See accompanying chart). Canada led all other markets in both amusement game and vending machine imports.

Venezuela

Venezuela, runner-up to Canada, led the juke box markets with \$1,415,599 imported in the first 10 months, and totaled \$1,613,851 for all three categories.

Other million-dollar markets in

1955 were Belgium, West Germany (both high on juke box imports) and possibly Mexico, which country hit a \$875,662 volume in the first 10 months, mainly on juke imports.

In comparison, West Germany broke the \$2 million import mark in 1954, leading all other countries during that year, trailed by Canada.

Steady Climb

Coin machine exports have shown a steady, record-breaking climb since 1950, when dollar volume passed well above the \$3,000,000 mark, increasing at least \$2,

000,000 each year since then, thru 1954, as the following table shows:

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 15,061,996 (estimated)

Thru the first 10 months of 1955, juke box prices averaged \$454, amusement games \$146, vending machines \$99.

Giant Foreign Juke Box Market Asleep

\$12,000,000 Business Barely Tickles His Nose; Signs Point to Rise in Future

• Continued from page 1

America, the lack of pressings on 45's has held down growth.

In Kuala Lumpur, market hub of Central Malaya, Suter says a concentration of night spots makes it a good juke box city. "Here," declares Suter, "Australian troops prefer U. S. recordings and artists at the city's milk bars where ice cream and beer are sold along with music from juke boxes."

A movie can help plug a record in Hong Kong as well as Main Street, U. S. A. After the picture "Love Is a Many-Splendored Thing" played a Hong Kong theater, play on the record in local juke boxes soared.

In Singapore, juke box sales

during the final quarter of 1955 were so good that it's becoming increasingly difficult to find suitable locations.

Singapore Growth

Two Singapore distributors, T. S. Tay, of Novelty Games Emporium, and Chan Ah Yoon, Leun Wai Hong, Ltd., in separate reports, declare that virtually every tavern, bar, coffee shop, cafe and restaurant boasts a juke box.

And this condition, despite the fact that machines list at Malayan cost of \$1,600 to \$1,700 each and that records for Asian music average is \$2.70 to \$3 each.

The boom appears to have caught up with England, too. Although little or no imports of U. S. juke boxes have come in, largely because of dollar spending restrictions, at least one firm in England is producing for domestic, as well as, export sales.

Automatic Musical Instruments (Great Britain), Ltd., British firm which manufactures under license from AMI the Bal-AMI machine, has produced five times as many machines during the first nine months of 1955 (latest figures) than for all of 1954.

Although much of the firm's sales are for replacements, equipment is being located in more spots, and much is being exported to European markets.

Several reports from distributors in Union of South Africa—where juke box imports have been banned since 1948—indicate there's no hope that the ban will be lifted soon and that obsolescence has taken its toll, forcing many operators to dispose of equipment.

Despite this, however, on the machines operating, Mitch Miller's "Yellow Rose of Texas," Georgia Gibbs' "I Love Paris" and the Ink Spots' "Stranger in Paradise" are three top favorites.

costs to purchase the same equipment "south of the border" at "retail prices" and bring it across with duty and excise tax.

This has left many operators scratching their heads, and, although there have been reports of some operators forming buying associations, there have been no facts to support this assumption.

Many of the vending distributors are using various media to advertise their wares, with one company even taking a one-column display ad in the Canadian edition of Time to advertise the value of coffee machines in a place of business.

But while there may be problems in the coin equipment industry here, as there are in any industry, it is in the healthiest state that it has been since its inception and its move toward maturity following World War II.

Canadian Ops Seek New Coin Locations

By HARRY ALLEN JR.

TORONTO, Jan. 28.—Canada has a unique problem in the coin-operated equipment field, but one that points the way to an optimistic outlook for the future.

There is more money available for investment in the business than there are locations currently available.

"Everyone seems to be discovering the industry—particularly so in the last year," said one distributor.

"We can't supply sufficient locations for these interested investors," he said, pointing to a 15 per cent increase in business during the past year over 1954.

20% Increase

Business is increasing by leaps and bounds in this country, with the last quarter of the year showing an increase of 20 per cent over the previous quarter.

However, compared with the same quarter in 1954, business has risen but 10 per cent. It is a healthy increase from any point of view.

With the increased business there has come another factor. Costs are still increasing, and, although most of the new juke boxes require little servicing, vending equipment requires constant attention.

Anyone interested in staying in business is concerned with this matter and new ways are being sought by operators, with the assistance of distributors, toward finding short-cuts in lessening overhead.

Vending Expansion

Many companies in the vending business are still expanding, while the juke field is in more of a status quo.

There still seems to be many locations available to vending operators, but operators complain that distributors are charging more for their equipment than what it

SOME LIKE IT HOT, SOME COLD

COPENHAGEN, Jan. 28.—There is a definite boom in the sale of popcorn in Copenhagen, and while there are no coin-operated popcorn machines, an aggressive fruit store operator is taking advantage of the boom.

Located next to the big Saga Theater, the operator is vending the popcorn, cellophane sacked, thru his fruit venders, placing the corn in one-third of the columns.

English Candy Sales Up; BAC Adds Venders

LONDON, Jan. 28.—Plans for the purchase of a substantial number of new candy vending machines were announced by the British Automatic Company following the continuous increase in sales since the de-rationing of sugar.

Candy sales zoomed late in 1953, when sugar rationing was dropped, and have continued to rise at a fairly rapid clip. The increase, according to reports, is expected to continue for some time.

The firm disclosed that during World War II, and for years following, many of its venders stood empty because of the rationing of merchandise.

However, with a wider range of merchandise available today the increase of adult customers has grown to a point where it is as great as the younger set.

In 1954 the British Automatic Company's paid dividend of more than 22 per cent, and a 10 per cent dividend in 1953 and '52. A 7½ per cent dividend was paid in 1950 and '51.

Coffee, Drink Machines Make French Gains

Win Health Stamp; Fit Workers' Need In Plant Canteens

PARIS, Jan. 28.—France's vending industry is broadening its horizon thru the use of automatic drink machines developed in the United States.

With special authorization granted by the Public Health Service for the installation of these venders, Francis Gabizon, director of the distributors' division of the Overseas Countries Commerce, declared:

"Hot coffee machines are rapidly gaining popular favor here, and the sale of carbonated and non-carbonated as well as combination vending of these machines are increasing."

Top Facilities For Exporting At Milwaukee

MILWAUKEE, Jan. 28.—A search thru the shipping manifests of the port of the city of Milwaukee reveals that thus far the coin machine industry has not begun to make use of its excellent facilities.

The only coin machine listed as having gone thru here in 1955 was a 2,100-pound piece of equipment on its way to Antwerp, Belgium. It came up here on rail from Chicago.

(Continued on page 94)

British Hypo Juke Output; Sales Good

By LEIGH VANCE

LONDON, Jan. 28.—In the first nine months of 1955 Automatic Musical Instruments (Great Britain) Ltd., the company that manufactures the Bal-Ami juke box, produced five times the number of machines made in the whole of 1954.

This rapid rate of expansion is still being maintained by the company, the largest manufacturer of juke boxes in the country.

Executive Paul Hunger says, "There is a law of diminishing returns, but so far we have never caught up with the demand."

Distribution

The company's regional distributors now cover 73 per cent of

the population of the United Kingdom and northern Ireland.

The first distributor convention was held in London in October, at which time the men in the field were able to talk over problems and plans with the head office. It was also the occasion for a preview of the new "C" model, similar to that being marketed in the United States, which is now in production here.

Hunger is enthusiastic about the way his company's machines have been selling in the two years since the factory at Ilford, just outside London, went into production.

"Many operators in the United Kingdom are replacing existing old equipment with our machines," he told The Billboard. "In many cases the normal business is being expanded as customers' interest is increased with the new machine."

New Blood

Many operators have entered the business for the first time with the juke box. Location owners who have never before thought about music machines have installed one and found it pays.

Hunger reports, too, of a financier who has bought several of the machines, and is now renting them, and a firm specializing in home appliances going in for the juke box, too.

A good proportion of the Bal-Ami machines are being exported from Britain, and, with the production of the new "C" model, that side of the business is being increased, particularly in European markets.

The firm's "flying showroom," a converted plane which carries the demonstration juke boxes to wherever a new market awaits development, has just flown to Switzerland and Belgium searching for more orders.

Coin Machine Exports

Leading Countries

January-October, 1955

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	1,807	\$ 888,498	2,962	\$ 586,250	5,844	\$ 645,536	10,613	\$ 2,120,987
Venezuela	1,936	1,415,599	385	88,772	1,310	109,120	3,631	1,613,851
Belgium	3,104	1,280,440	1,590	153,362	38	25,750	4,741	1,459,544
West Germany	1,868	1,089,209	511	136,374	4	3,770	2,383	1,229,653
Mexico	1,820	775,777	2,540	95,548	154	4,337	4,514	875,662
France	761	519,368	861	197,692	284	60,751	1,897	777,881
Netherlands	3,039	556,618	810	146,385	6	2,300	3,855	646,668
Switzerland	468	304,355	249	88,205	33	15,115	750	407,675
Colombia	1,067	440,432	13	1,125	660	5,070	1,720	394,625
Cuba	938	301,353	336	36,997	96	26,655	1,370	375,105
Other Countries	3,120	1,472,730	5,420	753,280	1,524	86,165	10,261	2,748,958
Totals	19,928	\$ 9,044,379	15,677	\$ 2,283,990	9,953	\$ 984,569	35,574	\$ 12,313,038
Year's Totals*	24,058	\$11,139,990	18,353	\$2,743,221	12,724	\$1,178,685	45,135	\$15,061,996

*Final two months estimated.

3 NEW INTERNAT'L EXECS ADDED TO BB COIN PANEL

CHICAGO, Jan. 28.—The Billboard's Coin Machine International Executive Board, composed of leading coin machine executives throuth the world, was first introduced last July. Members of the board act as a permanent editorial advisory staff for The Billboard on the world coin machine market.

In previous International Sales Editions, brief capsule biographies have introduced 16 members of the present 35-man board to Billboard readers. Following are three new members of the board:

VALERIANO M. MIRANDA, president of Valeriano Miranda M., is the Rock-Ola distributor in Costa Rica. Entering the coin machine business as recently as 1952, after contacting C. R. Sandoval & Company, Miranda has already built himself an enviable reputation in the automatic phonograph industry. Altho concentrating on phonographs only at present, he plans to add records and pinball games in the near future. Prior to 1952, he worked for an electrical firm in San Jose.

FRANS SIMONS, head of Simons En Zoon, Antwerp, Belgium, specializes in automatic phonographs. He imports only new equipment, selling it in turn to operators and locations. His firm is growing rapidly, showed an approximate 40 per cent sales increase in 1955 as compared with the previous year. Simons estimates that about 90 per cent of the phonographs sold by his firm are geared for 45 r.p.m. disks.

FRANCISCO T. ZABLAH, head of Distribuidora Electrica, San Salvador, C. A., entered the juke box field in 1945. For the first five years he handled used equipment, was appointed a distributor of AMI phonographs in 1950. He has carried the line ever since.



FRANCISCO ZABLAH
SAN SALVADOR



FRANS SIMONS
BELGIUM



VALERIANO MIRANDA
COSTA RICA

England Holds 20% Juke Import Duty

Dollar Restrictions Hamstring U. S. Entries; Licensing Tie-Up May Answer

LONDON, Jan. 28.—Following protests by the Amusement Caterers' Association, the Customs and Excise Department has decided for the present to allow juke boxes to be imported to this country at the former rate of 20 per cent duty.

The protests followed a recent decision of the customs authorities to revoke its previous ruling that juke boxes were "gramophones with electrical amplification," and would in future be regarded as "musical instruments, other kinds."

The affect of the decision would be to increase the duty from 20 per cent to 33%.

The argument of the Amusement

Caterers' Association was that a juke box is a gramophone, and cannot cease to be one even when it is coin-operated. The customs department accepted the argument, backed down, and agreed to the old rate remaining.

Coinmen here, however, realize that if the amount of imports ever reached large proportions the customs department might decide to alter its rules so as to be able to step up the rate of duty.

At the moment there is not a tremendous amount of import business being done. One of the largest suppliers to this country at the moment is Western Germany. Not, however, because of any affection operators here have for German goods.

German Imports

Its results from a government trade agreement under which up to \$30,000 a year worth of automatic amusement machines can be imported from this area.

Juke boxes are allowed in under separate license, but by the time purchase tax has been paid on the basic article and on the normal import duty as well, the prices are much the same as home-produced models.

Little or no import business is done with the U. S. because of the dollar spending restrictions that have hampered the business since the early days of the war. The only way operators think it possible to get American machines imported here would be under a government trade agreement similar to that operating with Western Germany. But even then it seems unlikely that British operators would be able to get the large percentage of machines that were used on British sites in prewar days.

One other possible way for an American firm to do business here would be to tie up with a British company that could manufacture American-designed machines under license.

It is under a system similar to

Colombian Juke Box Distributors Enjoy Boom '55, Lower '56 Sights

Phonos Invade Rural Areas At Top Clip

BOGOTA, Colombia, Jan. 28.—Juke boxes are well on their way to becoming as popular a fixture in rural areas throuth Eastern Colombia as they are in major cities. And tho the actual number of phonographs located in these rural areas is relatively small active distributors here are increasing the number at a rapid pace.

One of the most active pioneers in this field is Importaciones Cabo, Ltda., Wurlitzer distributor, which covers a territory roughly as large as Illinois, with a population of 3.8 million.

The company, a partnership with limited liability and a capital of \$500,000, was incorporated in 1953. Leopoldo Franco, a partner and manager of the firm, organized the company when Wurlitzer re-zoned the country following the

(Continued on page 94)

British Coke Output Zooms; No Sugar Ban

LONDON, Jan. 25.—The post-war market distribution of Coca-Cola has been more than doubled in the United Kingdom since 1953 when the sugar ration ended.

Altho the history of this product dates back to 1886, when it first appeared on the American market, the introduction of Coca-Cola in Britain is a comparatively new operation.

The trade-mark was first registered in the United Kingdom in 1924. Until the outbreak of World War II, small-scale marketing of it was carried out in the British civilian market. The restrictions imposed on soft drink manufacture during 1941 resulted in Coca-Cola being withdrawn from the market until 1948.

Bottling

During this period it was still bottled under instructions from the Ministry of Food, by some 70 soft drink manufacturers for American and Canadian forces based in the United Kingdom. In February, 1948, the soft drink industry was de-controlled and Coca-Cola re-entered the civilian market. This was a restricted operation due to the continuation of sugar rationing.

(Continued on page 93)



JOSEPH H. ROGATNICK, former European industrial and commercial public relations representative, has been appointed director of overseas public relations by the J. P. Seeburg Corporation. Rogatnick, who headquarters in Europe, also works with Seeburg officials in the firm's research program of developing new and improved products to serve both domestic and foreign markets.

NEW COLOMBIA JUKE IMPORT ASSEMBLY LAW

BOGOTA, Colombia, Jan. 28.—The Colombian Bureau of Customs issued a resolution in January tightening up on requirements for the assembly of loud speakers, amplifiers, coin-operated phonographs and other equipment which is imported unassembled.

The ruling requires all companies engaged in assembly to register within 40 days of that date with the Bureau of Custom, giving their name, the type of assembly and the address of the plant. After February 20 imports of parts for local assembly will be restricted to the firms on this new register, and new companies who can later inscribe themselves on the register.

Established juke box importers hail the measure, claim that the need and expense of maintaining a permanent assembly shop will make it difficult for the occasional importer to continue bringing in knocked down re-built juke boxes.

Up to now, the Bureau of Customs has not insisted on any special formalities and the parts needed only to conform with descriptions worked out over the last three or four years.

Sales to Climb If \$\$ Hold Out Say Distribs

By H. W. BOSEMBERG

BOGOTA, Colombia, Jan. 28.—In spite of the new import law passed January 10 (see accompanying story), the five juke box distributors here aren't quite as optimistic about the first quarter of 1956 as they were for the same period in 1955. Their forecasts go from cautiously optimistic to cautious this year.

Leopoldo Franco, manager of Importaciones Cabo, Ltda., Wurlitzer outlet, anticipates a normal volume of business during the next three months, but wonders whether continued imports will be possible considering the present shortage of dollars.

Underlining the same "if," but more optimistic was Bernardo Lozano, manager of Importaciones Extra, Ltda., who hoped to triple his 1955 AMI volume.

Patino & Patino, Ltda., and Guillermo Zuluaga-Laserna, two of the three Bogota sub-distributors for Seeburg, fear the adverse effects of a possible shortage of dollars—a shortage of cash on the part of clients. However, Zuluaga anticipates little difficulty in selling rebuilt juke boxes in smaller villages.

The Wurlitzer and AMI distribu-

(Continued on page 96)

Brazil Still Awaits First Coin Imports

\$ Shortage, Currency, Restrictions Stifle Opening of Big Potential Trade

By LESLIE F. WARREN

RIO DE JANEIRO, Jan. 28.—Brazil, whose expanding economy has brought dozens of modern technological advances in the last 15 years, is still at the zero mark in the use of coin machines.

Business circles see little likelihood for development in this field, at least until the country's present precarious financial situation improves.

The nation suffers a severe shortage of foreign exchange, due principally to an imbalance of imports over exports which prices all but essential imports off the market, rules certain luxury items out completely.

There are other factors.

Antiquated Coins

One is the antiquated currency. The highest value coin is the 2-cruzeiro piece (worth about 4 cents at the free market rate).

Cigaret prices average 6 cruzeiros per pack. Long-distance tele-

phone calls via pay phones are impractical when, for example, 25 coins must be used for a call from Rio de Janeiro to Sao Paulo, 250 miles away. Notes in denominations of one and two cruzeiros are circulated. Commerce complains of a shortage of coins for change-making. Some coins bring more as metal than as a medium of exchange.

This situation may improve if and when the government uses its authority to issue coins of 5-cruzeiro denomination.

Price Increases

Another factor is inflation—which goes on at a rate of about 25 per cent a year. Constant price increases would mean constant adjustments for vending machines.

Not more than a handful of juke boxes are in use in Brazil. Most of those in use appear to be old machines, not comparable to the modern type familiar in the U. S.

(Continued on page 90)

Canada Mulls Taking Over Stamp Venders

OTTAWA, Quebec, Jan. 28.—Canadian postal officials, it is reported, are considering taking over the entire vending of postage stamps on a non-profit basis.

The report followed on the heels of the post office's order for 500 specially designed stamp vending machines from the Opal Manufacturing Company of Toronto.

For years special permits have been issued to operators to vend stamps on a profit margin of 1 cent on each 5-cent coin deposit, and 2 cents on dime deposits. However, on all dime machines 9 cents' worth of stamps are issued.

Machines ordered by the postal officials will vend five 5-cent stamps using a coin chute that will accept either Canadian or U. S. 25-cent pieces. The machines will weigh about 65 pounds and can be set on a counter or fastened to a wall.

Principal color of the vender will be post-office red and trimmed in chrome. It will bear English and French operating instructions.

Tax Slash to Boom French Coin Sales

By WALDO WALLIS

PARIS, Jan. 28.—Juke box and coin-operated amusement game sales are expected to rise sharply in France following the 50 per cent reduction in the annual \$225 tax on each machine.

Paris was among the first big cities to slash the "automatic amusement" fee, with many other municipalities lowering the tax even more. The move is expected to be nationwide.

"Lowering of the license fee will certainly be a great incentive to the industry," Marc Montus, director of the Franco-American Distribution Society, declared.

While distributors are reticent

about predicting the volume of business expected, the consensus was: "The demand is terrific, and business should be brisk during the first quarter of 1956."

Import Severe

The full force of the annual \$225 tax was felt during the final quarter of 1955 when practically no juke boxes or coin-operated amusement games were sold. The full amount had to be paid regardless of when a machine was purchased.

Jean Gaillard, director of Socodimex, who said his firm did not have a prospective customer in November, declared:

"We expect to import the new

(Continued on page 95)



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French Trade Hits Ban; Blame Political Moves

PARIS, Jan. 28. — French importers refusing to become discouraged are continuing their campaign to lift the tight restrictions on the ban to import foreign made and assembled juke boxes, coin-operated amusement games and vendors.

The extremely liberal interpretation of the French import regulation banning "fully assembled" machines is being supported by leading politicians, the trade claims.

Since 1954, French importers, distributors and operators claim imports of American machines have been restricted by a monopoly established by politicians who have an interest in a factory in the Jura.

"This factory," a trade spokesman declared, "supplies the boxes and installs the fully assembled games in them, thus technically conforming to the law."

Large-Importer Hit

One of the bitterest protests is from a large Paris importing firm which imported 60 per cent of the American juke boxes and about 70 per cent of the games from 1951 to the end of 1953.

Importing was then done thru the percentage of French exporters' dollar earnings which they were permitted to convert into dollar imports.

A high premium was paid for the dollar, but the imports were competitive and numerous, the firm spokesman disclosed.

Restrictions and restraint of trade began to appear in 1953,

when the clique obtained a better rate on the dollar, and finally competitive import was rendered impossible by the alleged monopoly. The group today, the trade claims, imports fully assembled machines and supplies a painted wooden box to house each. The cost is about 5 per cent of the full price.

England Holds

Continued from page 87
this that the Bal-Ami juke boxes are being produced here, which now incorporate the multi-horn fidelity sound system developed by AMI.

Meanwhile, manufacturers here are busily engaged in producing new ideas, and refinements for the annual trade exhibition. This year it is being held on March 6, 7 and 8, in London.

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M100C	610		
M100B	495		
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Flash Hockey	99.50
Undersea Raider	125.00
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Flying Saucer	99.50
Heavy Hitter	49.50
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Hi-Fi	165.00
Surf Club	165.00
Ice Follies	165.00

BALLY	
Palm Springs	\$165.00
Dude Ranch	145.00
Beach Club	135.00
Yacht Club	95.00
Palm Beach	95.00
Bright Lights	95.00

GOTTLIEB	
Flying High	\$ 95.00
Grand Slam	110.00
Quartet	110.00
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Chinatown	85.00
Guys-Dolls	110.00
Skill Pool	110.00
Gold Star	185.00
Queen of Hearts	100.00
Dragonette	175.00
Hit 'n' Run	75.00
Quintette	110.00
Jockey Club	160.00
Poker Face	125.00
Pin Wheel	125.00
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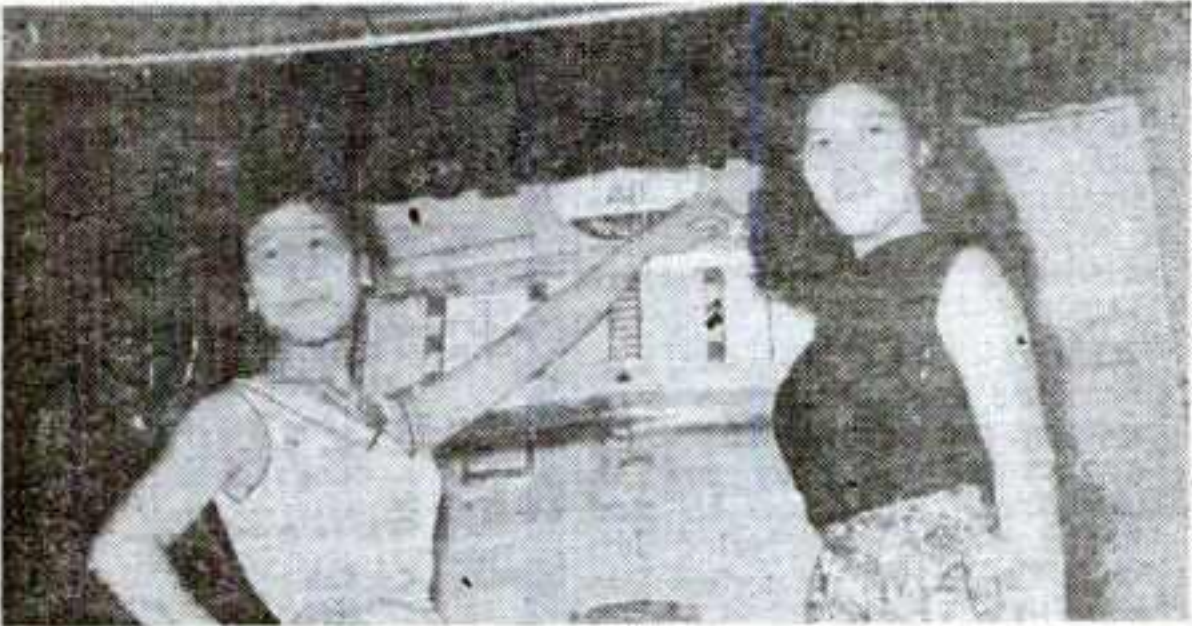
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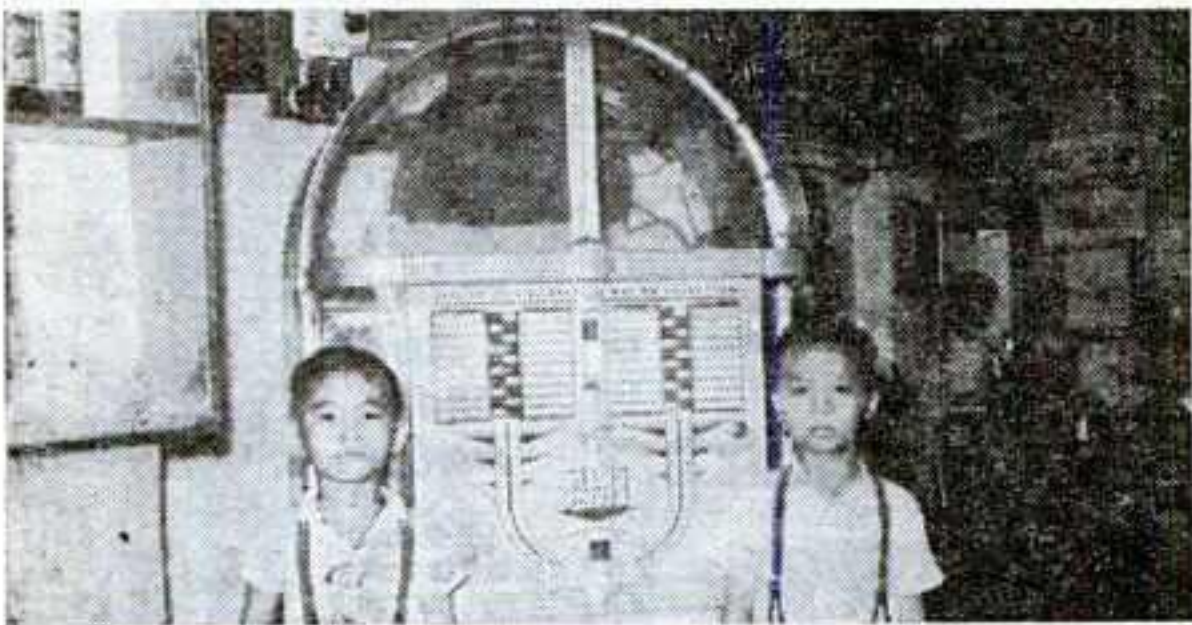
THREE JUKE BOX PATRONS taking time out from spinning their favorite ditties in a Malayan bistro. Many Hindus (like the turbaned gent), living in Malaya, are steady juke box customers.



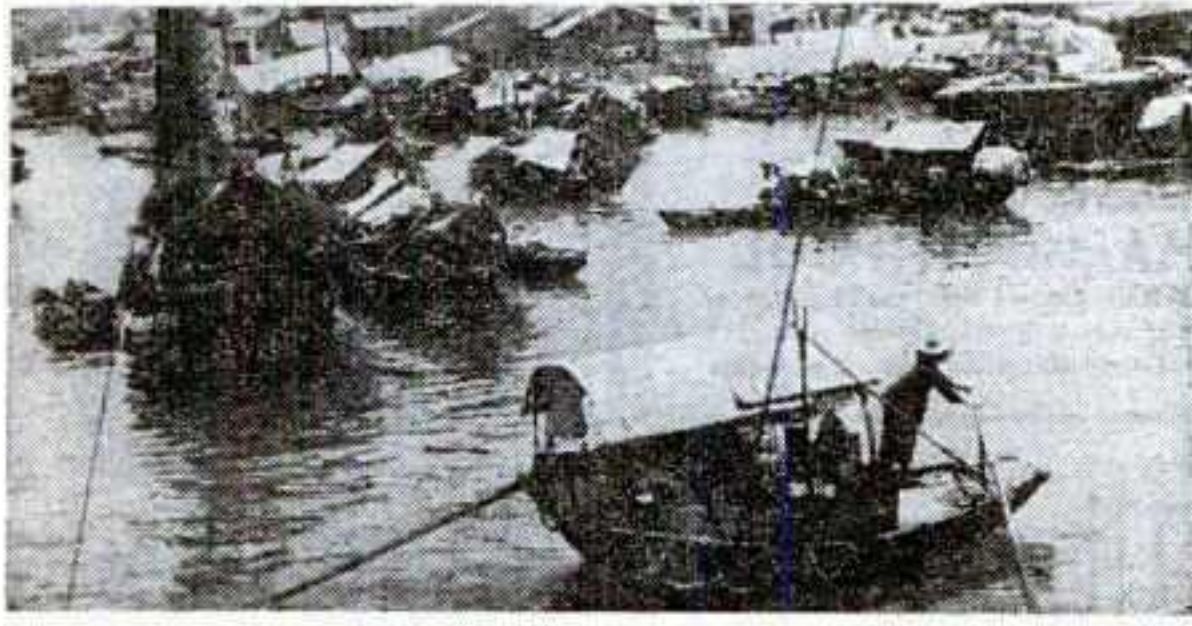
SEVERAL LOCAL LADIES making selections in a Kowloon cafe. The growth of the juke box business in this city has been rapid, altho imports are heavily regulated.



PINBALL PLAYERS busily engrossed in a game in a Rangoon shop. Altho Asia is potentially a big market for coin-operated equipment, rigid controls in many countries are hampering growth.



TWO BURMESE small fry "stand guard" on a U. S. juke box. Future juke box operators? Possibly—but future juke box customers without a doubt.



TYPICAL ASIAN harbor scene. Altho Hong Kong is a free port, coin-operated equipment imports are restricted.



AMI DISTRIBUTOR in Rangoon stands in doorway of his Moonlight Musical Store. Sign on left says in English, "Musical Merchandise Dealers and Repairers," and on right this message in Burmese.



A MAIN INTERSECTION in Penang, Malaya, showing typical buildings which house the spots featuring American, Chinese, Hindu and Malayan music, all on 78 r.p.m. AMI, Wurlitzer and Seeburg juke boxes.

REPORT FROM ASIA

Future Market for Juke Boxes, Tunes

"ASIA represents a great potential market for U. S. juke boxes and records."

Thus reports William J. Suter, AMI Far East representative in Manila, who's just completed a swing thru Hong Kong, Kowloon, Macao, Bangkok, Burma, Malayan Federated States, Singapore and Borneo.

But Suter quickly adds: It will take time before this potential is tapped.

Hampering Growth

Three primary factors combine to hamstring current development of coin-operated equipment in Asia:

- 1. No pressings of local music on 45 r.p.m. disks.
2. Rigid governmental controls of imports and exports in many Asian countries.
3. Bans on legal operation of all coin-operated equipment in some regions.

The absurdities of bans in some countries is shown by the fact that penny weighing scales are classified as "slot machines."

The people's love of music is evident everywhere in Asia. But in some cities and countries, government regulations forbid juke box imports. For example, in templed Bangkok, Suter said, a radio blares from every street-side store and in many homes. "But there isn't one juke box in this thriving city because of government controls on imports."

100% 78 R.P.M

Malaya appears to offer the finest opportunity for immediate juke box sales—beyond Manila. Said Suter: "On Penang Island in the Malayan States, American, Chinese, Hindu and Malayan music is heard, all on 78 r.p.m. AMI's, Wurlitzer's and Seeburg's."

Suter singled out Kuala Lumpur, trading hub of Central Malay, as being an even better market in Malaya for juke box music because of its many night spots. "Austrian troopers prefer U. S. recordings and artists at Kuala Lumpur's milk bars where ice cream and beer are sold along with music from juke boxes."

But whether in Main Street,

Asia, or Main Street, U. S. A., a motion picture can help boost a record. In Hong Kong and Kowloon, for example, Suter said that altho most hit records are about a year behind hits in the U. S., "popular moving-picture theme song, "Love Is a Many-Splendored Thing," jumped immediately after the movie showing to top billing on music machines in both Kowloon and Hong Kong proper."

In Singapore, Hits

In Singapore, he found the Malaysians far ahead in selecting pop music and U. S. hits, "railing the U. S. by only a few months."

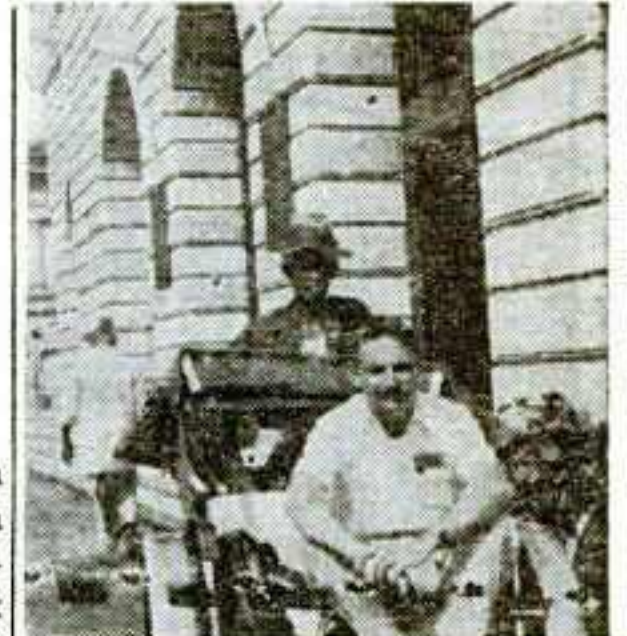
Suter said that altho the juke box business in both Kowloon and Hong Kong has been rapid, and altho the latter is a free port, "coin-operated equipment imports are restricted."

A visit near the Communist China border provided an eyeful for Suter. He reported he found "older juke boxes displayed along with the sale of a wine which was flavored with foxes (including hair, et al), one-month old chickens, frogs snakes, sparrows. Quipped Suter: "A hand-carved dipper for potential customers to use in sampling appears almost as old as the juke boxes which the Reds may now copy."

Very little progress has been made in vending machines, Suter said. "There are many ticket weighing scales of Swedish and German manufacture in Hong Kong theater lobbies, in boat and bus terminals and department stores. But no vendors for soft drinks, cigarettes, candy appear to be in use."

"Only Singapore contains a few, old broken-down cigarette vending machines," he said.

Cigarette vendors face a primary difficulty because of the large sale of loose cigarettes by street hawkers. Extremely strict sanitary enforcement laws in Hong Kong and Singapore hamper drink vending. Candy vending's future looks very dim because of the extreme heat and the inconsistent and haphazard packing of locally made candy products.



WILLIAM J. SUTER, AMI Far East Representative, who's just completed eight-nation tour thru Asia, gets around via local means.



NG LEAN CHIN, AMI distributor in Malaya.



AMI DISTRIBUTOR, Singapore



HONG KONG distributor for AMI.



SEEBURG SINGAPORE installation and local customer.



PEARL RIVER, Red China in background. Suter: "This is as close as I dared to go."



TYPICAL TICKET scale of German origin. Over 60 on location in Singapore alone.

Malay Bans Games; Restricts All Play

SINGAPORE, Jan. 28. — Juke boxes are the only coin-operated machines enjoying business here. Overall gross volume is up, but individual unit sales are off up to 50 per cent due to the heavy influx of phonographs.

ment completely banned the importation of pin, bingo and shoot-in gallery games, T. S. Tay, of Novelty Games Emporium, and Chan Ah Yoon, Luen Wai Hong, Ltd., reported.

against game operators last August, banning the games from public places. Similar action is expected in Singapore soon, Tay and Ah Yoon stated.

As the result, prices on amusement games dropped 50 to 60 per cent. Tay disclosed there are no vending machines in the country because local conditions are not adaptable for this business.

During the final quarter of 1955 both men reported a heavy influx of juke boxes. Virtually every bar, coffee shop, cafe and restaurant boasts of one, and while overall

volume has increased, single unit sales are down.

Juke operators are also confronted by the following:

1. The high cost of phonographs retailing at Malayan cost from \$1,600 to \$1,700 each.

2. The difficulties in securing a good location as juke boxes are all too common today.

3. The scope of operation in the mainland is discouraging because of the 20 per cent tax levied on CIF price when passing thru the mainland customs.

4. The high cost of records for Asian music, which averages from \$2.70 to \$3 each.

5. Juke boxes are idle too long because of the ease with which the coin rejectors can be jammed.

Use 78 R.P.M. Units

Currently only 78 r.p.m. phonographs are suitable for Malayan operation as all Asian records are of this size, the distributors reported. Less than 1 per cent are 45 r.p.m.

The high cost of 45 r.p.m. machines has kept distributors from importing the more modern units. Extra commissions, Tay and Ah Yoon pointed out, must be paid when machines are imported thru Hong Kong, and importers are forced to pay about \$3.50 Malayan dollars for every U. S. dollar.

The average export price of a reconditioned American model in the United States is between \$450 and \$470, they said. The importer, Tay said, finds it difficult to make a fair margin of profit when retailing these machines at \$1,600 and \$1,700 Malayan money.

The coffee machines, he predicted, will be especially successful in workers' canteens where employees will be able to purchase coffee at one-half the price it would cost elsewhere.

Northwestern

MACHINES AT

RAKE

N. W. MODEL 49 NUT VENDOR 1c or 5c \$18.15



5c N.W. Package GUM VENDOR \$29.95

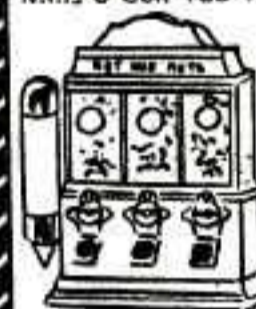
1c N.W. TAB GUM VENDOR \$29.95

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BULK VENDORS

Silver King, 1c or 5c	\$ 8.50
Victor V—Cab. Type	9.50
Victor V—Globe Type	8.50
Acorn, 5c	10.00
Model 49's, 1c or 5c	12.50
Toppers	9.95
Mills 6 Col. Tab	17.50



Ajax 5c Hot Nut Vendors, recond., incl. stand and cup dispenser. Write for SPECIAL price! \$55.00 EA.

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- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

Brazil Awaits

Continued from page 87

As with vending machines, the cost of importing them is virtually prohibitive. (See separate story on Brazil vending market.)

Locations Own Jukes

The few juke boxes in operation are owned by the proprietors of establishments in which they are installed.

Coin-operated games, except for a few mechanical soccer games, are non-existent in Brazil. While there is no law prohibiting their importation, game operation is restricted by the government.

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\$20 deposit puts it to work for you
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Produces up to 200% profit
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Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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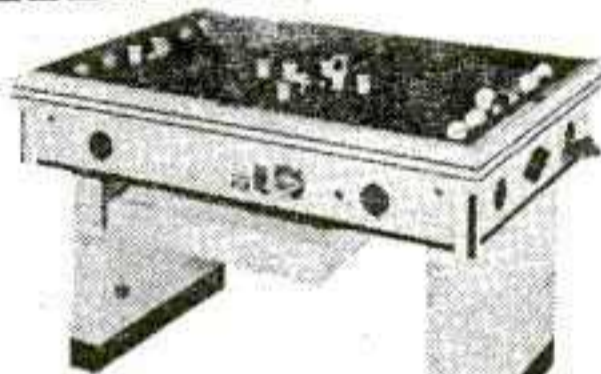
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2 or 3-Hole Models with exciting Center Hole . . . New Plastic Light-Up Bumper Posts. 2-Coin Operation . . . 2 or 4-side play.



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Convertible, 2 or 3 Holes, With Ingenious Center Plug! Illuminated Bumpers! 2 Popular Models—Regular or King Size!

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BINGO 5 BALLS BALLY

GAYTIME	\$365
GAYETY	235
BIG TIME	375
VARIETY	245
SURF CLUB	155
ICE FROLICS	145
PALM SPRINGS	145
DUDE RANCH	145
BEACH CLUB	125
BEAUTY	95
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* BLINKER	WRITE
* BULL'S EYE	WRITE
* HOLLYWOOD	\$365
* HOLIDAY	275
* ARROW	245
* BONUS SCORE	355
* THUNDERBOLT	325
* PLAYTIME	295
* FEATURE	225
* STARLITE	195
* SUPER FRAME	175
* CRISS CROSS	185
TARGET	185

ADVANCE	\$165
GOLD CUP	135
TRIPLE SCORE	95
DOUBLE SCORE	85
* CROWN	85
10th Frame, 6 PLAYER	85
* NAME BOWLER	55

UNITED

* DELUXE CAPITOL	\$285
* DELUXE CLIPPER	335
* DELUXE MARS	295
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* RAINBOW	235
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SPORTLAND	225
SHOOTING GALLERY	175
SIX SHOOTER	95
DALE GUN	45

GENCO

WILD WEST	\$395
RIFLE GALLERY	195
SKY GUNNER	125

UNITED

DEL. CARNIVAL	\$245
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KEENEY

RANGER	\$285
SPORTSMAN	245



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Joe Kline & Wolly Finko
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500



Import Costs Hamper Brazil Vending Mkt.

RIO DE JANEIRO, Jan. 28.—Perhaps the most challenging vending machine frontier in the world exists in Brazil.

Currently, vending machines do not exist here on any commercial scale.

There is no outright import ban against vending machines. But since they appear in the fifth category of imports, the cost of importing them is virtually prohibitive. (Imports are classified into five categories according to their degree of essentiality).

Dollars to pay for imports in this category must be purchased at government auction at a cost of from 280 to 400 cruzeiros, and only when the government makes

exchange for this category available. This compares to an average of 70 cruzeiros for first-category merchandise.

Brazilian industry could produce vending machines. However, if it were necessary to import manufacturing equipment, it is doubtful whether the Bank of Brazil would grant exchange coverage, inasmuch as the end to which such equipment would be dedicated could not be considered vital to the nation's economy.

Some time ago a coin-operated drink dispensing machine was installed in a Rio theater lobby, but was withdrawn shortly. Lack of public acceptance was claimed.

Neither the Rio de Janeiro or

Sao Paulo phone directories list distributors or agents for vending machines.

INDIANAPOLIS, Jan. 28.—Central Indiana dairy farmers, in protest against declining milk prices, may ignite a "dump the milk" movement when they reconvene here February 14. Approval of the action was registered by a unanimous show of hands at a meeting of 800 farmers last Monday who protested the two price cuts of the past two months.

MILLIS, Mass., Jan. 28.—Lester C. Moore has been appointed sales manager of the Clicquot Club Company, Thomas F. Black Jr., president, announced this week.

ATTENTION—FOREIGN BUYERS!

Let our years of export experience serve you now on all types of coin-operated games, phonographs and other equipment. Expertly reconditioned, refinished and prepared for overseas shipment.

ARCADE EQUIPMENT

United DLX. SUPER SLUGGER	\$345
Williams KING OF SWAT	345
Chi Coin SUPER HOME RUN	210
Williams POLAR HUNT	375
United DELUXE CARNIVAL	245
Genco RIFLE GALLERY	175
Exhibit SHOOTING GALLERY	150
Chi Coin BASKETBALL CHAMP	95
Exhibit DALE GUN	50

LATE 5-BALLS

WISHING WELL	\$235
SOUTH'N BELLE	210
GYPSY QUEEN	195
SWEET ADD-A-LINE	200
TWIN BILL	185
LADY LUCK	150
GOLD STAR	145
PINWHEEL	95
FOUR STARS	75
PETER PAM	175
SPITFIRE	175
STAR POOL	145
BIG BEN	125
THUNDERBIRD	115
SCREAMO	110
DEALER	75
TIMES SQUARE	60
DISK JOCKEY	60

SHUFFLE GAMES

BLINKER	WRITE	IMPERIAL	\$135
HOLLYWOOD	\$350	LEADER	175
HOLIDAY	275	ACE	210
DLX. CAPITOL	375	CLASSIC	95
DLX. CLIPPER	345	CLOVER	75
DLX. LIGHTNING	325	C.C. CRISS CROSS	145
DLX. VENUS	275		
DLX. COMET	225		
DLX. TARGET	195		
DLX. 11th FRAME	275		
DLX. MERCURY	245		
BANNER	235		
ACE	210		

POOL TABLES

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GUARANTEED TO BE IN GOOD CONDITION—ONLY \$155 EA.

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BINGOS and SHUFFLES for MUSIC, LATE 5-BALLS, ARCADE EQUIPMENT

PHONOGRAPHS

Largest Selection of the Finest Reconditioned Phonographs! Immediate Delivery. Write for Price List!

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PACKAGE DEAL!	\$30 VALUE ONLY \$19.95
2 Dix. 48" Cue Sticks	
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Cue Tips, Elk Leather... Package of 25 .75
Tip Clamps... Ea. 25¢ Chalk... Per Gross 3.00
K-Bumpers... Ea. .25

SPECIALS!

Anodized Aluminum HOLE CUPS—Unbreakable! Red or White, Ea. 90c

100% Wool Billiard Cloth, Regulation Size... \$7

Exclusive Chicago Distributor for the BEST in POOL GAMES!
CUE-STAR COIN POOL by FISCHER WRITE
Marked for 3 or 4-Side Play! BEST PRICES!
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2257 N. Lincoln, Chicago 14, Ill.

PHONOGRAPHS

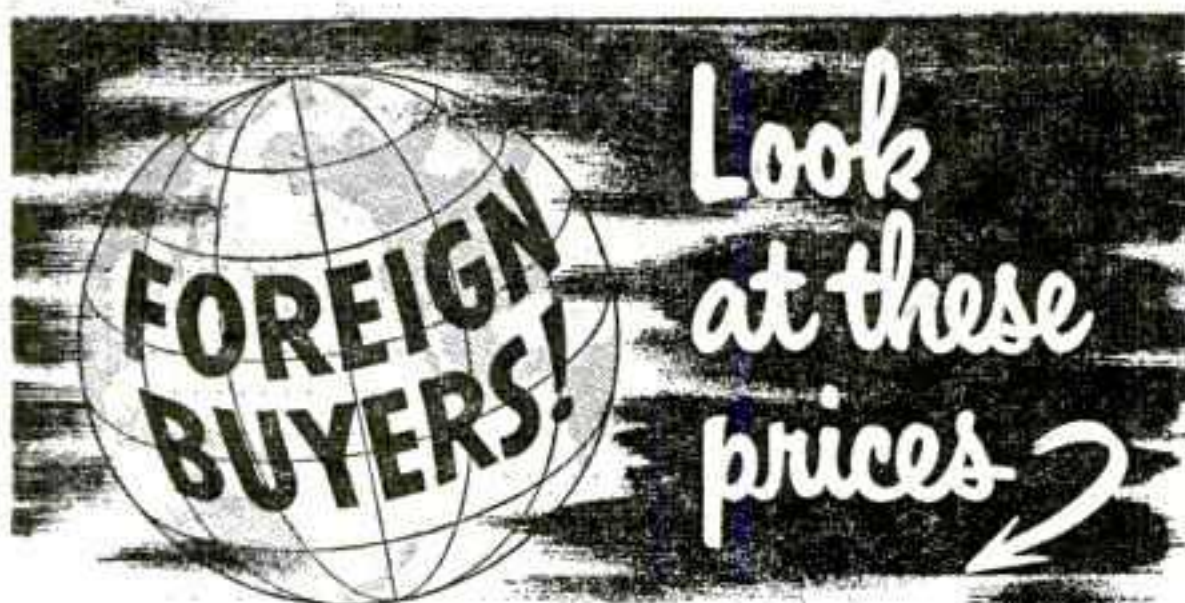
AMI Model "A"	\$ 95.00
AMI Model D-80	325.00
Wurlitzer Model 1500	295.00
Wurlitzer Model 1500A	395.00
Wurlitzer Model 1400	250.00
Wurlitzer Model 1250	150.00
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Seeburg Model M100-A	275.00
Comco Wall Speakers	11.95

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ROCK-OLA 1434	\$275.00	Model D40	\$295.00
1434, 45 RPM	\$275.00	Model C	\$175.00
1432, 45 RPM	\$185.00	Model B	\$135.00
	\$150.00	Model A	\$100.00

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SEEBURG—20 SELECTION—5/10/25 WIRELESS	\$275.00
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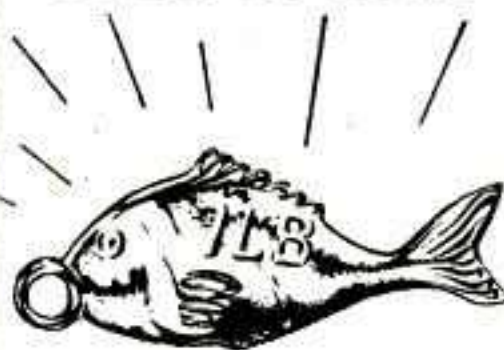
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1 Lb.—7 Lb. FISH

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America's Foremost Manufacturer of Dependable Merchandise Vendors Since 1928

WORLD COIN OUTLOOK OKAY

• Continued from page 85

that the problem of obsolescence has taken its toll, forced many marginal distributors to dispose of their juke box equipment to end users.

Coffee \$\$ Hit Guatemala Op

GUATEMALA, Guatemala, Jan. 28.—The coin machine market here dropped off slightly toward the end of the year as a result of a late coffee crop, but 12-month totals show the industry improved compared with 1954.

J. L. Amezcua, of the H. J. Nicol & Cia, S.C., said he expected an increase in phonograph sales during the next 12 months in spite of an anticipated import cost boost.

Amezcua said that all branches of the Nicol firm showed an increase in sales in 1955.

Juke Sales Up In Costa Rica

SAN JOSE, Costa Rica, Jan. 28.—The juke box picture for the coming year looks good thruout Costa Rica, according to Valeriano Miranda, Rock-Ola distributor.

Valeriano Miranda reports phonograph sales up about 50 per cent in 1955 compared with 1954, anticipates about the same increase during the coming year.

Miranda also pointed out the top five songs playing on the juke boxes according to local operators. They are "Entre Copa y Copa," by M. Aceves M, RCA Victor; "Los Marcianos," Orq. America, RCA Victor; "Chirivico," Ramon Marquez, Musart; "Sh Boom," Luis Alcaraz, RCA Victor, and "La Batura," Orq. America, RCA Victor.

P. R. Favors Shuffle, Pool

SANTURCE, P. R., Jan. 28.—Coin-operated shuffle and pool games recently introduced here are rapidly gaining in popularity and have taken the play away from automatic phonographs.

That is the report from Jose Romero Hernandez, president of Jose Romero, Inc., and Miguel A. Cancel, president, Cancel Hermanos, Inc., both distributors of coin-operated machines.

Both firms reported sales up between 10 and 14 per cent for the final quarter of 1955 as compared

to the same period of a year ago when volume was up around 10 per cent.

Cancel reported that he expects his sales to continue to rise during the coming months, inasmuch as the firm is installing new machines. Hernandez, meanwhile, states he expects a slight decrease, basing his opinion on previous seasonal decline in sales.

Both companies point out that the coin-operated industry in Puerto Rico has met with the general approval of the public, but that pending legislative action may effect the industry. However, they disclosed, there is strong opposition to any action by the assembly.

Insofar as music and records are concerned, the Puerto Ricans are loyal to their own artists. The current favorite tunes and artists are: "Halo Quien Llama" by Moncho Lena; "A Escondidas" by Tito Lara; "Miedo" by Felipe Rodriguez, and "Jurama" by Libertad La Marque.

See Sales Up In Salvador

SAN SALVADOR, Salvador, Jan. 28.—A gradual increase in the sale of juke boxes within the next three months is anticipated by Francisco T. Zablah, head of the Distribuidora Electrica.

Zablah reported that sales were off about 20 per cent during the final quarter of 1955 as compared to the previous year's quarter.

The decline in sales, he stated, was due to the new 20 per cent tax imposed upon operators.

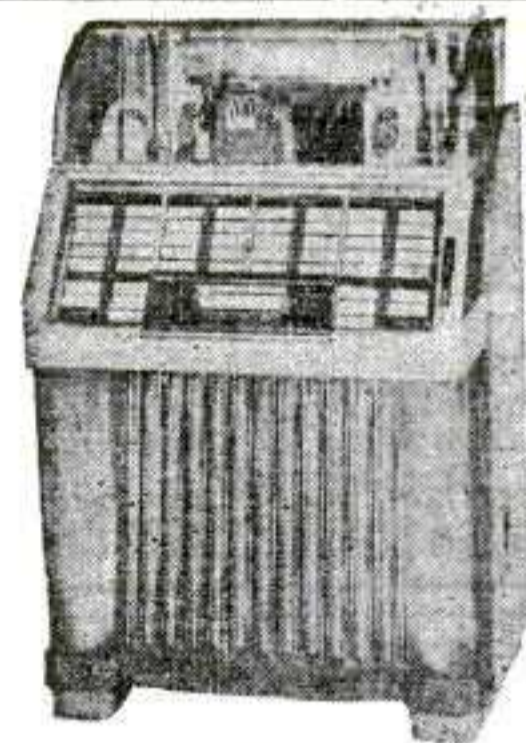
Danish Firm Bows New Unit

COPENHAGEN, Jan. 28.—The Soren Wistoft firm has developed a new model vending machine with greater selectivity as well as capacity.

The new model has three col-

ATLAS OFFERS THE WORLD'S FINEST JUKE BOXES FOR EXPORT

For more than a quarter of a century, phonograph buyers all over the world have relied on Atlas for dependable, completely reconditioned equipment at reasonable prices. At all times, Atlas offers a wide choice of excellent late model Juke boxes by Seeburg, Wurlitzer, A.M.I., Rock-Ola. All are reconditioned and refinished by factory methods . . . exhaustively checked by Atlas' "Constant Operation Test" . . . specially packed and routed for safe, swift transport . . . "like new" performance and appearance on arrival! You, too, will be satisfied with Atlas experience and fast, courteous service!



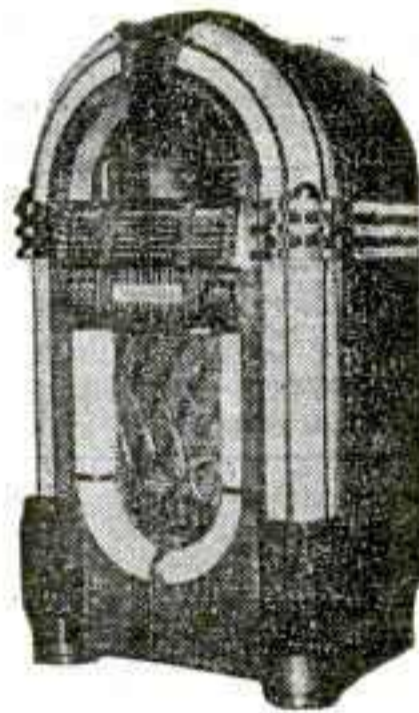
SEEBURG M-100 C
45 RPM—100 Selections
\$645



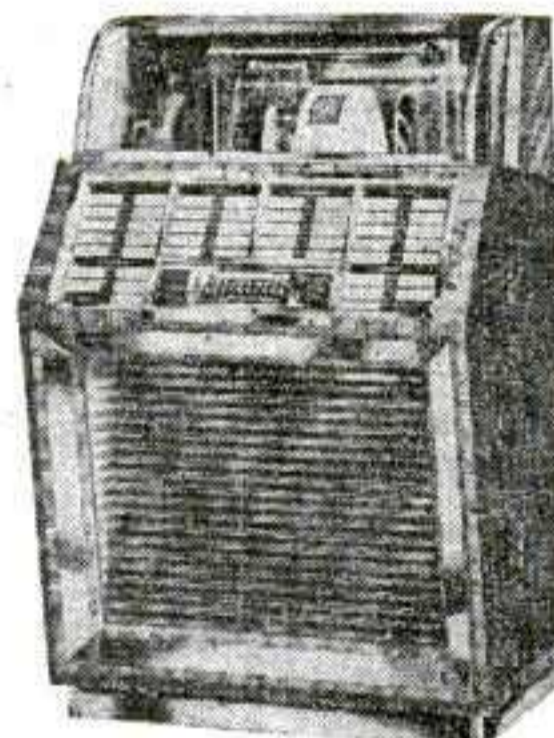
WURLITZER 1500-1550
104 Selections
\$295



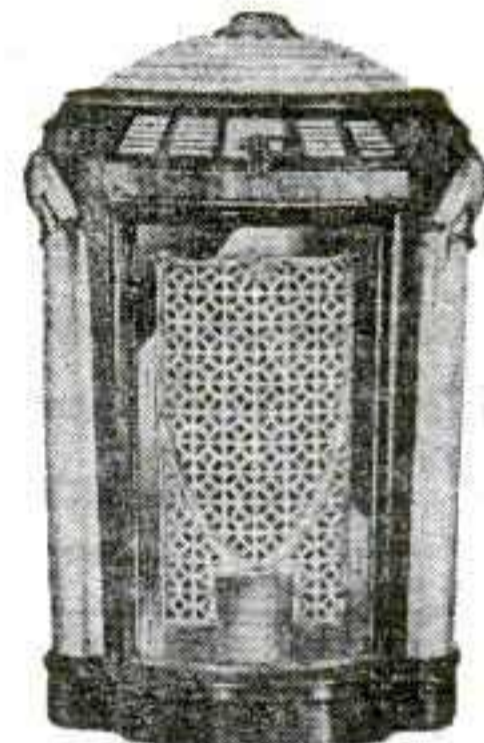
WURLITZER 1100
24 Selections
\$155



WURLITZER 1015
24 Selections
\$125



SEEBURG M-100 B
45 RPM—100 Selections
\$545



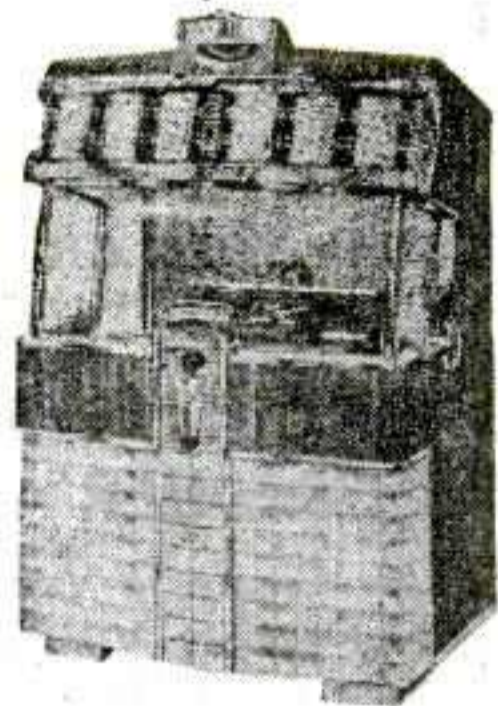
SEEBURG 1-46 • SEEBURG 1-47
78 RPM—20 Selections
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- ROCK-OLA 1428..... 125
- ROCK-OLA 120 (FIREBALL)..... 325
- ROCK-OLA 120 (COMET)..... 495
- WURLITZER 1250..... 245
- WURLITZER 1400..... 325
- WURLITZER 1500A..... 395
- WURLITZER 1700..... 595
- WURLITZER 1800..... write
- A.M.I. MODEL B..... 175
- A.M.I. MODEL C..... 175
- A.M.I. MODEL D-40..... 250
- A.M.I. MODEL D-80..... 350
- A.M.I. MODEL F-120..... 745



ROCK-OLA 1422-1426
20 Selections
\$95



A. M. I. MODEL E
120 Selections
\$545



A. M. I. MODEL A
40 Selections
\$125

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urns, each containing 12 cubicles. One column is set to vend a single item, the center to dispense two articles, and the third three items.

Metal plates are used to provide compartments in the columns that dispense two or three articles. As a sale is made, the compartments automatically lowers to the door displaying the merchandise for the next purchaser.

According to the company the columns are easily adjusted so all will vend only one item. As in all Danish vending machines, one coin slot serves to operate all 12 doors in each column.

The cubicles are painted with a white enamel. A mirror is installed in the rear of the machine which has a heavy glass door front. The interior of the vender is lighted with fluorescent tubes installed on each side of the unit.

Soren Wistoft officials also announced they have developed a super-size vender with seven columns designed along the lines of the smaller machine.

New Jukes Up Ontario Trade

OTTAWA, Jan. 28. — Regent Vending Machines, Ltd., here, credits an inventory of better, new machines for a 25 per cent boost in sales in the final quarter of 1955.

Operator replacement of older juke boxes with new units is expected to further up sales in the coming months.

Swede Distrib: Tight Credit

TULLINGE, Sweden, Jan. 28. — Prospects are good for further increases in coin machine sales here, according to Evert Jorvall, Aktiebolaget Serano, distributor at Tullinge.

Sales for the firm in the final quarter of 1955 are reported 45 per cent higher than the same period in 1954.

However, Jorvall reports, the credit situation in Sweden is difficult, and many transactions can be effected only with rather large cash payments.

New Coin Ops In Manitoba

WINNIPEG, Man., Jan. 28. — Marty Morosnick, Winnipeg Coin Machine Company, here, credits a gradual upswing in sales to new machines and more efficient operations. His firm has more salesmen and better coverage this year.

Morosnick reports, "Taverns and cafes are modernizing their establishments and machines are being located in the new industrial areas. New blood is coming into the coin machine field and competition is doing the industry good."

"A better class of operators are joining the business, distributors are now working out of new salesrooms rather than out of their homes. They are taking an active

part in their communities and gaining good will for the industry." All is not rosy thruout the Prairie Provinces, however. Unfavorable economic conditions prevail in areas of Manitoba and Saskatchewan at present, according to Allan Pullmer, A. Pullmer Company, Winnipeg.

A surplus of wheat crops has turned the economy for the worse, restaurants are about 40 per cent off from normal, and this has affected juke box play as well as amusement game play.

Recent introduction of television in the larger cities of these provinces has also hurt receipts, Pullmer stated.

Juke Play Up In Alberta

EDMONTON, Alta., Jan. 28. — Continued expansion in the juke box field by operators, tied to increased acceptance of juke box play by the public has been responsible for a 10 per cent sales hike for Dale Distributing Corporation, here.

D. M. Johnson, of Dale, says that dime play has furnished operators with the best opportunities they have had in the area in years.

Said Johnson, "We look to steady progress with greater expansion in some areas than in others, but generally improving thruout Canada. This year should be the best yet."

Johnson expects dime play to be helped greatly by new models that are dual-priced and non-convertible to nickel play.

British Coke

Continued from page 87

To all intents and purposes the post-war marketing of Coca-Cola only became effective toward the end of 1953, when sugar was de-rated. This program is carried out by nine independent British companies, who have an agreement with the company to bottle the product. The basic concentrate is manufactured by the Coca-Cola Company in London and sold outright for sterling to these companies who process and bottle the product to prescribed standards.

Marketing is carried out independently by each bottle, in the area laid down under his agreement. All nine companies are British controlled and financed, and profits from wholesale sales are the British bottlers' profits.



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Un. Mercury 285

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Un. Imperial 145
Un. League 175
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Un. Royal 140
Un. Olympic 80
Un. Cascade 75
Genco Match Pool 99
C. C. Star Lite 195
C. C. Criss Cross Target 175
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C. C. Gold Cup 125
C. C. Triple Score 85
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Phonos Invade Rural Areas

• Continued from page 87

resignation of the former Wurlitzer distributor. Franco had been manager of the Seeburg distributor in Cali for three years and prior to that had been a juke box salesman.

Rural Areas

Franco explained that the firm immediately began promoting juke box sales in rural areas because they were practically virgin territory.

"Initially we had to work extra hard to establish the Wurlitzer name," he said. "The first sale in a new village was always the hardest, but once a machine was sold and people had a chance to observe its performance and became convinced that salesmen and service mechanics kept in touch with customers additional sales became easier."

Importaciones Cabo now has sub-distributors in six major towns in the territory. Each has a supply of spare parts and a service me-

chanic to look after equipment in operation. Sales are financed in Bogota, Franco said, so the sub-distributors work on a commission basis.

Record Growth

Juke box installations in rural areas began to grow toward the end of 1953, jumped appreciably in 1954 and 1955, Franco said.

In addition to regular city license fees, juke boxes also have to pay a special license to the Colombian Society of Composers, SAYCO, but the amount is determined by negotiation rather than by income or location. City taxes in the larger towns are based on location, while in the villages, mayors fix fees which may vary between \$10 and \$40 a month.

However, these taxes and fees have not hindered sales, Franco declared. In many villages, he explained, where there was little if any electric power, clients purchased juke boxes with small generators.

In one village, Franco recalled, the parish priest would push his juke box out into the village square during market days and fairs, and funds thus collected were added to the parish treasury.

78's Success

The manager attributed much of his juke box success to the fact that he is able to sell 78 r.p.m. machines. He explained that customers can buy all the popular records on 78's without trouble, while Colombian production of 45's is still limited and the quantity is uneven. Another factor is that his company started local assembly and was able to keep prices from climbing too high when imports were restricted in 1955.

"While we have been successful in many towns, our sales in Villavencio, population approximately 23,000, have soared," Franco said. He explained that the town was the shipping point for all the cattle areas of the Eastern Plains, and when the drives came in, the cowboys wanted music—lots of it. Importaciones Cabo sold nearly 90 machines, all installed in a 10-block area. "Each block has about 10 machines going full blast," Franco said.

"On a per capita basis, Villavencio is the juke box capital of Colombia," he said.

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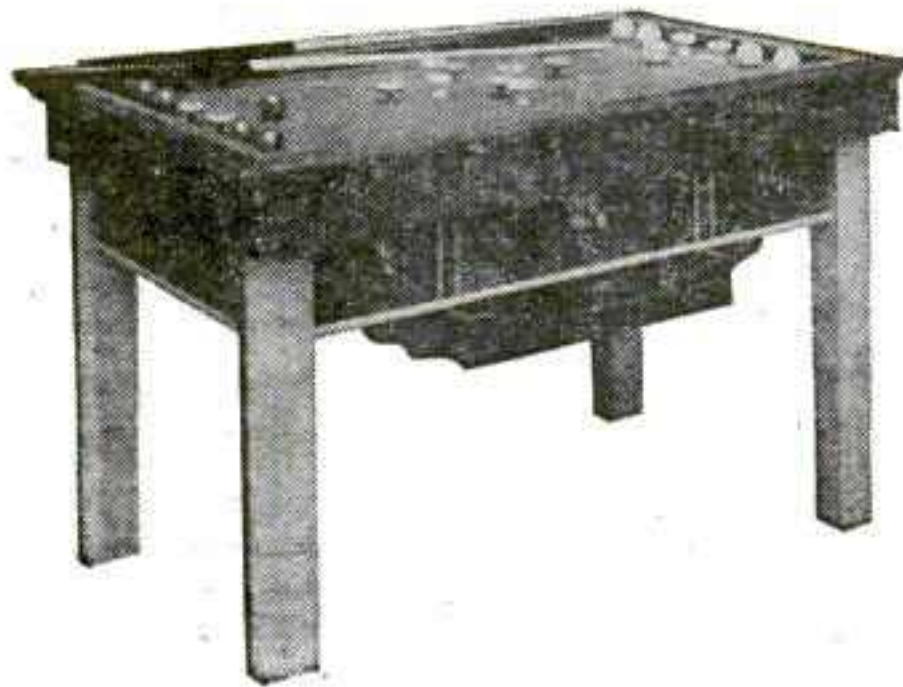
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Top Facilities

• Continued from page 86

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Polio Aid in Action

ROCKFORD, Ill., Jan. 28.—The Rockford Music Operators' Association announced Monday (23) that its entire membership had pledged to donate one full day's collections to the March of Dimes before the week was over.

Local newspapers praised the efforts of the operators. In suburban Loves Park, The Morning Mail carried a three-column picture of two little tots standing in front of a juke box which is donating a day's collections, and a three-column story highlighting the efforts being done by operators and other businessmen.

Below is the picture and the article as they appeared in The Morning Mail:



SO WE MIGHT DANCE TOO . . . Wearing their braces to remind patrons that polio victims may never be able to dance without help through donations to the March of Dimes are the king and queen of Rockford area dimes drive, 4-year-olds Bonnie Lee Harris of Rockford and Gregory Allen Bombard of Loves Park. They publicize pledge by Rockford juke box operators to give one day's "take" from 300 juke machines in county this week to the polio fund. (Mueller's Studio Photo)

H & F TV, Juke Box Operators Pledge Profits To Polio Fund

There is no profit in any child being crippled by polio, and a Loves Park businessman and group of Rockford businessmen are out to prove it by giving from one to three days' profits from their businesses to the March of Dimes.

The Park merchant, Fred W. Trevalio of 510 Riverside boulevard, has pledged to turn over all profits from a special three-day weekend sale at his H & F TV & Appliance store, 5440 North Second street.

And the Rockford Juke Box Operators association members will donate all proceeds from some 300 juke boxes in restaurants and taverns throughout Winnebago county for a 24-hour period this week. This is expected to be from \$500 to \$600, since the proprietors of all these business establishments also will donate their share of that day's receipts.

H & F TV's dime drive sale has been scheduled for Friday through Sunday, Jan. 27-29, with the store to be open from 9 a. m. to 9 p. m. all three days. Trevalio was unable to estimate in advance how much the sale will raise for the polio fund, but pledged "every red cent of profit, including the salesman giving up every cent of their commissions" will go to the polio fight.

Trevalio, who pointed out that the polio-benefit sale is a new enterprise at H & F, as well as throughout Loves Park, said that every sales slip for the three-day sale will be audited by a representative of the local polio chapter, "as a safeguard against anyone thinking the store will be getting even a dime of the profit."

The store will benefit in another way, he explained—by building "good will" and getting acquainted with many potential customers through giving its profits to such a worthy cause these three days, but the primary motive in the arrangement is to help the polio fund appeal.

H & F TV expects to make the polio-benefit sale an annual event, he said.

All items in the store—refrigerators, deep freezers, television sets, ranges, washers, dryers—will be on sale, he pledged, and every item on sale will be the latest model available to him from the manufacturers, including many items received this week. And every piece of merchandise offered bears a nationally advertised brand name.

Pushing the slogan "Polio Isn't Licked Yet," the sales force will offer "low prices and very good trade-in deals" during the sale, Trevalio added, in hopes of making this initial benefit venture a big success.

Gregory Bombard, 4, son of Mr. and Mrs. Earl Bombard of 634 Clifford avenue, who is Juke Ops Praised

The Rockford juke box operators began their polio-benefit profit sharing four years ago, since when the idea has spread throughout the nation and annually takes in about 550,000 juke boxes' profit for a day totalling several thousand dollars, for the March of Dimes.

The juke box operators as a result have been commended by the national polio foundation and many prominent figures, including Eddie Cantor and Bing Crosby.

vidual players made by Gottlieb in Chicago, is meeting with success. A favorite in the small French cafes where space is at a premium are the American gun games.

Co-Operative Tax Drive

Henri Brizen, director of Inter-Automatic, trade publication of the automatic music and games groups, directed the successful co-operative campaign in getting the French

(Continued on page 96)

French Tax Cut

Continued from page 87

Seeburg 200 and distribute it widely. It was front-page news when we sent a questionnaire to the trade last December and received enthusiastic replies.

"All operators expressed great confidence in the industry and the new, improved machines. Their replies will enable us to intervene with banks and obtain a credit for 6, 9 or even 12 months."

Greater Sales

Montus reported Franco-American sold about 300 Wurlitzer 1800s thruout France last year despite of the "discriminatory" amusement tax, and expects to sell even more in the coming year with the lower license fee in effect.

Quickly being revived are the 10-franc football and billiard games that were forced to close due to the high tax.

The tax reduction, officials of Universal Amusement, Paris game distributor, reported has paved the way for the introduction of the Circus Wagon, a two-player game, and the Band Wagon, a four-player game.

Frontiersmen, a game for indi-



OPERATORS! MUSIC VALUES

'47 SEEBURGS	\$ 25.00	1250's	\$135.00
1015's	35.00	1400's	185.00
1100's	95.00	1500's	295.00
100A's	225.00	1500A's	385.00
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1700's	WRITE	1800's	WRITE

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 24 Selections
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SEEBURG MODEL M 100 B and M 100 C
 100 Selections
 45 RPM Only



SEEBURG MODEL M 100 A
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1442 45 rpm	525	M-100-C	695
1438 45 rpm	545	M-100-C	550
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1434 45 rpm	225	M-100-B	425
1432 45 rpm	175	Wur. 1700	549

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every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard
WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

Distributors See Climb in Sales

Continued from page 87

tors think they are in a reasonably favorable position—both switched to local assembly following the changes in import rules last May.

Importaciones Cabo had a small staff of trained repair mechanics and simply transferred them to assembly work, Franco said, the while training a new group of men for maintenance. He said that his results have been good and was commended by a Wurlitzer factory representative.

Stocks
 Mr. Garces, Seeburg distributor in Cali, had only a small stock on hand when the May decree was issued and was unable to switch over to assembly. He has not yet decided, but is investigating the possibilities.

All five distributors here had no complaints about the last quarter of 1955. For four of the five, it was their first year as distributors, altho all had worked as juke box salesmen for years.

Importaciones Cabo, Wurlitzer distributor since 1953, did 30 per cent better in the fourth quarter than in the third, said Franco. He indicated that Wurlitzer distributors in Barranquilla, Cali and Medellin also did well.

Limited Volume
 Importaciones Extra was incorporated a year ago to handle AMI equipment. Bernardo Lozano, manager, said that the firm did only a limited volume but did sell all it imported. Lozano said that he did not have information on the other two distributors in Cali and Barranquilla.

Seeburg distributor, Alejandro Garces Ltda., of Cali, has set up three sub-distributors here in the Bogota area, all of whom were appointed during 1955. Patino & Patino and Guillermo Zuluaga-Laserna reported they kept their volume up during the fourth quarter. Julio C. Moreno, partner in the newest Seeburg outlet, Radiolaboratorios Mohen, entered the business in September, doubled their volume during the last quarter.

Credit Good
 Record of installment payments continued good, all five reported. Games have not been imported during recent years, a Billboard survey revealed, because high import duties made the business unattractive.

Similarly, there's next to no business in cup beverage machines. REMO (Importaciones Tecnicas y Comerciales Ltda.) imported 10 cup machines for sirup and carbonated beverages, but only three are on location. REMO's man-

French Tax Cut

Continued from page 95

Finance Ministry to lower the taxes.

"We rallied all members of the groups and drew the support of the cafe, restaurant and hotel owners," Brizen disclosed. "By the time our campaign reached the Finance Administration, it had acquired the support of everyone connected with the industry, and public opinion was behind us 100 per cent."

"We cautioned our members against individual action, while encouraging one and all to pass on the information concerning the application of the tax. No personal lobbying was necessary."

No Friction
 French legislators were fully informed on all phases of the industry, Brizen pointed out. It was made clear that there was no friction within the industry, and room for all coin-operated phonographs and amusement games.

Legislators also learned that some producers were forced to halt operations completely, including the 25-year-old producers of the automatic 50-selection Stella, a low-priced juke box in wide demand under normal condition.

Secemau, the distributors, it was reported, may re-organize and rebuild the business which was forced to close by the high tax.

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the wonderful new "MONEY-MAKER" for

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\$6 to \$15 per thousand coins (over 15 varieties now available), F.O.B. N. Y.

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VICTOR'S TOPPER
 1/2 BALL GUM MACHINE
\$13.25
 each

TIME PAYMENT TERMS
 in lots of 6 or more. Payments as low as \$5 weekly. Write for details.

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BINGO BARGAINS

- 15 Bally Dude Ranch ... \$115.00
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- 2 Bally Yacht Clubs ... 85.00
- 1 Bally Atlantic City ... 65.00
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- 15 Genco Jumpin' Jacks ... 35.00

BOWLER SALE

- 2 United Clover Bowlers \$65.00
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Also Other Bingos and Bowlers. Completely Reconditioned—Guaranteed. Ready for Your Locations.

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All State Coin Machine Exchange

2317 N. Western Ave. Chicago 47, Illinois

N. Y. Law Would Set Floor on Cig Prices

Proposed Legislation Asks \$1 for Each Cigarette Machine; \$250 Distributor Tab

ALBANY, N. Y., Jan. 28.—Bills have been introduced in the New York State Senate and Assembly which provide for an annual licensing fee of \$1 a year for cigarette vending machines.

In addition, the proposed legislation would tag a \$250 annual fee on each cigarette distributor. Most fair-sized operators are on the manufacturers' direct lists and would come under the distributor category. Thus an operator with 750 machines on location could be hit with \$1,000 a year in State fees.

Other license fees in the proposed bill are \$3 for each retail store and \$100 for each wholesaler.

Care of Bill

Core of the bills, tho, is the "unfair cigarette sales act," similar to legislation now in force in 15 States. All States bordering New York now have such legislation on their books.

The proposed statutes would make it illegal to sell cigarettes below net invoice cost plus 3 per cent at the wholesale level, and below net invoice cost plus 10 per cent at the wholesale level.

There is no question that this section of the bill would be welcomed by cigarette vending operators. While vending sales have traditionally been impulse sales, and while the purchaser usually will pay a premium of a cent or two to get cigarettes when he wants them, many operators feel that cut-rate cigarette sellers have hurt them somewhat.

Carton Sale

For example, carton sales in supermarkets have soared. Other stores which use cigarettes as a loss leader have spurred carton sales. It seems safe to assume that the carton purchaser will run out

less frequently than the single-pack purchaser. What impact the carton and cut-rate market has had on vending sales, nobody knows. But the consensus is that whatever the effect, it isn't good.

The proposed legislation would, in effect, put on popular-priced cigarettes a floor of \$9.68 a thousand on delivered merchandise at wholesale.

In New York City, where there is a municipal tax on cigarettes, the minimum wholesale prices would be \$10.18 cash and carry, and \$10.22 delivered.

Retail Prices

All retail sales below 23 cents a pack and \$2.24 a carton in New York City would be in violation of the law. Today it is possible to walk into many a supermarket and beat those prices.

For the rest of the State, the minimum consumer price would be 22 cents a pack and \$2.13 a carton. Sponsors of the bill pointed out that the proposed floors would not result in a price increase to consumers generally, since the minimums would be below the prevailing wholesale and retail prices in most parts of the State.

Both bills have been referred to committee.

COFFEE UNITS SAVE \$\$ FOR EMPLOYEES: OPS

JAMAICA, N. Y., Jan. 28.—Two hundred dollars.

That is what the daily coffee breaks cost an employer for each of his \$75-a-week employees on an annual basis, according to Ed Sahagian and Phil Koff, owners of the Coffee Vending Service of Mass-Peth.

However, they are quick to point out, this cost—built up around time wasted going to and from a restaurant to purchase java—can be greatly slashed thru the installation of coffee vending machines.

"It takes only a few seconds to buy a cup of coffee from our venders," the partners tell employers in their sales talk, "and our machines dispense four varieties of coffee."

In addition they point out the installation of a coffee machine is a morale booster, inasmuch as the employees are aware of the fact their employer makes coffee available and employees don't have to chase around to purchase a cup.

The partners support their sales presentation with a special chart that shows how much a cup of coffee costs a company in terms of valuable employees' time.

"The chart," they agree, "pushes home the selling point of coffee vending machines."

N. J. Supreme Court Kills \$100 License On Outdoor Venders

Reverses Lower Court in Irvington Case; Blasts Tax as 'Illegal, Void'

IRVINGTON, N. J., Jan. 28.—The New Jersey Supreme Court unanimously and emphatically has denied the right of municipalities to tax vending machines out of business.

In a decision handed down this week, the court ruled that the town of Irvington was wrong in placing a \$100 license fee on outdoor milk venders. Previously, the fee had been upheld in Essex County Superior Court by Judge C. Dixon Speakman.

The Supreme Court decision marks a major victory for the vending industry in its contest with the combined forces of local grocer groups and Local 680 of the Milk Drivers and Dairy Employees' Union. The latter groups have put pressure on municipal authorities to prohibit or limit the growth of automatic milk merchandisers. Union officials feel milk machines will take jobs away from drivers. Grocers fear that vending machine sales will cut into their volume.

Sentinel, Dairymatic

The license fee in question was adopted by Irvington on March 9,

1955; it provided for \$100 for the first outdoor milk machine and \$10 more for each additional one on the same location. At that time, there were 11 outdoor machines in town, six of them operated by the Sentinel Sales Corporation and Dairymatic.

In the decision handed down this week, Supreme Court Justice William A. Wachenfeld said, the court's unanimous decision, held the Irvington fee "unreasonable, discriminatory and confiscatory" and ruled that it was "illegal and void."

By setting a license fee 40 times as high as the fee for competing milk sellers, the court ruled that Irvington's action would "jeopardize if not destroy" the ability of milk vending machine operators to compete successfully.

Must Compete

The decision said, "It is obvious that this is not an instance of (the plaintiff) attempting to subvert or (Continued on page 99)"

READY MARKET FOR 1c EXPANSION

Bulk Operators Can Boost Penny Sales Thru Full-Line Locations

By BILL MASLOWE

CHICAGO, Jan. 28.—Bulk vending operators can increase their profits by broadening business thru an already established market: Locations of full-line—candy, food, cigarette, beverage and coffee—operating firms.

It's a move that will provide—at no cost—the full-line operator with a greater service for his locations.

And it will permit the bulk operator the opportunity to increase steady year-round business.

This observance was made by Milton T. Raynor, general counsel of the National Vendors' Association.

Thru a co-operative plan based on a commission agreement, full-line operators can derive more profits from their outlets by permitting bulk operators to install penny machine on the larger unit, or alongside it, and thus take full advantage of a captive market.

All Have Pennies

In suggesting the move, Raynor declared:

"Virtually everyone has a penny or two in his pocket today due to sales tax and odd-cent prices, and there are astonishingly few things that can be purchased for 1 cent. Items that can be bought for a penny are available in bulk machines."

When a man, woman or child has pennies they are potential impulse customers for penny goods as well as for the nickel products offered, he asserted.

"Very few of the larger operators use bulk vending machines to any extent," he said, "apparently not wishing to be pre-occupied with the smaller units which they feel may require too much servicing and maintenance time."

Others, he contended, brush off the 1-cent venders with no thought whatsoever, failing to realize that every location, whether an industrial or business outlet, automatically becomes a plus market for bulk machine selling.

Cigarette machines are natural outlets for gum venders, as are coffee and beverage units. One complements the other, he stated. Peanuts and candy also are combinations for drink machines.

Gum and candies also are specifically suited for food venders, and in the long run the experienced, reliable bulk operators will soon recognize consumers' wants and provide it, Raynor asserted.

"Experienced bulk operators are (Continued on page 99)"

Canteen Sales Rise 9.55%; Profits Up

Consolidated Sales Over \$95 Million; Canteen-Rowe Has Assets of \$34 Million

NEW YORK, Jan. 28.—Consolidated Sales of the Automatic Canteen Company of America for the fiscal year ended October 1, 1955, were \$95,789,155, compared with \$87,445,525 for the preceding year, an increase of 9.55 per cent.

According to the annual report issued this week, consolidated net income was \$1,947,387, or \$2.21 per share on the 879,544 shares outstanding. This compares with a net income, restated to include the results of the operation of the Rowe Corporation, of \$1,643,580 for the preceding fiscal year, representing a gain of 18.4 per cent.

Consolidated sales for both years include sales of the distributing subsidiaries of the Rowe Corporation, which was merged with Canteen four months ago.

Total Assets

The merged companies have total assets of \$34,204,126. As a result of the increased earnings, new financing, and the inclusion

of the net current assets acquired in the merger, working capital on October 1, 1955, rose to \$10,692,664, an increase of \$6,336,664 over working capital of \$4,356,000 a year earlier. On October 1, 1955, the ratio of current assets to current liabilities was 2.02 to 1.

Nathaniel Levrone, Canteen board chairman, discussing the Rowe merger, said, "With the consolidation of the two firms, Automatic became the only completely integrated company in the automatic merchandising field."

"The principal advantage derived from this integration was the acquisition of manufacturing facilities which for the first time gives Automatic complete control over the design and production of its 'Canteens.' In addition, the merger further increases the product diversification of our retailing operations and broadens our market coverage."

More efficient operation of (Continued on page 98)

Chi Firm Has Film Vender

CHICAGO, Jan. 28.—A new vending machine designed especially for dispensing film has been developed by the Technamatic Corporation, division of Chicago Kitch-engage, Inc.

Priced at \$125 f.o.b., the Film Canteen has a capacity of 115 film packages—26 rolls of 120 size; 56 of 620 size and 33 of the 120 size. According to leading film manufacturers, 80 per cent of all film used is comprised of these three sizes.

Film Canteen is 30 inches high, 10 inches deep and 14 inches wide. It weighs 60 pounds. It has a coin chute that accepts quarters and will return nickels. Deliveries are scheduled for late April or early May.

Record Exhibit Seen for 1956 NVA Conclave

CHICAGO, Jan. 28.—Early reservations for the sixth annual National Vendors' Association conventions here May 10-13 indicates the exhibits will be the largest and most complete ever presented.

Paul Crisman, King and Company, Chicago, convention chairman, disclosed that exhibit reservation contracts were mailed last week.

"If the early number of reservation that we have already received is any kind of a criteria, the exhibits of machines, component parts and merchandise will be the finest and most complete ever shown in our six years," he said.

Non-member firms and manufacturers and suppliers again have been invited to exhibit, he said. The exhibits will be centralized in a series of rooms centered around open courts in the Morrison Hotel.

Nu-Matic Sets Sales Drive For Barvend

NEW YORK, Jan. 28.—Harry Gerstein, head of the Nu-Matic Machine Corporation, is planning to launch an extensive sales drive for the Barvend six-selection hot drink machine. Nu-Matic represents Barvend in the East.

This week, Currie Armstrong, Barvend Eastern sales manager, and Gerstein mapped out a four-week demonstration itinerary, which will cover operators in New York, New Jersey, Connecticut and Pennsylvania.

The pair will show operators how the unit works on location and discuss possible operating problems. At the end of the trip, a New York showing is planned.

To buttress the demonstration program, a mailing to 1,500 operators is in the works.

Gerstein said that Alfred Bianco's Vernon Vendors, Mt. Vernon, N. Y., has two Barvends on location and has ordered 10 more. Armstrong said that Sam Tarau, Miami distributor, has ordered 100 units. He added that operators can get delivery in 30 days.

NATD Confab Opening Day Schedule Set

NEW YORK, Jan. 28.—The role of the wholesale distributor in cigarette marketing will be the subject of a panel discussion March 12 at the opening day of the five-day convention of the National Association of Tobacco Distributors at the Conrad Hilton, Chicago.

Manufacturing representatives on the panel will be F. C. Carter, sales manager, R. J. Reynolds Tobacco Company; James C. Goodson, vice-president, Brown & Williamson Tobacco Corporation; Lewis Gruber, vice-president, P. Lorillard Company; Ray Jones, vice-president, Philip Morris, Inc.; (Continued on page 99)

DuGrenier Picks Ameropa Trading As Export Agent

HAVERHILL, Mass., Jan. 28.—The Ameropa Trading & Shipping Company has been named export agent for Arthur DuGrenier, Inc., manufacturer of cigarette, cigar, candy, pastry and gum vending machines.

Arnold Cortell, Ameropa president, will visit the International Coin Machine Exhibition in Frankfurt, Germany, to make a market survey.

Ameropa will be exclusive representative for DuGrenier cigarette and candy machines in most of Europe and parts of South America and Africa. It will also be distributor for DuGrenier cigar, sandwich, pastry and gum machines.

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 14, Georgia

5 Officials Named By W. E. Heller Co.

CHICAGO, Jan. 28.—Five new officers were elected by Walter E. Heller & Company, Chicago commercial financing firm, this week. Thomas E. Neal, Atlanta, Ga., representative, was named an assistant vice-president.

Norton H. Pemberton, in charge of accounting, and Frank J. Barker, manager, inventory loan department, were elected assistant treasurers. Named assistant secretaries were Sidney Bloom, credit and collection manager of the installment notes receivable division, and John J. Pollard, head of buying in the re-discount and installment notes receivable divisions.

WORTH AN EDITORIAL

Vending Potential Told Frozen Food Packers

NEW YORK, Jan. 28.—Frozen dinners will achieve major gains in the cooked and prepared field in 1956.

This was specifically pointed out in the January issue of Quick Frozen Foods, a trade magazine. The prediction, it disclosed, was clearly voiced by leading packers in a survey conducted by the magazine.

While voicing the opinions of authorities in the field that cooked and prepared foods are rapidly becoming "popular favorites," the editors of Quick Frozen Foods prominently called attention to the vending industry.

Vending Case

In a two-column editorial titled, "The Case for Vending Machine," the editors declared:

"Vending machines have been all but ignored in the merchandising of ready-to-eat frozen foods.

"The food, most commonly sold in vending machines include candy, gum, cookies, beverages, milk and coffee, ice cream, soups and fresh fruit. All of these best sellers have one thing in common—they are ready-to-eat.

"Therefore, the frozen foods that

could expect to enjoy the greatest potential from sale thru vending machines would be ready-to-eat foods.

Technical

"The technical problem is to build a machine that will store foods in frozen form, dispense them hot—and do it quickly.

"Electronic cookers exist which can serve a hot sandwich or a well-done frankfurter in seconds. The wedding of freezer and cooker in one vending unit would appear to be merely a mechanical problem.

"Several large vending companies report that they are currently working on just such machines. When they are perfected... completely new area of sales will open up to the frozen food industry.

Servicing

"Vital details of servicing, packaging and the necessity of including wood or plastic eating utensils with some of the products would have to be worked out. These should not prove impossible of solution.

"Meat pot pies, both from the standpoint of price and compactness, would seem a red-hot natural for sale in railroad and bus terminals, factories and on the highways. Many nationality foods such as pizza, knishes and egg rolls should do well in such machines. The 5-oz. frozen fruit pie might be a strong number.

"Vending machines would mean additional sales without frantic competition for cabinet space.

"Such merchandising would have a strong promotional effect. Millions of people would be induced to sample frozen products they might ordinarily have never tried. Vending machines could eventually result in more business for the frozen food cabinet."

AT BIG SAVINGS
BALL and VENDING GUMS
LOW Factory Prices
BUBBLE • CHICLE CHLOROPHYLL and TAB
 Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
 Chicle Ball Gum, 120 ct. 34¢ lb.
 Chloro-Vend Ball Gum 40¢ lb.
 Chloro-Vend Chicks, 320 ct. 36¢ lb.
 Chicle Chicks, 320 & 520 ct. 34¢ lb.
 Bubble Chicks, 320 & 520 ct. 27¢ lb.
 Tab (short stick), 100 ct. 38¢ box
 5-Stick Gum, 100 packs \$1.90
F.O.B. Factory, 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
 4th & Mt. Pleasant • Newark 4, N. J.

BOY-on-SLED

PLATED SLED with PLASTIC BOY
\$15.25 per 1,000
 f.o.b. Jamaica, N. Y.
 Or: At Our Distributors.
GENTLEMEN: THIS is the GIMMICK you've been waiting for. THIS is a HOT GIMMICK for Cold Vending Blues.

Victor's 5-STAR BABY GRAND
INSTANT CHANGING... RIGHT ON LOCATION

 Five-Star Baby Grand can be converted to 1¢, 5¢ or 10¢ play in a matter of seconds. Also can be converted equally fast to vend following: Capsule, 5¢ or 10¢; Rocket Charms, 5¢; Ball Gum Charms, 1¢; Chicle Trees, 1¢, or 10¢; Count Ball Gum, 1¢; Rocket Charms, 35¢.
FIVE-STAR BABY GRANDS ARE PACKED & SOLD 4 TO THE CASE.
 Less than 25 cases \$53.00 per case
 25 cases or more \$1.00 per case
QUICK CHANGE-OVER UNIT, \$3.50 Each
 Write for details and prices on complete line of TOPPER Vendors and high-quality Capsuled and Bulk Charms that get that repeat play.
Victor Vending Corp.
 5701-13 W. Grand Ave., Chicago 39, Ill.

For Charm and Capsule Machines
PENCIL SHARPENER
 Perfect vending. Imported sharp razor steel blade. A big attraction in many colors. \$3.25 per Gr. Prepaid shipment.
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EMPTIES MACHINES FASTER

LEAF Rain-Blo BALL GUM
 NEW! Red-Hot "Ball o' Fire" Bubble Gum!
DANCO COIN MACHINE CO.
 1302-04 E. Baltimore St. Baltimore 31, Maryland

VICTOR'S TOPPER
 1¢ Ball Gum Machine, \$12.25 each, \$12.75—100 or more.
VICTOR'S 5c SUPER V CAPSULE VENDER
 \$18.75 each \$17.75
 100 or more
 Write today for FREE Price Lists on other Victor products. Liberal allowance on trade-ins.
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SAMUEL EPPY & CO., INC.
 91-15 144th Place Jamaica 35, L. I., N. Y.

New—For Additional Income
ADVANCE AMCO® HANDY POCKET COMB VENDOR
Dispenses a Quality Comb for 10c
 A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.
SPECIFICATIONS
 Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33½", width 4½", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty, separate cash box can be locked with different key number than key of cabinet; capacity approximately 300 combs; size of comb 4¼" long, 1½" wide, 7/64" thick.
 Prices quoted are net. F.O.B. Brooklyn. Deposit required with order—balance C.O.D.
Immediate Delivery on Machine and Combs. Order Today!
 Write for information on other types of vending machines & merchandise
J. SCHOENBACH 1645 Bedford Ave., Brooklyn 25, N. Y.
GIVE TO DAMON RUNYON CANCER FUND

L&M Sales Dip, But Profits Rise
 NEW YORK, Jan. 28.—The Liggett & Myers Tobacco Company has reported less sales for 1955 than the preceding year, but higher profits and a strong fourth quarter.
 Sales for the year were \$546,616, compared with \$548,961,959 for 1954. During the fourth quarter, tho, business ran about 6 per cent ahead of the 1954 quarter.
 Net income was \$26,720,972, up from \$22,201,364 in 1954. Part of the increased profit was due to a better margin on Chesterfield king-size cigarettes after the price increase. The company said that volume on L&M filters doubled during the year.

Distributor of New and Used Legal Merchandise Vending Machines
ADVANCE Amco COMB VENDOR
 Sturdy Construction
 Excellent Coin Detection
 Used Indoors or Outdoors
 Comb Size 7/64x1 1/2x4 1/2"
 Phone, wire or write for prices and full details
 Factory Distributor for All Advance Machines.
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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 8-COLUMN CANDY,
 160 capacity, postwar model .. 165.00
STONER 6-COLUMN CANDY,
 102 capacity, postwar model .. 90.00
ROWE CANDY 8-COLUMN,
 120 capacity 60.00
NATIONAL 9-18, 162 capacity... 75.00
UNEEDA 6-COLUMN CIGARETTE,
 king size 50.00
DUGRENIER V.D. CIGARETTE,
 king size 55.00
 All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.
NATIONAL VENDING SERVICE CO.
 308 Furman St. Brooklyn, N. Y. TRIangle 5-1857

ROYAL "17"
THE CIGARETTE MACHINE WITH FULL 17-COLUMN SELECTIVITY

 17 fully automatic columns of sales-producers. Vends Regular, King Size, Parliaments and other boxed cigarettes. Capacity 400.
 This 17-column machine is also available with four reserve columns—total capacity of 500 packages. With or without penny changer.
 CANADIAN OPERATORS—especially designed for your market—the same machine with 10 columns and the same exclusive features. With or without penny changer.
— WRITE NOW FOR INFORMATION —
ROYAL MANUFACTURING CO.
 1360 Howard Street San Francisco, California

SIMEON SEEK, THEY'RE AROUND
 CHICAGO, Jan. 28. — He also wants conversation for his dimes.
 At least that is what Simeon Stylites insinuated in an article printed in The Christian Century.
 Stylites wrote that he recently spent 30 minutes in a railroad station, made seven transactions thru coin-operated machines, and broke the sound barrier only once.
 Claiming it was the most silent, mechanical half hour he ever spent, Stylites strode out of the station with a deep feeling of loneliness and walked against a red traffic light.
 "I really felt thankful," he declared, "when a big cop called me a blankety blank fool!"
 The unit that broke the sound barrier was a ticket vender, he reported. However, for Stylites' information, there are vending machines that do talk a lot more, but he'll have to look for them.

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products
 Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.
 Accommodates flat packages up to 1/2" by 2" by 3 1/4".
 Has separate cash box — Advance coin detector with automatic coin return when machine is empty... protected against break-in. Available for 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

CAMERA CHARMS

Colorful Plastic body and metallic lens effect.

\$12.50

Per M F.O.B. N.Y.C.

At your distributor or...

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

VICTOR Standard TOPPER

1c BALL GUM VENDOR \$12.50 Each

\$12.00 Each 100 or More

30 day money-back guarantee if not satisfied.

1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High As \$6.00 Per Machine On VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

In-Plant Food Move Planned By Memphis Op

Installations to Cost \$4,000 Each, First in City

MEMPHIS, Jan. 28.—A vending operator said today he planned to install complete auto-snack machines in big factories here in February.

Charles C. Pugh, partner in Southern Cigaret Service and owner of his own candy vending business, Quality Vending Service, said the machines would be the vending auto-mat type in factories in New York, Chicago, Detroit and other big cities.

"Memphis has been growing so rapidly in recent years that it is now ready for this complete vending luncheonette-type service," he said.

Pugh said his auto-snacks will vend soup, coffee, milk, cigarettes, candy cookies, pastries, sandwiches and beverages.

Each one will have a front 20 to 30 feet, and eight feet high. He said the front section will cover from three to 10 different vending machines. The front is manufactured by Rowe Manufacturing Company of New York.

First Installation

Pugh stated his new venture is in the planning stage now, but that he will know where his first location will be by February 10. It will be the first installation of auto-snack machines in Memphis.

Pugh disclosed each one would cost him about \$4,000 to install, and he plans to put them in as long as his capital holds out.

"Memphis could take a number of such machines," he said, "because of the many factories and new industries which have sprung up in recent years."

In addition, there are old established factories which have been here for years, such as Firestone Tire & Rubber Company, Ford Motor Company and International Harvester Company plants. Each could take three machines, Pugh said.

Pugh, 31, started in the vending business three years ago, and today is the fourth largest cigarette venter here, with some 250 machines out. In addition, he has 120 candy and cookie machines on location.

Ready Market

• Continued from page 97

geared to service any types of location with a variety of merchandise," Raynor pointed out, including Boston baked beans, jelly beans, licorice gems, chocolate pieces, mixed candies and hard-shell goodies.

"As to gum, there is a wide selection of flavors in tab, stick, ball, tablets and chicle gums, and a wide choice of nuts, including almonds, red skins, blanched Virginias, Spanish, cashews and pistachios."

Bulk operators also carry stock items that bigger operators do not handle for the installation of bulk venders on existing larger venders, walls or on floor stands.

The average weight of a filled bulk venter is about 12 pounds, according to Raynor, and causes no strain when installed on larger unit. Too, special metal plates are used to reinforce the larger machine walls when desired.

Finally, Raynor stated, there is no loss of sale when a bulk unit breaks down as it can quickly be replaced with another and the original is taken to the shop for repair.

HARRISBURG, Pa., Jan. 28.—By a vote of 26 to 20 the State Senate rejected the controversial Pennsylvania manufacturers' excise tax that had previously been approved by the House. The bill included candy while exempting other foods.

N. J. Court Kills \$100 License

• Continued from page 97

defeat the municipality's power to tax." It pointed out that the operators must compete with other sellers of milk at prices governed by State-controlled price.

All during the litigation, the Sentinel and Dairymatic machines had been in operation. Norman Schiff, attorney for the New Jersey Automatic Merchandising Association, represented the operators.

Previously, Sentinel had lost a case involving indoor milk machines in Irvington. The municipality had attempted to throw the machines out on a board of health ruling, and it was unsuccessful. Later the machines were ousted on a zoning ordinance.

Must Be in Line

The effect of the Supreme Court ruling will be far-reaching. For the first time in the history of the State, the high court has ruled that license fees on coin-operated merchandise dispensers must be in line with fees charged sellers of similar merchandise over the counter.

It takes into consideration that higher fees may be charged if the cost of control and regulation is higher in automatic merchandising, but that they may not be out of proportion with that cost. In Irvington the jumping of the fee from \$2.50 to \$100 was ruled out of proportion.

Of course, the court did not rule, and cannot rule, where the line may be drawn. There will undoubtedly be border-line cases. But the passing of a license fee which is so high that a vending operator cannot hope to compete successfully will not stand up.

Far-Reaching Effect

Nor will the effects of the ruling be confined to milk. According to Ed Murach, executive secretary of the NJAMA, predicted that any future attempt to impose unjust fees on cigarette, candy or drink ma-

chines would probably meet with defeat in the courts.

Thus the milk operators have won battles on two major points of law. Last year, in cases involving Westwood and Hillside, the courts had ruled that the municipality has no right to ban milk venders. The recent ruling adds that license fees may not be unreasonable.

Fight Not Over

This doesn't mean that the fight is over and the venders have won. As has been the case in the past, when municipalities can't knock out milk vending one way, they will try another method.

Zoning ordinances are still pretty effective. If everything else fails, the municipality can rule that the vending machine is a place of business, and therefore can not operate in a residential area. Or it can rule that it is a structure, and therefore must have a concrete footing that meets specifications and must be set back a legal distance from the sidewalk.

But, if the pattern holds thru, these ordinances, too, will be aired in the courts. The operators haven't won the fight yet—but they are leading on points.

Cleveland Coin Machine Exchange, Inc.

Northwestern Corporation
Distributors
2029 Prospect Ave., Cleveland, Ohio
To. 1-6715
Write for prices.

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

FISHER BROWN COMPANY, INC.

2216-18 S. Harwood St.
Dallas, Texas

VICTOR'S TOPPER

1c BALL GUM MACHINE

\$13.25 each
\$12.75 100 or more

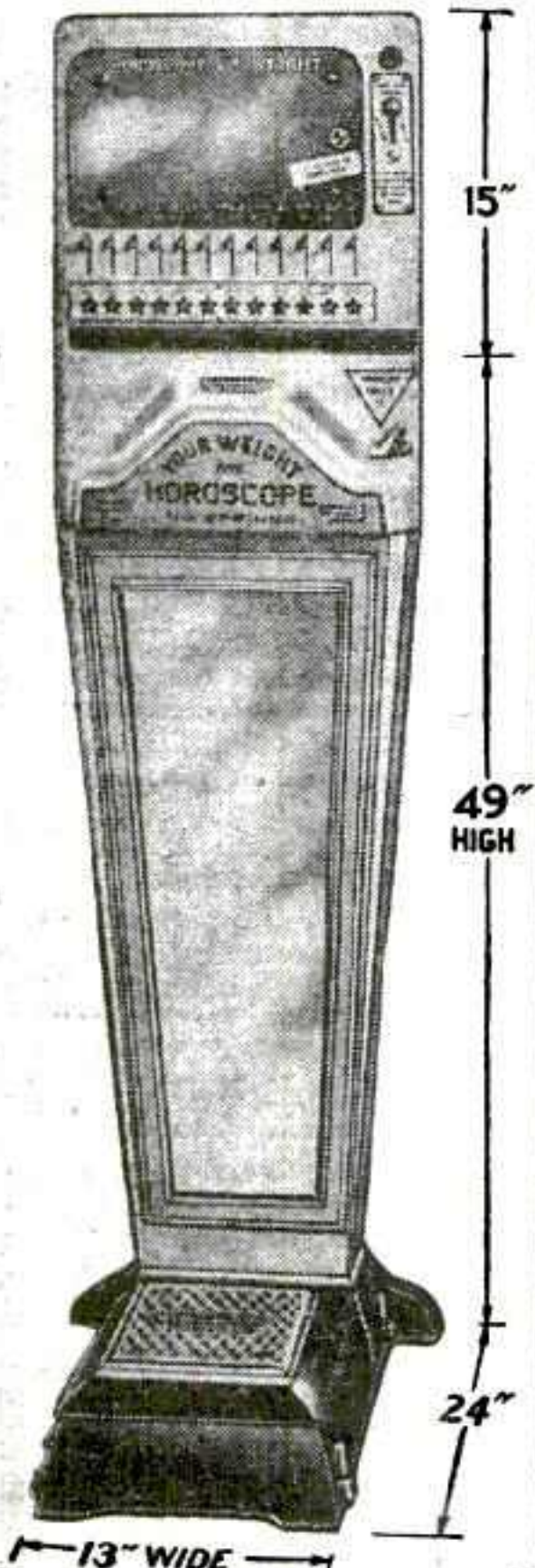
AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/3 Deposit on All Orders
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

H. B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga.
Phone: EMerson 4300



5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00

DOWN

BALANCE \$10.00 PER MONTH

WATLING MFG. CO.

4650 W. Fulton St., Chicago 44, Ill.
Est. 1887
Telephone: COLUMBUS 1-2772
Cable Address: WATLINGITE, Chicago

NATD Confab

• Continued from page 97

W. B. Lewis Jr., vice-president, Liggett & Myers Tobacco Company, and R. B. Walker, director of sales, the American Tobacco Company.

Wholesalers will include Leroy F. Ball, King Cigar Company, Flint, Mich.; Max S. Bloom, Inc., Chicago; Robert S. Gordon, Gordon's Wholesale, Des Moines; Henry Gunst Jr., Cliff Weil, Inc., Richmond, Va.; Richard C. Pinney, H. E. Shaw Company, Worcester, Mass.; and David S. Vipond, Scranton Tobacco Company, Scranton, Pa.

Opening Talks

Henry Gunst, chairman of the NATD board and executive vice-president of Cliff Weil, Inc., Richmond, Va., will greet the conventioners, and Arthur F. Schultz, NATD president and head of the Arthur F. Schultz Company, Erie, Pa., will deliver the keynote address.

Joseph Kolodny, NATD managing director, will speak on "Distribution's Gyration—What Is the Matter?" Philip Morris will play host to the ladies at a luncheon and fashion show.

Canteen Sales

• Continued from page 97

branches and replacement of older equipment with newer and larger-capacity machines were cited as reasons for the improved profit picture.

Canteen commissions during the year came to \$2,669,000 on a sales volume of \$112,063,196. The latter figure, tho, includes Rowe sales of vending machines to operators.

The Canteen dollar was broken down into the following disbursements: cost of merchandise sales and service, 84.6 per cent (\$84,755,859); selling, general and administrative expenses, 8.4 per cent (\$8,421,979); depreciation of buildings and equipment, 3.2 per cent (\$3,207,967); federal income taxes, 1.8 per cent (\$1,830,000); dividends paid stockholders, .7 per cent (\$694,155), and remainder retained in business, 1.3 per cent (\$1,253,232).

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

RAKE COIN MACHINE EXCHANGE

405-609 Spring Garden St.
Philadelphia, Pa.

Experienced Operators Say:

"YOU MAKE MORE MONEY WITH..."

Northwestern

VENDING EQUIPMENT"

PROVE IT TO YOURSELF

Just try a Model 49 all-product venter on your route and see for yourself how you can make more money.

It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.

216 Armstrong Street, Morris, Ill.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Columbus 5c-Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
BT Guns	30.00
Acorn 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Vendor's Mix	.74
Cashew Whole	.61
Cashew Butts	.59
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Tabby-Lets, 520 ct.	.36
Rainbow Peanuts	.22
Boston Baked Beans	.22
Jelly Beans	.26
Licorice Gems	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 260 lbs. minimum, prepaid, per pound

100 ct.	\$.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices Write

NORTHWESTERN

SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

oak's GOLDMINE

TAB GUM MACHINE

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 Venders

Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

Western Office OPERATORS VENDORING MACH. SUPPLY
1023 S. Grand Ave.
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Eastern Sales Office
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oak

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

PLANNED GROWTH

Op Answers: Can Part-Timers Stay?

MILWAUKEE, Jan. 28. — "A big bundle of cash helps, but you can get started without it in the juke box business." That's part-time music operator Bert Liesch's advice.

With a background of four successful years as a coinman on a part-time basis now behind him, Liesch's hopes for developing his music business into a full-time enterprise are now near completion.

He blueprinted very carefully a step-by-step pattern of his growth since starting out in his coin machine venture. In 1951 he borrowed \$1,400 for equipment and had \$100 for "eating money." In about a year or less he plans to be able to make his full living on the juke box business.

Shoe-String Start

Looking back he recalls that while he lacked actual on-the-route operating experience when he took over a 13-machine string of juke boxes, fortunately he was solidly grounded in the record business thru his job as disk buyer for the local RCA Victor distributor.

The disk merchandising background has proved a big help, he feels, in giving him a valuable training in proper juke box programming.

He also learned while a record buyer the value of following the trade papers covering the field. "An operator can pick up plenty of helpful, bread and butter information in each copy. The record charts, particularly, are 'must' reading for me."

Route Grows

His route originally consisted of 13 music machines. Now his holdings total 24 pieces and all are on

location. One-third of his equipment is of the 100-selection variety.

Record-wise, he tends to favor the old standards of the Benny Goodman era. Standards, he says, have a longer life on the route. "They can be rotated from spot to spot, earning steady plays in any location for a lengthier span than the short-lived novelty items that continually make a flashy appearance on the scene."

Dinner music, too, he has found, meets with definite approval in many of his locations, and he uses a large number of instrumentals.

All of Bert Liesch's locations are restaurants—not a tavern in the whole two dozen. The bulk of them are in Milwaukee county locations, but he has one excellent spot as far distant as Delafield, Wis., 26 miles away.

One of the prime assets a part-

(Continued on page 109)

'MEMORIES' STILL LEADS ON MOA RADIO PROGRAM

NEW YORK, Jan. 28. — Dean Martin's version of "Memories Are Made of This" again was named the nation's most popular juke box disk tonight (28) on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

Regional favorites played on the program were "Lisbon Antigua," with Nelson Riddle on Capitol; "See You Later, Alligator," with Bill Haley on Decca, and "Teen-Age Prayer," with Gale Storm on Dot.

Named as the most promising disks were "Little Child," with Lael and Cab Calloway on ABC-Paramount, and "Marimba Merengue," with Gloria Parker on Gloro.

Appearing on the program were George A. Miller, Oakland, Calif., MOA president; Norman Gelfke, Sioux Falls, S. D., MOA director, and William Blatt, Miami, another MOA director.

Wurlitzer 1900 Into 2d Wk. of Showings

CHICAGO, Jan. 28.—Operators and guests turned out in full force for showings of the new Wurlitzer Centennial Phonograph, Model 1900, for the second straight week, as distributors throught the country traveled to new cities in their territories and held second, and in some cases third, unveilings. The official launching of the new line began Sunday (15).

According to distributors, the new model pulled bigger operator attendance and greater enthusiasm than any previous Wurlitzer line. Showings were held thruout the States, Canada and Mexico (The Billboard, January 28).

Most distributors scheduled more than one showing of the new line. Some introduced the phonograph at their main headquarters and at their branch offices simultaneously, while others showed only in one city last week, moved to nearby towns for their second unveilings this week.

A few showings scheduled as second unveilings included Angott Distributing Company, Inc., in Grand Rapids at the Pantlind Hotel, Sunday (22); Rock City Amusement Company in Chattanooga and Knoxville; Redd Distributing Company, Inc., in Springfield, Mass., at the Shelton Hotel on Tuesday, in Providence, at the Narransett Hotel on Monday, in Hartford, Conn., at the Hotel Statler on Wednesday and in White River Junction, Vt., at the Coolidge Hotel on Thursday, and Music Distributing Company in Erie, Pa., at the Lawrence Hotel on Monday and Tuesday.

On-the-spot reports of distributor showings not included in last week's wrap-up follow:

PITTSBURGH—The new Wur-

litzer line was unveiled at Music Distributing Company on Sunday (15) and, according to President Jerry White, it was the most successful showing ever staged by the firm.

The showing lasted the entire week, pulled an opening day crowd of approximately 300. White said that the last time attendance climbed that high was in 1947.

Staff personnel on hand to greet operators in addition to White were Rusty Smith, vice-president in charge of sales; Sam Aiello, service manager, and Ludwig Mazaika, assistant service manager.

Additional showings were scheduled in Erie, Pa., at the Lawrence Hotel on Monday and Tuesday (23-24) and in Johnstown, Pa., at the Fort Stanwix Hotel on the following Monday and Tuesday (30-31).

Guests attending the Pittsburgh showing included Morris Levine

(Continued on page 104)

100 Attend Opening of Young Dist. L. I. Outlet

FREEPORT, L. I., N. Y., Jan. 28.—Nearly 100 operators enjoyed the hospitality of the Young Distributing Long Island Corporation, Saturday (21), at the official opening of the Long Island Branch of the Young Distributing Corporation, local Wurlitzer outlet.

The open house had a dual pur-

ably the fastest growing in metropolitan New York, with a population of about 1,500,000 in Nassau and Suffolk Counties.

New Location

New York operators are moving to the island, and the number of new locations opening up is considered extremely high for this section.

Greeting the guests were Hank Valton, manager; Joe Young and Abe Lipsky, Young Distributing Company; Sandy Moore, Nathan Monath and Catherine Fairchild.

Guests included Al Schlesinger, head of the National Coin Machine Distributors' Association, Chicago; Sidney Levine, counsel for the Music Operators of America and the Music Operators of New York; Irving Holtzman, president of the Long Island Music Operators Association, and M. J. Peace, representing the Rudolph Wurlitzer factory in North Tonawanda, N. Y.

Distributors

Distributors included Joe Fishman, Y&R Novelties, Newark, who represents Young in that area; Harry and Hymie Koeppl, jobbers, and Louis Thaler, premiums.

Operators attending included Abe Rosenberg, Dewey Bergman, Jenia Glenor, Sylvia Greene, Dave Kerner, Saul Stone, Lena Moore, Kenny Moore, Dave Hendrickson, Gertrude Fagan, Mr. and Mrs. Charles Diamond, Skip Hardy, Carl Funero, Newt Rooney, Allie Goldberg, E. Sternin, F. Sternin, Mose Kutlow, Saul (Kelly) Kahn, Mary and Murray Oppenheim and Edith and Al Metz.



JOE YOUNG

pose, to introduce Long Island operators to the modern showroom and parts department at the Freeport building, and to display for the first time in the area the new Wurlitzer Centennial.

Young is the first of the New York distributors to open a Long Island branch. The area is prob-

Re-Elect Stout, Scott in S. D. Operator Assn.

PIERRE, S.D., Jan. 28.—Gordon Stout and Harold Scott were re-elected president and secretary-treasurer, respectively, of the South Dakota Phonograph Operators' Association here during the organization's last meeting. Norman Gelfke was elected vice-president.

At the same time, the association increased its board of directors from three members to five. Serving as directors are Stout, Tony Trucano, Mike Imig, Willam Power and Herman Warn. Power and Warn are the two new members.

Following the elections, operators discussed methods of aiding this year's March of Dimes campaign.

WALTZ KING

Wis. Op Tells How to Blend Music, Games

MERRILL, Wis., Jan. 28.—In northern Wisconsin, the name Johnny Barros is interchangeable with juke boxes. In fact, he's called "Johnny, the Wurlitzer Waltz King." And that's the name he has embroidered on the backs of the bowling shirts of three kegler squads he sponsors; one team in Merrill, another in Antigo and the third in Tomahawk.

A veteran of 24 years in the operating business, Johnny was at one time a furrier by trade, visited here from New York almost a quarter century ago and decided not to return.

Experimenting at first with the early output of ail coin machine manufacturers, he finally settled down to emphasize music equipment on his route. Games, however, still make up a profitable segment of his operation.

At present, he reports that his routes are experiencing a healthy surge of coin action from the new pool games. "They are just perfect for many of my small, countryside tavern locations up North," he says.

Minimum Returns

All of the Johnny Barros locations are required to produce minimum returns, or else they are dropped, he reports. The only ex-

(Continued on page 116)

Waldor Named By Newark Ops For 9th Term

NEWARK, N. J., Jan. 28.—Sam Waldor of Newark was elected president of the Music Guild of New Jersey Thursday night (26) for the ninth consecutive term. He ran unopposed.

Also re-elected were Clio Rosazza, Haledon, vice-president, and Robert Harvey, Bellville, secretary. Manuel Ehrenfeld, Passaic, replaces Harold Chasen as treasurer.

Named to the board of directors were Humbert Betti Jr., Union City; Ed Burg, Passaic; Herman Halperin, Elizabeth; Jules Rusoff, Maplewood, and Harry Goldman, Newark.

Elected to membership in the association was George Dorian, Park Music, Orange. Dick Steinberg, MGNJ executive director, outlined the progress of the group during the year.

Memphis Juke Tax Boost in Effect Feb. 1

MEMPHIS, Tenn., Jan. 28.—City License Collector Sloan O. Craig announced today that the deadline on the new \$10 city tax on juke machines is February 1.

Beginning then, he said, Police Chief James C. Macdonald would begin checking juke boxes all over town. If they do not have the new \$10 privilege tax sticker, the machines will be disconnected and

(Continued on page 109)

NO BLUES ON BEALE STREET

Memphis Ops Join Danny Thomas, Hype Children's Hospital Fund

By ELTON WHISENHUNT

MEMPHIS, Jan. 28. — There's a guy in show business, Danny Thomas, who changed Beale Avenue in Memphis back to Beale Street and wants to build a \$2 million children's hospital there.

Sounds like two separate stories, but actually they're tied together. And the music operators of Memphis are playing a big part.

Here's how it all started:

Danny Thomas flew into Memphis for a week of public appearances and a big benefit last summer. All proceeds went to the St. Jude Hospital Fund.

The story of the proposed St. Jude Hospital has been told many times, but is worth repeating. Danny was broke and out of work in 1940. He prayed to St. Jude.

He promised if he got back on his feet and was successful, he'd build a hospital dedicated to St. Jude for underprivileged children of the entire U. S., all colors and creeds.

He got a night club job, and the rest is showbiz history.

While in Memphis last summer he was taken on a tour and he asked to see Beale Street, about which he'd heard all his life in blues songs. He found the street

was named Beale Avenue.

Seems it was originally Beale Street, but a few years ago the city commission passed an ordinance making all streets running east and west avenues and those north and south streets.

So Beale Street became Beale Avenue.

Thomas was mortified. While a guest in a Memphis home, he sat down at a piano and pecked out a melody and wrote some words to go with it. He called it "Bring Back Our Beale Street."

He had it arranged and sang it at the big public benefit in Crump

(Continued on page 109)

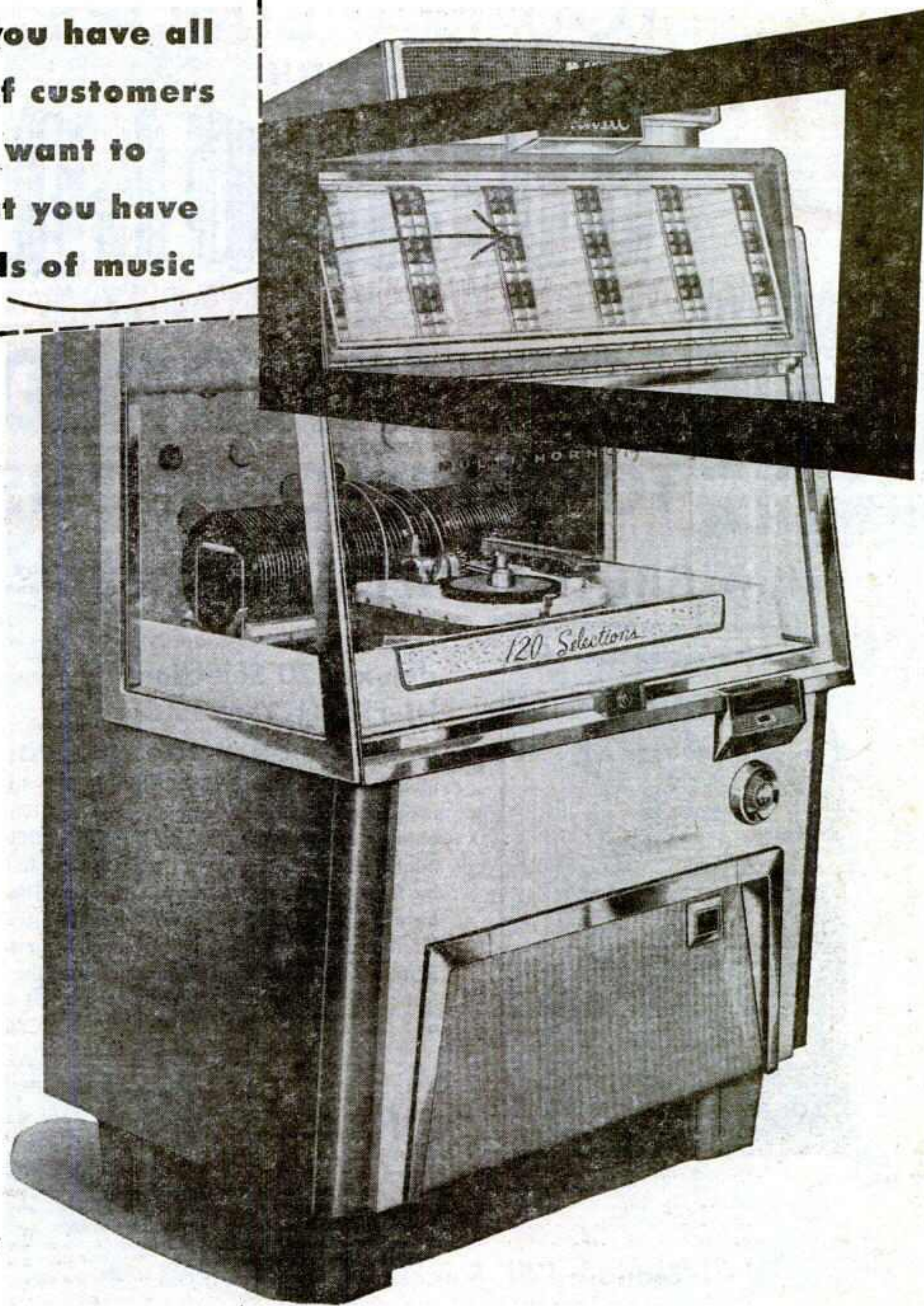
Letter to Neb. Ops Underlines Assn. Purpose

OMAHA, Jan. 28.—Because the objectives and purpose of an operator association is sometimes misinterpreted and often unclear both to the members and non-members, Howard Ellis, secretary-treasurer of the Nebraska Automatic Phonograph Operators Association, Inc., this week mailed a letter to all operators in the State underlining NAPOA's five-point policy.

The five points are as follows: 1. To unite the music operators of Nebraska for their mutual advantage. When two or more people in the same line of business get together for an informal meeting,

(Continued on page 116)

When you have all kinds of customers ...they want to SEE that you have all kinds of music



When all kinds of people come to your locations you can expect they'll want all kinds of music. You catch all kinds of coins when you have a juke box that has all kinds of records—with *all* titles plainly shown—*all the time!*

And that calls for an AMI juke box . . . with up to 120 selections for all kinds of players . . . to hear what they want.

You can be sure they'll hear it the *way* they want, too, when it's an AMI multi-horn high-fidelity sound system. It's the kind of sound that makes recorded music *live*.

Prove it yourself! Let *your* ears decide . . . call your AMI distributor, or write direct to the AMI factory for full information *today*.

AMI

Incorporated

General Offices and Factory: 1500 Union Ave., S. E.
Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927.
Model "G"—120, 80, 40 selections for more plays in less time.

Licensee: 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



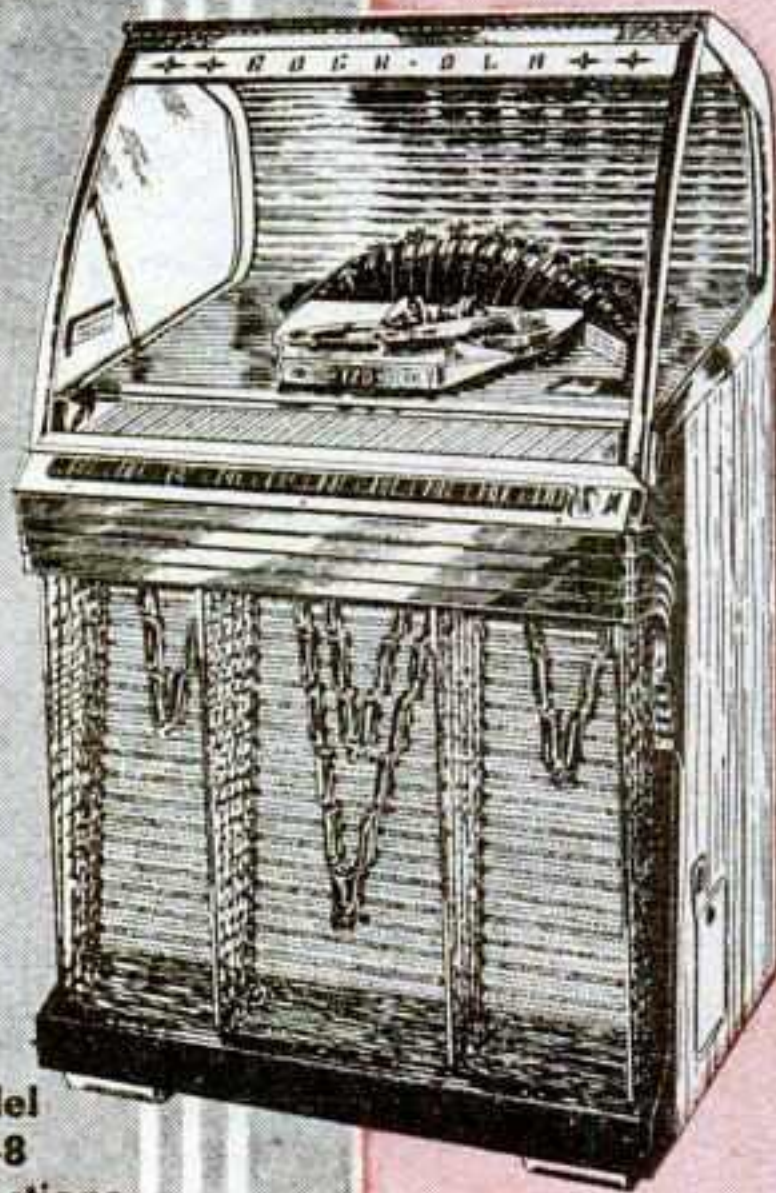
YOU MAKE MORE MONEY WITH ROCK-OLA

50 and 120 Selection HI-FIDELITY Phonographs

JOB-TAILORED TO YOUR LOCATIONS



TWO GREAT MODELS— WORTH MORE WHEN YOU BUY WORTH MORE WHEN YOU TRADE



Model 1448
120 Selections

Model 1448
deluxe 120 Selections
HI-FIDELITY MUSIC

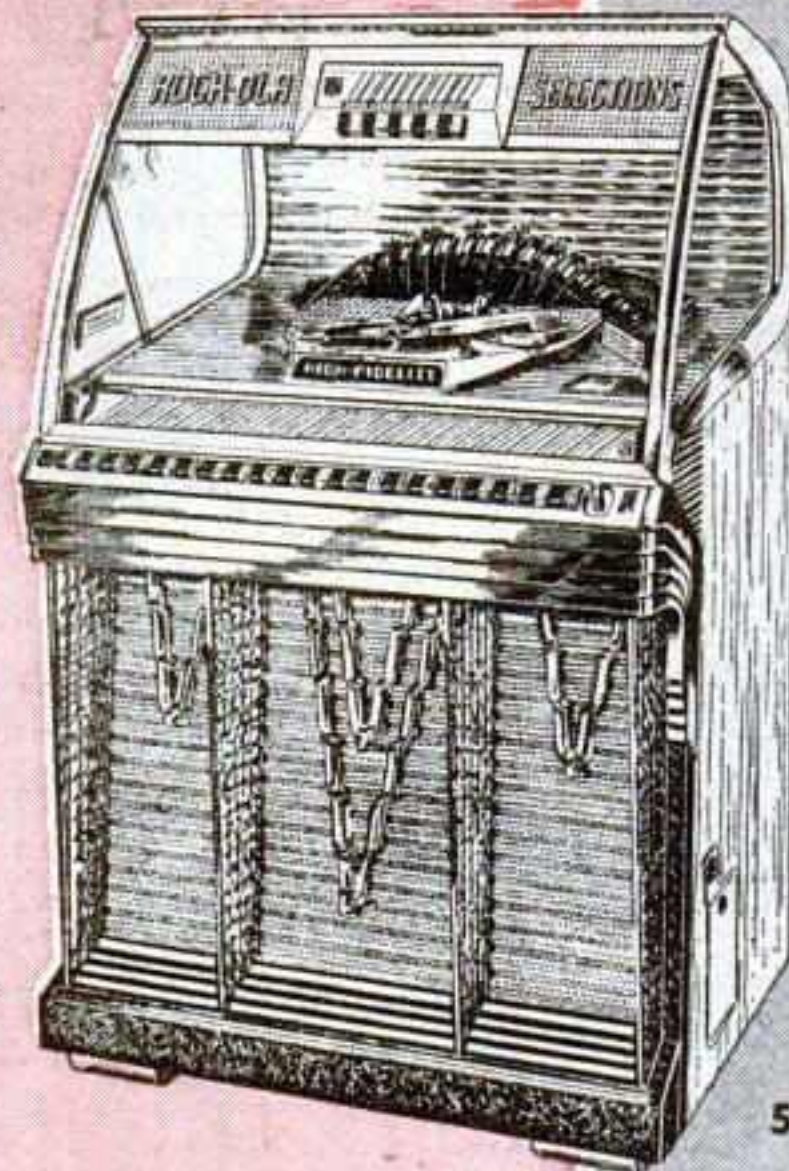
DESIGNED FOR YOUR TOP LOCATIONS

More new features are built into Model 1448 than were ever before incorporated into any one model—to give you the world's greatest phonograph value—The True-Tone HI-FIDELITY Amplifier and Component HI-FIDELITY Speakers (largest in the industry) combine to produce the finest HI-FIDELITY tones yet achieved. The Robot Record Arm assures an even, uninterrupted flow of music regardless of jarring or outside interference. The Play Proven Accumulator and HI-SPEED Selector Panel permit faster play, greater revenue and the world famous ROCK-OLA trouble-free mechanism means longer life and service-free operation, and that means GREATER PROFITS FOR YOU.

A
N
D

Model 1452
Standard 50 Selections
HI-FIDELITY MUSIC

Model 1452 is designed for locations requiring only a limited number of selections as in areas where "country music" is all the rage or in college centers with a demand for the latest hit tunes, but demanding the finest in HI-FIDELITY MUSIC. Model 1452 has all the same outstanding features as Model 1448 except for the smaller record storage and playing capacity.



Model 1452
50 Selections

SEE YOUR ROCK-OLA DISTRIBUTOR or write direct to: ROCK-OLA MANUFACTURING CORP.
800 N. Kedzie Ave., Chicago 51, Illinois

There are ROCK-OLA distributors in key cities throughout for other information write direct to "Export Manager,"

YOU MAKE MORE MONEY

WITH

ROCK-OLA

50 and 120 Selection
HI-FIDELITY
Phonographs



The Seal is your guarantee of Superior Performance and Trouble-Free operation when you Buy and Operate Rock-Ola Phonographs.



MODEL 1452

50 Selections
TOPS IN THRIFT

COSTS LESS TO BUY— COSTS LESS TO OPERATE—

Smaller record storage and playing capacity permits lower selling price, means lower maintenance and upkeep — yet Model 1452 is the equal in every other respect to its famous big brother, the Model 1448 deluxe HI-FIDELITY Phonograph.

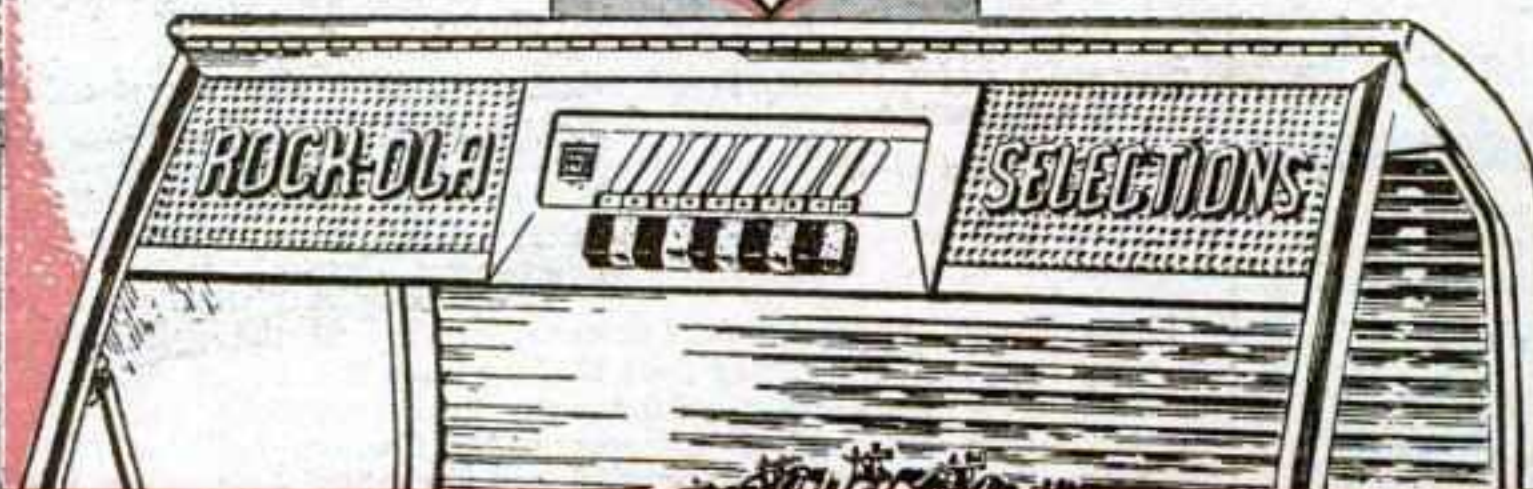
FEATURES

THE INTERNATIONALLY POPULAR TOP HIT TUNES OF THE WEEK

UPPER SELECTION PANEL PERMITS LOCATIONS TO DISPLAY PROMINENTLY THE TOP HIT TUNES EACH WEEK—
UP PLAY—**INCREASES**



STIMULATES AND SPEEDS
PROFITS



SEE YOUR ROCK-OLA DISTRIBUTOR or write direct to: ROCK-OLA MANUFACTURING CORP. 800 N. Kedzie Ave., Chicago 51, Illinois

the world. For the name of your nearest distributor or
ROCK-OLA MFG. CORP., 800 N. Kedzie, Chicago 51, Illinois

COINMEN YOU KNOW

Chicago

By KEN KNAUF

NEW POOL GAMES KEEP COMING. The number of new coin-operated pool games on the market was augmented this week with new models introduced by Exhibit Supply and Williams Manufacturing Company. . . . L. E. Moser, formerly of Winnetka, Ill., is a newly arrived operator in the Colorado mountain resort area of Estes Park. Moser plans to operate juke, games and venders thru Estes Park, Rocky Mountain National Park, Grand Lake and other mountain communities.

Phil Levin, president of Recorded Music Service Association, left Thursday for Miami Beach. Phil is recuperating from a recent illness. Joe Filitti has taken over Phil's association job, along with Earl Kies. . . . Hal Fredricks, disk jockey who helped initiate the Chicago operator-radio promotional tie-in, joins WAIT Monday (30). . . . Carl Green, Tower Music, reports Clayton McDermaid, also of Tower, is back from a two-week vacation to Haiti.

Ed Foale, Momence, Ill., operator, and his wife, are back from a



EP THREATENS DIME PLAY. Juke box operators warned that large scale attempt to replace singles with EP records will cut profits. A. D. Palmer, Wurlitzer Company advertising manager, declares selectivity is backbone of industry. (Page 18, The Billboard, January 28.)

DISTRIBS JOIN WURLITZER IN CENTENNIAL OBSERVANCE. Celebration launches nationwide trade showing of Wurlitzer Centennial Phonograph Model 1900. Reports disclose crowd throngs distributors' exhibits. (Page 84, The Billboard, January 28.)

NEWLY FORMED CHI GAME OP GROUP SETS ACTION. Five-point program outlined by Chicago Independent Amusement Association in drive to secure fair licensing law. Report includes dues setup, public relation and membership drives. (Page 96, The Billboard, January 28.)

ANNOUNCE PLANS TO UNIONIZE COIN REPAIRMEN. John Testo, national organizer, Automatic Equipment and Coin Machine Operators' Union, outlines national plans to organize unions. (Page 96, The Billboard, January 28.)

NATIONAL VENDORS SOLD IN CASH DEAL. Universal Match Corporation buys 22-year-old manufacturer of cigarette vending machines. Reveals move in line with projected program for diversification. (Page 90, The Billboard, January 28.)

SHIFT TO DIME PLAY STARTED IN MINN. Movement, reported to be catching on, is result from highly unsettled pin game situation, which State claims illegal. Reports outline climb of pool build-up. (Page 84, The Billboard, January 28.)

six-week trip to Mexico. They drove all the way and had a wonderful time. . . . Wally Finke and Joe Kline, First Coin Machine Exchange, advise that this week broke the record for long-distance calls from operators for pool games. First also reports good demand for Chicago Coin's Hooligan Pool model.

Lou Dunis and John Michels, Dunis Distributing Company, Portland and Seattle, dropped in at Chicago Coin Machine Company during the week to rush shipments of games to the West Coast. Joe Connery, of the Chicago Coin staff, is back from a trip thru the Midwest. . . . Art Weinand, Williams Manufacturing Company, has returned from a successful sales jaunt to the West Coast.

Tom McCormack and Al Allbritten, J. H. Keeney & Company sales representatives, are conducting service schools in the South. Bill Bolles, usually covering the Keeney Eastern territory, is in Miami this week. Man who has new car, and man who wishes he had one: Keeney's Bill Coan and Paul Huebsch respectively.

Herb Perkins, planning his California trip for after February 6, says he may also take in Mexico City. With operators wanting different types of pool games for different locations, Monte West is kept busy with Purveyor sales. . . . Joe Schwartz, National Coin Machine Exchange head, is in Florida this week, with Mort Levinson, Sheldon Spira and Ron Schwartz tending to office duties.

Jack Burns, Empire Coin Machine Exchange, is on the road thru Illinois this week. According to Joe Robbins, sales manager, Jack is making a lot of friends for Empire. . . . Frank Mencuri, Exhibit Supply vice-president and director of sales, pointed out a new pool game model convertible for two or three-hole play.

New York

By AARON STERNFIELD

EXHIBIT NAMES SEACOAST. Seacoast Distributors, New Jersey Rock-Ola outlet, with headquarters in Elizabeth, has been named New Jersey distributor by the Exhibit Supply Company. Dave Stern, Seacoast president, said that the Exhibit pool table has been moving well.

Bill Kenyon, John William Kenyon, Inc., Wilmington, Del., visited Murray and Bill Wiener, Wiener Sales, last week. Kenyon, who operates full-line feeding in industrial, including some of the Du Pont plants, was impressed by the Eastern Lunch-O-Mat and the new Eastern cigarette machine. Bill Wiener has just returned from a Pennsylvania sales trip.

Joe Munves, of Mike Munves, Inc., is on a Southern sales trip and will visit the Tampa Fair. . . . Tony Caruso, head of Eastern Electric, was in New York last week.

Gordon Howard, Westchester salesman for Atlantic-New York, is home sick. The father-in-law of George Magnani, A-NY sound department head, died recently. Murray Kaye, A-NY sales manager, said an average of 60 persons have been attending Friday night service schools at the 11th Avenue headquarters. Classes are under the direction of John Stuperitz, factory field engineer. Refreshments are served from 6 to 7 p.m. and the classes are from 7 to 9.

Hymie Koepfel's son, Sam, was discharged from the Army last week. . . . Irving Levenar and Gaetano Frezza have started a game route with locations bought from Milty Green's American vending. . . . Lou Boorstein, Leslie Distributors, is on a 16-day Caribbean cruise of the U.S.S. Hmeric.

Ben Meltzer, Ace Music Service, Brooklyn, had a heart attack recently. . . . Irving Kaye says his new bumper pool game will be in production in two weeks. Dimensions are 32 inches by 48 inches and list price will be \$199.95. . . . Harry Berger, West Side Distributors, reports Buccaneer conversion sales going strong.

Memphis

By ELTON WHISENHUNT

CAMP RECUPERATING AT HOSPITAL. Clarence Camp, owner of Southern Amusement Company, is recuperating in Baptist Memorial Hospital from a stomach ailment. Camp, widely known coin machine operator and one of the largest in the South, also owns the Memphis-Arkansas Speedway, a stock car race track at West Memphis, Ark. . . . Allen Dixon, president of Memphis Music Association, still makes his routes tho he's a partner in his company, S. & M Sales Company. His personal contacts build business and good will. . . . Hobby of Drew Canale, owner of Canale Amusement Company, is writing and waxing songs with a collaborator.

Edward H. Newell, vice-president and general manager of Williams Distributing Company, busy all week showing new Wurlitzer line to dozens of operators from all over Mid-South. . . . Nathan Wheelless, operator at Jonesboro, Ark., had his truck on repeated runs to Memphis to haul 25 of the new Wurlitzers back for locations around the East Arkansas city. . . . Roy Morris, of Somerville, Tenn., in business with his son, Benton Morris, and W. A. Butcher, of Dyersburg, Tenn., were also in Memphis for one of the new machines.

Frank Smith, Earl Montgomery and Allen Dixon, owners of S & M Sales Company, are converting all their juke machines to 45 r.p.m. They have converted 60 per cent so far, plan to have rest converted by end of year. They report a saving in storage and breakage by using 45's. . . . M. L. Armstrong, owner of Armstrong Music Company at Brinkley, Ark., in town looking over new equipment and records. . . . Bob Eblen, owner of Paragould Music Company, also in town shopping for new records for his juke boxes.

Miami

By RAOUL SHAPIRO

MERCURY DIPS, OPERATORS FLIP. . . . With the longest cold snap in Miami's history, almost every operator questioned complained about the very poor collections. Only bright spot in picture was coin-operated pool tables. Despite the bad weather, collections continue to climb, with more and more operators setting these tables out on locations.

Harry Ziman, Acme Music Company, finally got the golf craze. So what happens? No sooner does he buy himself a beautiful set of matched clubs when along comes some thief and steals the clubs out of Harry's car. End of golf craze. Ed Carlson, coinman from Detroit, and past president of the Michigan Operators' Association, has bought a home here in Miami. Ed says he finds himself spending more and more time here each winter, so he may as well have a home here.

Joe Sorrentino has just bought a small music route from Bishop Amusement Company. Joe is a newcomer to the coin machine business, and says he never realized how much hard work is required in this field. Jo Hiller, of Binkley Distributing Company, was floating on air this past week. Her husband George helped her celebrate her birthday by presenting her with a brand new Chevy Bel Aire Hardtop. Happy birthday to a swell gal. Eli Ross, of Taran Distributing Company, reports sales on pool tables continue very good, but sales on

(Continued on page 109)

Garden St. Ops Name Mandia

ASBURY PARK, N. J., Jan. 28.—Frank Mandia, Majestic Amusements, Shrewsbury, Wednesday (25) was elected president of the Garden States Operators' Association, a group of 19 music and game operators in the Jersey Shore area.

Other officers elected were Louis Millman, Coast Cigarette Service, Asbury Park, vice-president, and Doug Sylvester, Ace Amusements, Belmar, secretary-treasurer.

Named to the board of directors were Bill Ashmore, Cassion Amusements, Asbury Park; Cookie Kirsch, King's Amusements, Asbury Park; Whitey Berber, Service Amusements, Toms River, and Sam Moore, Highlands. Officers will also serve on the board.

Dime juke box play was launched in the area about a year ago, and about 25 per cent of the stops are converted. Pool tables are going over strong in the section. At the next meeting, in three weeks, plans for annual banquet will be discussed.

Wurlitzer 1900

Continued from page 100

and Harry Goss, of Johnstown, Pa.; D. M. Smith, Wilcox, Pa.; James Fungaroli, Bedford, Pa.; Charles Sheftic, Boswell, Pa.; James Wisnouse, Somerset, Pa.; Clyde and George Sidgal, Millvale, Pa.; and Pittsburgh operators Henry Jasik, Eugene Wojack, Mr. and Mrs. Gus Georges and C. Auslander.

DETROIT—Angott Distributing Company, Inc., unveiled the new Wurlitzer Centennial Model here Sunday (15) to what seemed to be every operator in the territory.

Sunday's event pulled approximately 450 guests, and on Monday an additional 100 attended.

Guests attending the event included:

From Detroit—Bob Colderwood, Mr. and Mrs. Sheldon Look, Mr. and Mrs. Harry Riche, Gordon Fruitman, Louis Ambrosine, Joel and Sam Willens, Mr. and Mrs. Erwin Moss, Mr. and Mrs. Clare Spooner, Mr. and Mrs. William Campbell, Mr. and Mrs. John Walker, Mr. and Mrs. Edgar Vernon, Rudy Hunter and Pete Athens.

Samuel Di Noto, Stewart MacCarllum, Mr. and Mrs. Ralph Schelden, Carl J. Von Gruenigen, Samuel Sapienza, Richard Pinkston, Louis Fisher, Frank Alluvot, Martin Rice, Sam Cali, Michael J. Green, Tom Frangos, Frank Antaya and Arthur Westin.

Vincent Meli, C. F. Stavros, John K. Dandas, P. Moroni, James Schupper, Tony Siraucuse, J. M. Jeffrey, Morris Goldman, Pearl L. Reed, Ernest Rheaume, Sid Katchem, Mr. and Mrs. Jack Gunn, J. Robson, Morris Vayier, Fred Gardella, Mr. and Mrs. John McCarty, Bill Bufalino, Wanda Rheaume and Jack Kirschner.

Dearborn, Mich.—Mr. and Mrs. John E. Wagner, H. M. Harlan, Jack Brooses, Frederick Grinoli and Mr. and Mrs. Irwin Chester.

Toledo — Mr. and Mrs. Abe George, Mr. and Mrs. W. W. Weeland, Mr. and Mrs. Adam Nazarian, George Grebe, Mr. and Mrs. H. C. Voegeli, M. L. Ladd, Gene Bykowski and George Tamber.

Other Michigan cities—Ed Westheimer, Jackson; Mr. and Mrs. Herb Englehart, Mr. and Mrs. Bud Grable, Edward Leyanna, Mr. and Mrs. Thomas Cocking, Flint.

Mr. and Mrs. Fred Zemke and family, Ann Arbor; Mr. and Mrs. Cliff Irwin, Port Huron; Ted Krula and Alfred E. Turner, St. Clair Shores; Sid Weaver and Don Cochrane, Almont; L. M. Kowalik, Richmond; Douglas Brooks, Mount Pleasant, and J. M. Trentham, Lansing.

Mr. and Mrs. Fred Warner, Saginaw; Ray Averill, Adrian; Mr. and Mrs. Harold Shank, Kalamazoo; Edward Stanton, Battle Creek; Mr. and Mrs. Ray Vollmer and Mr. and Mrs. Al Vollmer, Pigeon; Mr. and Mrs. James Heiss, Muskegon; Mr. and Mrs. Henry Hopkins, Brighton, and Bud Leonard and Richard Jarrett, Manitow Beach.

IF YOU MISSED READING THE JANUARY 28 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD

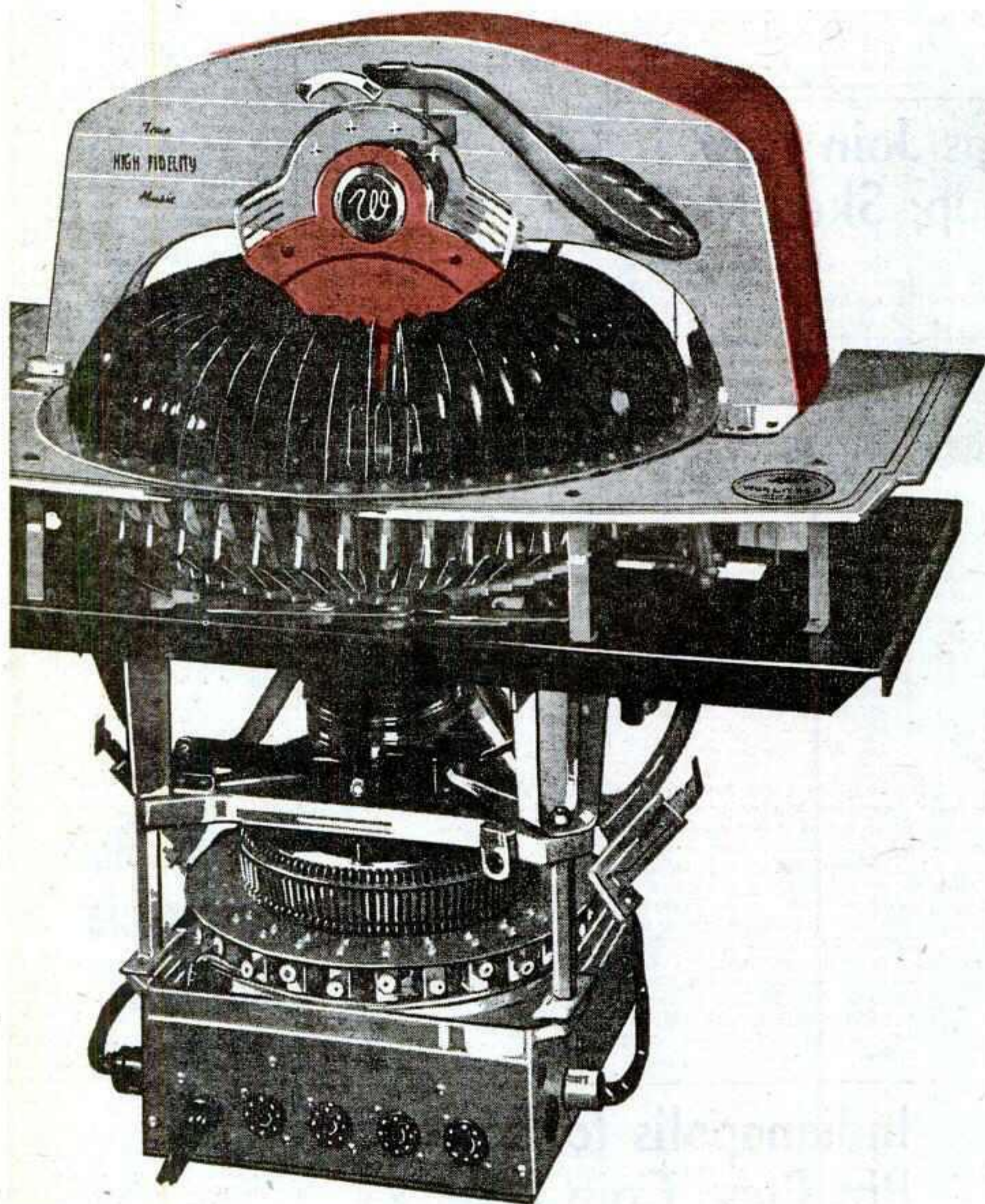
Only The Billboard Gives You News While It's New

A CONTINUING STORY OF



Leadership in Action

THE *Centennial* SPARKLES WITH STYLING AND ENGINEERING INNOVATIONS



NEW contoured, single low inertia tone arm with Zen Stylus. All adjustment mechanism out of sight.

NEW beautifully restyled Carousel arch adds greatly to the eye-appealing elegance of the record changer compartment.

NEW warp-proof chassis shelf with stain-resistant surface in off-white finish and gold trim.

NEW cancellation lever automatically clears all playmeter readings to zero after they have been checked for play popularity.

NEW simplified selector mechanism. Faster, surer, more positive than ever before.

PLUS...

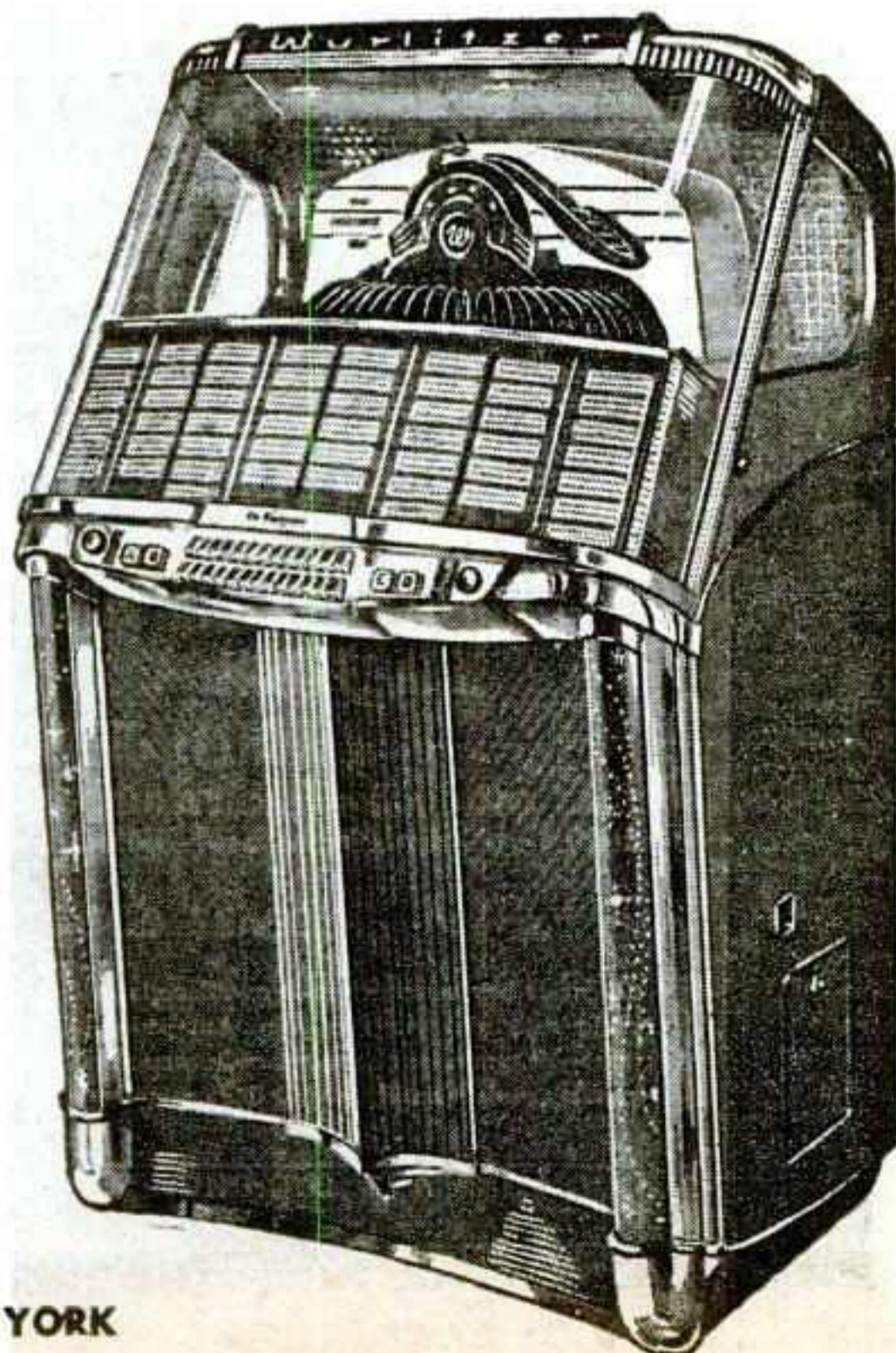
The time-proven Wurlitzer Carousel Record Changer playing vertically both sides of 52 records without grabbing or turning them over. A triumph in high speed, trouble-free operation.



WURLITZER *Centennial* MODEL 1900

HIGHLIGHTING 100 YEARS
OF MUSICAL ACHIEVEMENT

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK



SPECIALIZATION

1956 Game Output Tuned to Pool, Pins

CHICAGO, Jan. 28.—Coin-operated amusement game manufacturers are becoming specialists—in production of pinball and pool games.

Specialization is to this extent: Every new game model introduced thus far in 1956 has been either a pinball or pool unit. The breakdown is four new models of each category.

The trend in production over the past two years had been to diversification of output, and the move was reflected in a large variety of games.

New Models

Last January, for instance, new models in production included rifle games, in-line pins, shuffle-target units, five-balls, shuffle bowlers, and novelty pieces.

While the new pool games are setting new records in total sales, the more diversified output of the pre-pool period was marked by healthier all-around market conditions.

Pinballs, shuffles, gun games, were all bringing good grosses at locations, and in general, one type of game was not cutting into receipts of another.

Currently the pool games have cut deeply into the shuffle bowling game market, and brought this market to almost a standstill. In some areas, such as New York City, however, shuffles are still favored over pool units at most locations.

Legal Moves

Legal moves against bingo pinball games have brought about

a price drop in the used bingo market, but new bingo games are reported selling well, altho at a lower quantity volume than in previous months.

Success of innovations in the pool game field, however, may point the way to long-term popularity. (Continued on page 110)

70 Chi Ops Join New Game Group; Sked Meet

CHICAGO, Jan. 28. — Sam Greenberg, president of the newly formed Chicago Independent Amusement Association, coin amusement game operator group here, said this week paid memberships in the organization had reached 70.

The next meeting of the association is set for Tuesday, February 21, at 8 p.m., in the Pine Room of the Congress Hotel.

Main business at the next meeting will be, according to Greenberg, the election of a "grievance committee" of operators to help solve problems that may arise among operators of the association.

Thru the association, said Greenberg, "We are trying to get to the bottom of all our problems—trying to make operations smoother for everyone."

Op Financing

At the next meeting, Greenberg revealed, a plan for operator financing will be discussed. He said arrangements had been proposed by Salem Acceptance, 134 N. LaSalle, to handle operator credit. Bernard S. Ash heads the Salem Acceptance firm.

Greenberg said association stickers for operators' games had been mailed out, and most operators already have them on their machines. Sticker fee is set at 50 cents per machine per quarter-year. Operator initiation fee is \$5 per year, providing it is paid on or before March 1.

The association, according to Greenberg, has "started the wheels rolling" to make the present city amusement game law a permanent one, which would guard against unfavorable amendments that could put shuffle bowler or pool game operators "out of business overnight." Gaining a permanent law which would protect the present operations, would be "a feather in the cap of the association," Greenberg said.

Seek Change

Attorney Milton T. Raynor, association counsel, is seeking an amendment to the license ordinance of the city which would obtain for the membership either:

Gary Op Group Re-Elects Slate

GARY, Ind., Jan. 28.—Victor H. Ostergren, Gary, was re-elected president of the Lake County chapter, Automatic Equipment and Coin Machine Owners' Association of Indiana.

Ostergren was elected for a fifth term as president. Other officers, all re-elected for another two-year term, include: John LeGette, Gary, vice-president; Frank Witecki, Gary, recording secretary; Matt Pohl, Hammond, financial secretary-treasurer; and D. O. Harris, Gary, sergeant-at-arms.

Silvio Massa, of Munster, and Edmund Bukala, of East Chicago, were re-elected trustees of the association. Ostergren is also Indiana director for Music Operators of America.

N. Y. GAME OP NEEDS BLOOD

NEW YORK, Jan. 28.—Jack Tashman, local game operator, is in urgent need of blood. Operators who wish to donate may do so by calling the James Ewing Hospital, First Avenue and 68th Street, or by getting in touch with their local Red Cross station. It is not necessary to have the same blood type as Tashman. He will be credited with the donation made in his name and the hospital will provide him with the proper plasma.

Trade Sees Growing Used Pool Market

CHICAGO, Jan. 28. — A used game market is just beginning to take shape in the pool game field, coin machine manufacturers and distributors reported this week.

Operators have begun to bring in older pool models for trade-ins from distributors, and some distributors have set up special reconditioning departments for the used pool games.

Distributors contacted said the used market is at present very small, but that it has started to take shape, and expect it to continue to increase as more and more games go into locations.

Ops Want Late Models

Many operators who purchased the original model pool games now want later models with light-up bumpers, marked playfield, longer tables, extra holes and other features which have been gradually added to the games by manufacturers.

Most operators can still find new locations for their older model pool units, moving the newer models into the original locations. But those whose pool game locations are limited in number find relocation of older games more difficult.

Distributors generally are looking forward to selling used models to private homes and clubs. This could eventually develop into the prime market for used pool games, and sales-to-homes have already been made by distributors.

Home Market Will Grow

Joe Robbins, Empire Coin Machine Exchange sales manager, Chicago, said his firm had already begun selling some used pool games to private homes, but that the games could not be priced low enough as yet to sell to the majority of potential buyers. Robbins expected this market to be going strong by next Christmas season. Currently, he said games sold to homes are priced at from \$100 to \$125.

Wally Finke, First Coin Machine Exchange, said that operators in the Chicago area want the later type pool units because of keener competition at locations and are beginning to bring in older models for trade-ins.

Finke said there is currently

enough of an operator market for used games to by-pass sales to homes. Used pool games brought in by operators are put thru a special reconditioning process.

Spruces Up Games

The used games are taken apart, reconditioned and put together again. The table top is taken off, rails are separated, the games are scraped, sanded down and stained; tops are brushed down and cleaned. Bumpers are replaced or improved, ball troughs are scrubbed down, balls are polished, coin chutes checked, playfields leveled.

"It takes more time and effort to recondition an old pool game than it does for the factory to make a new one," Finke stated. "We make little profit on a used game, but the trade-ins help to produce new game sales."

Monte West, Purveyor Distributing Company, said a few used games have been taken in on trade and there is a movement in this direction. Operators have also inquired about buying used pool units.

Homes Pay More

West said different operators want different types of pool games for their locations—longer tables, light-up bumpers, marked playfields and such. He also said the used market had just begun to develop. Used pool games, he said, could be sold at a higher price to homes than to operators. Used games are sold to operators at around \$135; to homes at over \$200.

Mort Levinson, National Coin Machine Exchange, said his firm has not yet received many used pool games for trade-ins. Once the (Continued on page 111)

Williams Ships 8 Pool Units, 2 New Games

Line Offers Op Choice of Play, Table Sizes

CHICAGO, Jan. 28.—Williams Manufacturing Company hiked its coin-operated pool game line to eight different models this week, with the shipment of two new games, Diamond Score Pool and Royal Pool.

Diamond Score Pool is an automatic game, played from one side with new roll-over button features.

Royal Pool is a regular-play type game with an added ball hole in the middle of the playfield.

Two or four players can compete on the Diamond Score Pool game, each shooting from behind a foul line at one end of the table. Players shoot for six ball holes on the playfield which award varying point scores.

Two diamond-shaped roll-over buttons on the playfield, if hit, double or triple scores of pockets made in any one shot.

Separate Scoring

Separate scoring reels on the plexiglass backglass record scores made by each team.

Two dimes are deposited (one for each team or player) to play the game. The game has a single light-up ball bumper at the center of the playfield, and is available with a table light at a moderate added cost.

The game is also available in a Senior Diamond Score Pool model, which is the same width, but 18 inches longer.

Royal Pool, the new regular-play game, features play around the added center hole, making the game a three-hole rather than a two-hole unit.

The center hole is surrounded by (Continued on page 111)

Indianapolis to Review Pin Play, Coin Licenses

INDIANAPOLIS, Jan. 28.—Ascertainment of this city's position under an ordinance which requires a \$2 license on coin machines will be determined at a conference to be called shortly by Indianapolis' new chief executive, Mayor Philip L. Bayt.

Of particular concern to him, the mayor said, was the status of pinball games under the ordinance in question. Issuance of the license to cover a pin operation might be construed, he feels as lending legal sanction to a project to which he is unalterably opposed.

Bayt said that he plans to give every support of Marion County Prosecutor John G. Tinder in his efforts to purge the community of pinball play. The population of Marion County is centered almost entirely in Indianapolis.

"I'm going along with the prosecutor on any law violations he thinks are law violations," Mayor Bayt said. "He is the top judicial official in this county."

"But I will call a conference with Corporation Counsel Michale Reddington and Controller Charles Boswell to determine what to do about the city's licenses."

Boswell, a Bayt appointee, who has been in the controller's office since January 1, the day of the mayor's inaugural, said that he has yet to sell his first license for a pinball game.

"Nor do I intend to do so," he added, "until I get a directive from the mayor."

Prosecutor Tinder contends that under the law pinball games which allow free plays are slot machines. His position has been challenged on the grounds that the anti-gambling statute enacted by the 1955 General Assembly legalizes "unrecorded free plays."

Tinder admits that there are "more than 1,000" pinball games in Indianapolis. Free games, in most instances, are simply signals for the payment of cash bets, he contends.

Tinder has pledged his support to the treasury department drive to compel location owners to "declare their intentions" by either purchasing a \$250 gambling stamp or the \$10 "for amusement only" tag.

Indiana agents of the Collector of Internal Revenue have asked tavern owners to sign affidavits swearing that no pin gambling has been or will be permitted on their premises.

Thus liquor outlet operators find themselves in a vise. Signing could expose them to charges of perjury. Refusal to sign usually brings an arbitrary assessment for the \$250 stamp. The cycle of doom is completed by a State law which provides for the forfeiture of a liquor permit where the holder obtains a federal gambling stamp.

Exhibit Ships Convertible Skill Pool

CHICAGO, Jan. 28. — Exhibit Supply shipped to distributors this week a new coin pool game convertible for either two or three-hole play.

The convertible feature consists of a center hole which can be uncovered or filled with a plug.

The precision-machine plug fits into the center hole flush with the table top. The plug can be inserted or removed quickly by the operator to change the game to a two hole or three-hole model.

Playing the three-hole version the first ball sunk by each player must be made in the regular white or red-colored hole. The next three balls can be sunk in either the center hole or the colored hole. The final ball in play for each player must be sunk in the center hole.

Skill Pool with optional two or (Continued on page 111)

Novices to Get Special Attention At Runyon Class

NEWARK, N. J., Jan. 28.—Game and juke box operators and mechanics have been invited to attend the weekly service schools being conducted here by the Runyon Sales Corporation. Classes begin 10 a.m. Saturdays.

Morris Rood, Runyon executive, said that special attention will be given novices, and that Runyon service experts will attempt to aid all servicemen with their operating problems.

Classes are conducted by Gene Daddis and Wally Zucker of the Runyon staff. Paul Calamari, Bally engineer, has been a guest lecturer. About 30 operators and servicemen have been attending each session.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- February 1—Summit County Music Operators' Association, monthly meeting, Akron.
- February 1—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer Company, Mishawaka, Ind.
- February 2—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
- February 5—Amusement Machine Operators' Association of Greater Baltimore, annual banquet, Lord Baltimore Hotel.
- February 7—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
- February 7—Washington Music Merchants' Association, monthly meeting, Seattle.
- February 7—West Virginia Music Operators' Association, monthly meeting, place to be announced.
- February 7—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- February 9—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- February 10—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- February 13—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- February 20—Worcester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- February 21—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.
- February 21—Chicago Independent Amusement Association, monthly meeting, Pine Room, Congress Hotel.
- February 25—Region IV National Automatic Merchandising Association, regional meeting, Biltmore Hotel, Atlanta.
- February 25—National Automatic Merchandising Association, regional meeting (IV), Biltmore Hotel, Atlanta.
- February 25-26—Kansas Music Association, monthly meeting, site to be announced.
- February 27—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.
- March 10—National Automatic Merchandising Association, regional meeting (VI), Congress Hotel, Chicago.
- March 24—National Automatic Merchandising Association, regional meeting (IX), Baker Hotel, Dallas.
- March 10—Region VI National Automatic Merchandising Association, regional meeting, Congress Hotel, Chicago.
- March 24—Region IX National Automatic Merchandising Association, regional meeting, Baker Hotel, Dallas.
- April 1—West Virginia Music Operators' Association, board of directors meeting, Daniel Boone Hotel, Charleston.
- April 7—Region V National Automatic Merchandising Association, regional meeting, Sheraton-Cadillac, Detroit.
- April 21—Regions I, II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadelphia.
- May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton Plaza Hotel, Boston.
- May 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.

Tube Testing Machine Mfr. Sells Coinmen

COLLINGSWOOD, N. J., Jan. 28.—Fred Robin, of the Reliable Electronics Corporation here, is aiming a major portion of his sales effort at the coin machine industry. Reliable manufactures a non-coin-operated TV and radio tube testing machine.

According to Robin, current coin machine accounts include Harry Schwartz, Camden, N. J., Kwik-Kafe operator; Automatic Vending Corporation, Chester, Pa., and Joe Ash's Active Amusement Machine Company in Philadelphia.

The unit is 15 inches long, 20 inches wide and 66 inches high. According to Robin, it is capable of testing 85 per cent of the TV tubes made, all without charge. The customer merely plugs in the tube to the proper slot for a testing.

75-Cent Profit

If the customer needs a tube, he can buy one at the location. Gross profits averages about 75 cents a tube. The testing unit has a storage space provided for tubes.

The unit sells for \$178.50, but Robins explained that the price becomes \$100 if the operator signs a contract to buy his tubes from Reliable.

According to Robin, Automatic Vending in Chester, with about 700 or 800 cigarette machines on location, has tube testers in 20 of his shops.

Robin said retail store locations make the best stops for the tube unit.

Expanded Sales Set New Keeney \$ Mark

CHICAGO, Jan. 28. — Since putting a new divisional sales program into effect last June, J. H. Keeney & Company sales volume has increased to a new high mark, Paul Huebsch, general sales manager, said this week.

The present program places the coin-operated amusement game line and the vending machine line of the firm in two separate sales divisions.

While many of the company's distributors handle both games and vending machines for the firm, 10 of the distributors act exclusively in the vending line.

Bill Coan, manager of the vending division, is in charge of vending sales, and Tom McCormack heads the game division. Huebsch supervises and co-ordinates both divisions.

The fast-growing vending machine division has, in the past year, caught up to and passed the games division in output and sales.

At the same time, the current pool game industry boom has accounted for a bigger game volume for Keeney than the firm did while concentrating on shuffle bowling games.

Together, these two factors have brought about the new high sales mark. Keeney, like other firms in the pool game manufacturing field, has orders for pool games running far ahead of possible output.

Production

Production in the past year of new coffee, cookie and cigarette machines, where previously the firm made only a cigarette ma-

(Continued on page 113)

COIN MARKET PLACE

CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

CHALKING UP

Chi Op Plans Tourney Play On Coin Pool

CHICAGO, Jan. 28.—Tournament play on coin-operated pool games on Chicago's South Side was proposed this week by Lew (Colonel) Lewis, head of the Merit Industries, amusement game firm.

Lewis has begun airing the idea with other South Side operators, and hopes the plan might be adopted thruout the city.

Playoffs between the champions of the individual locations could be held, and in turn, playoffs to determine the champion players of the South Side. Pool players from the South Side could then meet players from the North Side in a city championship tourney.

"There are players among the locations on my route that are anxious to meet any players thruout the city in competitive play," said Lewis.

"The new pool games have had a tremendous effect on Chicago locations, reviving play at many spots at which play had reached a low ebb.

"Neighborhood spots—especially where national groups predominate, are proving to be excellent locations for pool games. Locations in surrounding county locations are also going great on pool play.

"The neighborhood tavern is the 'private club' for many people. I have noticed particularly that the middle-aged and older groups have taken to the coin pool games. Older people who won't play a shuffle bowler don't hesitate to try their skill at pool."

INDIANAPOLIS, Jan. 28.—E.M. Huxford has been named sales manager in charge of national accounts and the beverage container division of Inland Container Corporation, C. F. Smith, vice-president of sales, announced this week. Harold A. Martyn was named division sales manager for the Indiana and Milwaukee plants and the Chicago sales district. C. F. Murphy was named manager of the plant here.

Business Opportunities

COIN MACHINE ROUTE IN NORTHERN NEW ENGLAND

Approximately 100 phonographs and pin games in concentrated area radius 30 miles. \$10,000, one-half down. Owner forced to sell because of ill health. Write for details. Box M-160, c/o Billboard, Cincinnati 22, O.

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. fe4

EARRINGS, PINS, CAN BE PUT IN CAP. sales \$6 per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire Street, Dept. B.C. Providence, R. I. tel. EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-fe25

Help Wanted

MANUFACTURER WANTS ESTABLISHED, RELIABLE PROMOTIONAL SALES ORGANIZATIONS

Exclusive distributorships available. Manufacturer with proven coin machine, vending volume items with excellent sales manual (bank references, trade associations, photos, etc.). Has some valuable territories open for BIG PRODUCING, selling organizations. Write fully, giving experience and background. Our distributors know of this ad. Write

BOX M-156, c/o The Billboard
2160 Patterson St., Cincinnati 22, Ohio

ATTENTION — DISTRIBUTORS SALES-men. New 5-cent Musical Confection Charm Vendor featuring ballet dancer. Exclusive. Triple earnings for you and operators you sell. If you're tired of working worn-out almost vendor deals and other junkers, this unusual machine is the answer. Our company 20 years in business. Finest bank and other references guaranteed your success. Write Box M-157, c/o Billboard, 2160 Patterson, Cincinnati 22, O. fe25

ATTENTION — VENDOR SALESMEN-DIS-tributors. New high-speed Hot Sandwich Dispenser for route sales. Not a vendor. Retail at half the price of infra-red machines to operators. Cooks twice as fast. Electrical operation. Semi-automatic. Salesmen earn top commissions, no inventory to buy. We drop ship your orders. A new deal for men willing to sell a clean deal clean. Able to finance. Write, state experience. Box 838, c/o Billboard, Chicago, Ill. ch

WANTED

A-1 Bingo, Music and Pinball Mechanic for route work. \$150.00 per week starting wages; 8 hrs. a day, 6 days a week. Located in Western Pennsylvania.

BOX M-158
c/o The Billboard Cincinnati 22, Ohio

WANTED — BINGO AND SHUFFLE ME-chanics: good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. fe25

WANTED — JUKE MECHANIC FOR COUN-try route, experienced, no boozers need apply. John McGee, Box 75, Buffalo, Tex.

WANTED — PHONOGRAPH, SHUFFLE AL-ley and Pin Game Mechanic. Good pay, good working conditions. Must be sober and furnish references. Phone 23, Key Amusement Co., 306 Taylor Ave., Farmington, Mo.

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 Co., 190A Duane St., New York City. fe4

STAMP FOLDERS DIRECT FROM MANU-facturer, unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LDCust 7-1448. fe25-ch

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 29 years.

MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

FOR SALE — PITCH'EM AND BAT'EM, \$100; Genco 2 player Basketball, \$150; Set Shot Basketball, \$175; Goalee, \$75; 2 Q Balls, \$50; Liftergum, \$50; WMS Quarterback, \$75; Telegiz, \$75; Baloonomat, \$200; Sideshow, Engineer, \$200. Round the World, latest, \$500; Bally Bull's Eye Pistol, \$250; Bowtroy Gun, \$50; Musical Merry-Go-Round, \$250. Box M-159, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE — 11 MERCURY SCALES, FLOOR models, \$375; also 15 counter models, \$225. Will trade for coin operated Kiddie Rides, Dale Guns, or buy same. Coin Machine Service, 3733 West 138th, Cleveland 11, Ohio.

NOW 10-ROUND BOXING CARDS, ALSO 14-Rounders and Baseball Cards. R. and S. Sales Company, P. O. Box 923, Salt Lake City, Utah.

POKERINO, COMPLETELY REBUILT, RE-finished; new contacts, sockets, \$96. Complete line parts, supplies for Pokerino. James Travis, Box 206, Millville, N. J. ap7

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors, DAV razor blade vendors, Advance 23C's National #5, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES
Dept. B-8, 4307 W. Lawrence Av., Chicago 36 ap

VENDING MACHINES, PARTS, ALL SUP-plies, Ball Gum all sizes, Ic Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, Jr. Hershey's, 350 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. fe18

9 ADVANCE STAMP MACHINES, \$5 EACH; 3 Northwestern Stamp Machines, \$10 each; 100 Atlas Penny Master Vendors, \$5.50 each; money counting scale, \$10. Al Hoff, 1920 Rose Street, Balto 13, Md.

100 LIKE NEW PACKARD BOXES—5¢ or 10¢ play, \$10 each or entire lot for 1 Seeburg Model G Phonograph. Modern Music, 3348 Euclid, Cleveland, Ohio. fe18

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. mh17

WANTED—50 LATE MODEL SEEBURG 100 Wallboxes, Seeburg Model B-C or G Phonographs. Modern Music, 3348 Euclid, Cleveland, Ohio. fe18

Boston Phono Ops Await Ruling on \$2 Sunday Tax

BOSTON, Jan. 28.—Lucius F. Foster, executive secretary of the Massachusetts Music Operators' Association, told members at a meeting at the Hotel Beaconsfield Monday (12) that a bill has been filed to amend the Boston law which levies a \$2 tax on all music machines operating on Sunday.

During the meeting, operators also heard plans for a new equipment insurance program to cover all types of coin machines, including music machines, amusement games and vending machines.

Foster told operators that at a hearing on January 10 the bill to amend the Sunday law governing juke boxes was opposed by the commissioner of public safety. He said that he was hoping for a favorable report when the bill comes up before the committee on mercantile affairs.

Movies, TV Excluded

Cities and towns thruout Massachusetts were able to license all Sunday entertainment until last year when the State Supreme Court eliminated the fee on movies, television and radio on the grounds that the law interfered with the privileges of free speech. However, live entertainment and juke boxes were not included in the exemption.

The fees are \$2 per machine or \$50 a year and in Boston are under auspices of the commissioner of public safety.

Foster contends that this tax is discriminatory and puts the commissioner in the position of presuming to know what is going to be played ahead of time.

Publicity Needed

He emphasized that there was still much operators and distrib-

utors could do to help ensure the bill's success. The association plans to issue a bulletin to operators and distributors urging they publicize the need for a change in the law.

The new insurance program being worked out replaces a policy introduced by the George Swartz Insurance Company in December. The new plan, being offered by the Harry Strauss & Company of Boston, differs from the Swartz policy insofar as it costs only \$5 per \$1,000 worth of equipment as compared to \$6.50, and covers all types of coin machines instead of only juke boxes.

Under the new policy, cash and machine contents would not be covered and there would be a \$50 deductible clause covering all perils except fire and the "extended coverage." Premium estimates are based on 100 per cent co-operation and on an annual reporting system. The rate would be slightly lower on a monthly reporting system.

Not Signed Yet

Participating members would be asked to advance \$50 to apply against the premium, with the insurance becoming effective as soon as coverage reaches \$500,000 in total value.

The association has not yet signed the agreement. Reports indicate that there may still be another policy introduced which would be even more advantageous to members.

NEW YORK, Jan. 28.—Mrs. Emily M. Duliby was elected secretary of the New York Automatic Canteen Corporation at a recent meeting of the board of directors, John T. Collins, president, announced.

CENTAVOS, PESOS, FRANCS EQUAL \$\$\$

Bulk Operators May Vend 5 Million Foreign Coins in Capsules in 1956

NEW YORK, Jan. 28.—Thrift, a quality which parents encourage in their children, is currently being taught youngsters thru bulk vending machines.

use in charm vending machines. He estimates that, without promotion, his firm will sell 5,000,000 coins to the vending industry this year.

Novelty Important

Novelty is one of the prime considerations in the charm vending field. Eisenberg estimates that there are about 50 coins that can be vended in capsules, with an average of one new foreign coin—inexpensive and small enough to be vended in capsules—coming out each month.

Coins which may be used as slugs constitute a problem. There are about six European coins which correspond in size to United States nickels, dimes or quarters. Royal doesn't use these for vending sales. Also, coins which are the same size

as subway tokens are turned down.

Royal maintains agents all over the world, and virtually all of the foreign coin purchasing is done directly from the country of origin, with all coins uncirculated, or new.

Slug Problem

The market for foreign coins received by vending, game or amusement operators is nil. Eisenberg explained that foreign coins may be purchased so cheaply from the country of origin that it would hardly pay the operator to sell them to a coin firm.

Extremely large orders from any one foreign country are frowned upon by Royal. Eisenberg pointed out that cleaning out the market

on any one coin creates an artificial shortage and raises the price for everybody.

Most popular coins with bulk operators, of course, are the cheapest ones. Here are a few of the favorites, based on orders of 1,000 (on orders of 10,000, the price per coin decreases): Austrian 5 Groschen, 1.5 cents; Austrian 2 Groschen, 1 cent; Finnish Markka, 1 cent; German Pfennig, 1.5 cents; and Swiss Centime, 1 cent.

Canadian Coins

Canadian coins don't go in bulk venders. Our neighbor across the border isn't quite exotic enough for the youngsters. Folding money offers some difficulty in capsules, as display is poor. Right now, Eisenberg is thinking in terms of a vender which dispenses paper money flat, backed on a hard surface.

Royal has in the works promotional plans to bolster the sales of foreign coins in vending machines. Album pages, handled by the operator and sold at the locations for about 25 cents, will stimulate collecting. Dime comic books, telling of the history and background of

Terry Bows Coconut Bar

ELIZABETH, N. J., Jan. 28.—The Terry Candy Company has gone into production on a new coconut bar for the vending trade. Coating is bitter-sweet chocolate. The bar is available in 1 1/2 ounces for 5-cent vends and 2 1/4 ounces for dime vends. Bars are glassine wrapped and are packed 100 count.

coins sold in the vending machine is another project.

Eisenberg is also toying with the idea of using multi-selection machines as coin venders, so the purchaser will know exactly what he is buying and will be able to collect coin series. While all coin vending is currently one piece for 5 cents, Eisenberg feels that vending two or three coins for 10 cents could prove profitable.

Sunday (29) Eisenberg leaves on a three-week European tour. When he returns, he expects to have 4,000,000 foreign coins, all for the bulk vending industry.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Table with columns: PINBALL GAMES, HIGH, LOW, Mean. Lists various games like BALLY, GENCO, GOTTIEB, UNITED, and TRIPPLICS with their respective prices.

Table with columns: MOST ACTIVE EQUIPMENT, HIGH, LOW, Mean Average. Lists various equipment categories like ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, and VENDING MACHINES.

Table with columns: HIGH, LOW, Mean Average. Lists various equipment categories like PINBALL GAMES, MUSIC MACHINES, SHUFFLE GAMES, and VENDING MACHINES.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for.

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.

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.

Memphis Juke

Continued from page 100

the coin slot's taped until the new license is bought, he said.

This word was passed by The Billboard to some operators and it brought generally an expression of surprise. They were under the impression they had until March 1.

Word of the deadline brought a bustle of activity to purchase the new licenses. Some operators said it would take a week to cover their routes with the new licenses.

The old tax was \$5. The \$10 tax went into effect Jan. 1, Craig said, because most operators here had changed over to dime play beginning last September.

The city tax law is based on the State and county tax, which upped dime play tax from \$5 to \$10 for county and State on each machine. The city generally adopts the same tax the State and county assess.

The new tax is now \$40 per machine per year, an increase of \$15. It was formerly \$5 each for city, county and State and \$10 Federal.

Memphis Music Association had appointed a committee of three to talk with city officials in an effort to get an extension of from six months to a year on the new tax.

The committee, Allen Dixon, partner in S & M Sales Company and president of the association; Drew Canale, president of Canale Amusement Company, and Douglas Highfill, owner of Rainbow Amusement Company, have not yet had time to confer with officials.

They plan to talk to some city commissioners before February 1. The position of the association, they said, was that all operators had not yet converted to dime play and they needed time to see if the entire industry and public would accept it.

The public has not opposed the increase, tho the play volume is reported not as great as on nickel play. The revenue has increased, however, a cross section of operators report, from 10 to 25 per cent.

The city policy is at variance with the State and county policy on deadlines. State officials said they would begin enforcement of the new tax April 1, giving operators a three-month "breathing spell."

Planned Growth

Continued from page 100

time operator can possess, says Bert Liesch, is a helpful distributor to rely upon. United, Inc., local Wurlitzer distributor, he says, has aided and guided him effectively ever since he invested his money and spare time in the music operating business, particularly when mechanical troubles happened to come along. "They have even helped me when I ran across tough equipment moving jobs," he said.

His locations are all made aware of the fact that Liesch is a part-time operator. He makes the fact known to them when soliciting locations.

Result is that no problems arise when he calls during evening hours after his regular day's work, to make his service and collection calls. He devotes his summer and winter vacation time to giving his route a complete maintenance check and overhauling.

Slanting some helpful advice toward any other people who may be toying with the idea of getting their start in the coin machine business via a part-time arrangement such as he has, Liesch suggests:

1. If you have a good credit rating don't be afraid to start out on a small scale with some borrowed capital.

2. Maintain your credit rating at a high level. It is the best asset you have.

3. Be prepared to take at least a minor amount of grief from some of your locations. There is some aggravation in any business you may decide to enter.

4. Ask for advice when necessary from distributors and experienced operators.

5. Start out with music equipment. Says Bert Liesch, "Music is more stable and less trouble for the beginning coin machine operator."



MUSIC OPERATORS in Memphis are plugging Danny Thomas' recent Decca release, "Bring Back Our Beale Street," to help a charity drive to build a hospital in Memphis. Drew Canale, owner of Canale Amusement Company, points to decal of Danny on juke box plugging the song, while Fred Gattas drops a coin into the phonograph. The Memphis Music Operators' Association is supporting the drive 100 per cent.

No Blues on Beale Street

Continued from page 100

Stadium—the crowd went wild. The song pleaded for the return of Beale Street, because it didn't belong to Memphis but "to the world."

Mayor Backs Move

The late Mayor Frank Tobey was in the audience and responded quickly. He went backstage, was escorted to the mike and publicly proclaimed he would do everything he could to change the name back to Beale Street.

The crowd of 30,000 roared its approval.

Danny went back to Hollywood, had the song published and recorded it. Meanwhile Mayor Tobey kept his word. An ordinance was passed changing Beale Avenue back to Beale Street.

Fred Gattas, who merchandises candy and gum for vending machine operators in the Midsouth and is a personal friend of Danny, got the idea of promoting the record on Memphis juke boxes.

Op Support

He called Drew Canale, president of Canale Amusement Company, who has 90 juke boxes on location. Drew was for it wholeheartedly and took the plan to

Allen Dixon, president of the Memphis Music Operators' Association.

At the next association meeting, operators backed the plan 100 per cent, bought the Danny Thomas record and put it on every juke box in Memphis and Shelby County—2,000 altogether.

The operators are contributing all collections via the disk to the St. Jude Foundation. Danny Thomas is contributing his profit from the record to the fund, and so is the Decca Record Company.

Jukes Help

Operators here also got decals printed and pasted on every juke box. The decals feature a picture of Danny Thomas and call attention to the record and point out that the proceeds go to the hospital fund.

The project has also had local newspaper support.

The Memphis Music Operators' Association appeals to the music operator associations thruout the nation to support the project. For details they are asked to write Drew Canale, 1719 Poplar, Memphis, Tenn.

The campaign has so far raised \$750,000 of the \$2 million mark set.

COINMEN YOU KNOW

Continued from page 104

other type of game equipment has slowed down to a walk. Eli explains this is so because an operator who installs a pool table more often than not has to remove some other piece of equipment due to lack of space.

Meyer Gensburg, formerly of Genco Manufacturing Company, and now an operator of a casino in Las Vegas, here for a visit. Meyer lives in California, but after last week's cold snap this writer wasn't about to ask which State had the better climate. Manny Brookemire, of Brook Distributing Company, Decca and Coral outlet here, had to make a business trip to New York City and had to dig real deep to find proper clothes to combat the wintry blasts.

Jean Garcia, of Oscar Garcia Music Company in Key West, in town to look over some equipment and buy a supply of records. Jean says business is fine, and credits the good collections to dime play. Another outfit that is progressing wonderfully with dime play is Stirling Amusement Company of Hialiah, headed by Harry and More Steinberg. Tho completely encircled by machines on 5-cent play, they report no real objections from location owners, especially after these same owners see the big increase in take after conversion.

Mr. and Mrs. Willie Blatt, of Music Makers, Inc., busy these days with house guests. They are being visited by Sydelle's sister and brother-in-law, Ann and Sam Stirling. Sam is sales manager of Reading Pipe and Tube Company. Knowing Sam Well, we are sure he will take this opportunity to relax and get himself a good tan. Not to be outdone, Lucky Skolnick, other half of Music Makers, Inc., has his mother-in-law visiting with him and his wife at their home.

Los Angeles

By SAM ABBOTT

VISITS HAWAII. Al Weymouth, of Weymouth Sales, left here this week via United Airlines for two weeks in Hawaii. His firm has the distributorship for Smoke Shop cigarette machines in the 11 Western States, Alaska and Hawaiian Islands. Recently the company took on the sales for the Dairomatic milk venders in the Hawaiian Islands. Weymouth returned only last October from an extended visit with friends and relatives in Australia. Prior to entering the distributing field, Weymouth was a successful cigarette machine operator in Los Angeles and its environs. His many friends will be glad to hear that he is recuperating from a leg ailment.

PINBALL GAMES		Rock-Ola 1436-A		C.C. Super Home	
Atlantic City	\$ 75.00	Fireball	\$275.00	Run	\$220.00
Dude Ranch	140.00	Seeburg M-100A	250.00	Waiting Scales	75.00
Spot Lite	50.00	Seeburg M-100B	450.00		
ABC	50.00				
Tahiti	100.00				
MUSIC		ARCADE		SHUFFLE GAMES	
AMI E-120	\$525.00	Ex. Dale Gun	\$ 50.00	Un. Banner	\$275.00
AMI F-80	650.00	C.C. Goatee	95.00	Un. Cascade, 6 Pl.	85.00
AMI F-120	750.00	Heavy Miter	35.00	Un. Chief	160.00
		Home Run	225.00	C.C. Holiday Match	350.00
		Jumping Jack	70.00	C.C. Hollywood	400.00
		Wms Star Series	60.00	Un. 6-Pl. Deluxe	40.00
				Un. Super 5-Pl.	8.00

Mountain Distributors
 3630 Downing St. Denver, Colorado AComa 2-8518

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RUBBER BACK BEDCLOTH	LUXOR BALLS 2 1/8"
28"x48" Table Beds	FLASHY—TOP QUALITY PLASTIC FINISH
Grade IMPERIAL	Solid Red
STANDARD	Solid White
	Red w/ Spot
	White w/ Spot
	\$2.20
	\$2.30
	Per 10-Ball Set
	Lots of 10 Sets
	Ball sets consists of 4 White, 4 Red, 1 each Red and White Cue Ball.
CUSHION CLOTHS	48" CUES
Grade TRIPLE A	Fibre Points, Tips and Bumpers Attached.
SPECIAL	Grade #1
	Grade #2
	Red Lacquered Butts
BILLIARD CHALK	BILLIARD BRUSHES
Per Half Gross	DeLuxe, pure bristle
Per Gross	Pocket, fibre bristle
Lots of 5 Gross, Ea.	Have flared ends to clean beneath rails.
	Cue Tip Clamps, 20c Ea. Per Doz.
	Metal Chalk Grips, 10c Ea. \$1.10 Doz.
	Chalk Grip Card, 2c Ft.
WRITE, WIRE OR PHONE	IMMEDIATE DELIVERY
TERMS: MINIMUM ORDER \$5.00. C.O.D. ORDERS 25% deposit. 2% Cash Discount on all prepaid orders. All shipments F.O.B. Chicago. Guaranteed Satisfaction. ORDER WITH CONFIDENCE—We carry a complete stock of Billiard Table Equipment. Quotations of unlisted items upon request. Attention, Manufacturers: Quantity prices submitted upon request.	
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 Compare them with new cartridges
 Cartridges returned within 10 days
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MECHANIC WANTED
 Thoroughly exp. in all types coin operated
 Phonographs, Pinballs and Shuff-
 fles. No drinkers or drifters. Good salary,
 steady, good climate. References and
 photo in letter.
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 MArket 2-4275

We Will Trade
SKILL POOL
 FOR LATE BINGO
 GAMES
 Send your list in today
 or call us.

FRANK SWARTZ
SALES CO.
 515-A Fourth Ave., S.
 Nashville 10, Tenn.
 4-8571

GIVE TO DAMON RUNYON
 CANCER FUND

Williams Ships
 • Continued from page 106
 light-up bumpers, allowing shots
 to be made at the center hole
 along only four lanes.
 Players can sink balls in the
 center hole for scores, as well as
 scoring on balls sunk in the regu-
 lar holes at the ends of the table.
 Royal Pool is also available in
 Senior size, 18 inches longer. Both
 models have light-up bumpers.
 The four new models—two Dia-
 mond Score models, and two
 Royal models—bring the total of
 Williams pool game models in
 production to eight.
 Other games in shipment are
 Bank Pool, Deluxe Bank Pool,
 Senior Deluxe Bank Pool, and
 Score Pool. The Bank Pool models
 are the regular-play games; Score
 Pool is an automatic game.

Paris Tax Pared
 PARIS, Jan. 28.—As a result of
 protests against the high tax levied
 on all coin-operated games and
 juke boxes, which was hiked to
 \$240 per machine last year, the
 annual tax per machine, in Paris
 and the Department of the Seine,
 has been reduced to \$171.42.

Exhibit Ships
 • Continued from page 106
 three-hole play is available in two
 sizes: King-Size Deluxe model re-
 quiring 13½ by 7 feet, or 9½
 square feet; "84" Deluxe model
 requiring 12 feet by 7 feet, or 84
 square feet.
 Both tables have light-up bump-
 ers that provide light for the play-
 ing field on locations, and optional
 marked playfield for three-sided
 play. The tables may be purchased
 with or without light-up bumpers
 and marked playfield.

Pool Market
 • Continued from page 106
 saturation point is reached for new
 locations, he said, the used market
 will develop. Levinson estimated,
 "We have a good four months to
 go before this will happen." Most
 operators, he said, move the older
 model pool games "down the line"
 of their route locations, moving the
 newer models into the better spots.
 He said as long as this continues,
 the used market will be small.
 Levinson said National had re-
 ceived a number of calls from
 homes for pool tables, and the firm
 does some advertising in neighbor-
 hood papers to sell used shuffle
 and pinball games.
 Levinson added that the used
 pool games may eventually pose a
 problem after the location satura-
 tion point is reached.

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 Highest quality prints—good pro-
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 Microscope Voice-o-Graph 350
 Standard Metal Typer 275
 1 Panoram Projector only 75
 Seeburg Bear Guns 100
 For Arcade and Amusement Machines
 and Service in Southeast N. C., contact
CLYDE LEONARD
 Box 3, Phone 2075
 Wrightsville Beach, N. C.

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BALLY ICE FROLICS
J. J. PARKER
 311 Turk St., San Francisco 2, Calif.
 Phone: GRaystone 4-2636

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Large Quantity
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Bally ABC
Bowlers
HIGH PRICE OFFERED
Contact Us at Once
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EQUIPMENT
READY FOR LOCATION
 Gayety \$225.00
 Surf Club 135.00
 Hi-Fi 135.00
 Dude Ranch 125.00
 Palm Beach 60.00
 Variety 235.00
 Palm Springs 125.00
 Beach Club 100.00
 Atlantic City 70.00
 Yacht Club 60.00
 C. C. Starlite Bowler 175.00
 United Clover Shuffle Alley... 65.00
 C. C. Gold Cup Bowler, large pins 85.00
ONE-THIRD DEPOSIT
Marmor
DISTRIBUTING COMPANY
 1519 Central Parkway, Cincinnati 14, O.
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POOL TABLES
BUMPER—JUMBO—HI-SCORE
 Contact us for the best deal—will meet or beat

BINGOS	SHUFFLE BOWLERS	UPRITE GAMES
ABC \$ 65.00	United 5 Player \$ 40.00	Genco 400 \$ 35.00
Beach Club 110.00	United Deluxe 60.00	Golden Nugget 65.00
Beauty 105.00	United Cascade 75.00	Silver Chest 95.00
Cabana 105.00	United Clipper 325.00	Saddie & Turf, club model 275.00
Frolics 105.00	United Comet 295.00	
Gayety 295.00	United Clover 65.00	
Hi-Fi 150.00	United Chief 140.00	
Havana 145.00	United Lightning 295.00	
Ice Frolics 175.00	United Leader 150.00	
Long Beach 50.00	United Leag. Bowl. 160.00	
Mexico 150.00	United Mars 295.00	
Miami Beach Write	United 11th Frame 195.00	
Manhattan 345.00	United Original 70.00	
Palm Beach 75.00	United Rainbow 185.00	
Palm Springs 165.00	United Royal 135.00	
Rio 85.00	United Venus 325.00	
Spot Life 45.00	United Speedy 210.00	
Singapore 165.00	C. C. 10th Fr. Double 75.00	
Stars 40.00	C. C. Hi-Speed Tple. 175.00	
Triple Play 295.00	C. C. 10th Fr. Triple 95.00	
Tropicana 195.00	C. C. Match Bowlers 45.00	
Tropics 125.00	C. C. Super Frame 195.00	
Yacht Club 75.00	C. C. Star Life 225.00	
	C. C. Triple Strike 295.00	
	C. C. Flasher 215.00	
	Bally Rockets 275.00	
	Bally Mystics 355.00	
	Genco 8 Player 50.00	
	Keeney Carnival 125.00	
	Keeney Leag. Bowl. 40.00	
	Keeney Team Bowl. 50.00	
	Keeney Bottle Pins 40.00	

**IMMEDIATE DELIV-
 ERY ON HUNTERS
 AND BUGABOO, 5-10-
 25¢ play. Write for
 special prices.**

RIDES
 Miss America Boat \$295.00
 Bally Space Ship 325.00
 Atomic Jet Ship 150.00
 Decco Merry-Go-Rd. 395.00
 Decco Air Ship 295.00
 Bally Moonride 350.00

COUNTER GAMES
 Champ Basketballs \$ 15.00
 Bouncer 15.00
 ABT Challenger 20.00
 Ex. Disposition 25.00
 Register 25.00
 Ex. Lovemeter 25.00
 Got. 3-Way Grippers 20.00

Cleveland Coin
MACHINE EXCHANGE, INC.
 M. S. GISSER
 Sales Manager
 2027 PROSPECT AVE., CLEVELAND 15, OHIO
 All Phones: Tower 1-6715
 Terms: 1/3 deposit with all orders, balance C.O.D.

Gottlieb Proudly Presents ... SPOT POOL
THE ARISTOCRAT OF POOL TABLES
BUY THE BEST... WE DO...

NOW AVAILABLE!
FAST PLAYING ADVANCE MODEL
ASK YOUR DISTRIBUTOR ABOUT IT



"There is no substitute for quality"

AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS

1927-1956
 29 Years of Leadership!

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WE WILL SACRIFICE

UNITED LEADER	\$ 95.00
UNITED COMET TARGETTE	125.00
UNITED IMPERIAL	89.00
UNITED TEAM	105.00
CHICAGO COIN STARLITE	95.00

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

N. Y. Game Ops Name Slate for Feb. 23 Voting

NEW YORK, Jan. 28.—The Associated Amusement Machine Operators of New York Thursday (26) nominated candidates for the February 23 elections.

For president, incumbent Louis Rosenberg and George Holtzman, current vice-president, were nominated. Vice-presidential nominees are Sanford Warner and Al Koon-del.

Jack Semel, incumbent, and Bert Jacob will run for treasurer. Candidates for recording secretary are Ira Zucker and Sid Wulfson. William Parker and Louis Glatzer are candidates for financial secretary, and Morris Wurtzel and Sam Engelman will run for sergeant at arms.

Candidates for the board of directors are Albert Arnold, Bob Luttmann, Julius Pinelas, Eugene Broderick, John Boyle, Harry Schilderout, Irving Fenichel, Harry Berger, Milton Green, Harold Prager, Sol Tabb, Benjamin Diamond, Irving Holzman, Dave Lowy and Manny Feder.

Conn. Ops Mull Cig Price Hike

HARTFORD, Conn., Jan. 28.—With the 1-cent a pack flood tax to become effective Wednesday, members of the Connecticut Cigarette Vending Machine Association are undecided about hiking the price of vended smokes.

Members of the group had been discussing an increase to 27 and 30 cents a pack. The tax increase, expected to raise \$2,600,000 to help finance the State's flood recovery program, is for a nine-month period. It is to end October 31.

POOL GAMES

GENCO	CHICAGO COIN	EXHIBIT
DELUXE TOURNAMENT	HOOLIGAN	DELUXE "84"
DELUXE KING SIZE	CHAMPION	KING SIZE

ARCADES

Genco Super Big Top (New)	Write
Genco Quarterback (New)	Write
Exhibit Treasure Cove Gun	\$495.00
Genco Sky Rocket	431.00
Bally Big Inning	85.00
Chi Coin 6-Player Home Run	200.00
Chi Coin 6-Player Super Home Run	200.00
Kiddie Whip (New)	325.00
Sidewalk Engineer	Write
Muto. Voice-o-Graph	495.00
Chi Coin 4-Player Derby	175.00
Sky Gunner	150.00
Bear Gun	125.00
Coon Hunt	195.00
Chi Coin Basketball Champ	195.00
Set Shot Basketball (Used)	295.00
Chicago Coin Goatee	90.00
Standard Metal Typewriter (Used)	295.00
Standard Metal Typewriter (New)	Write
Chi Coin Pistol	30.00
Exhibit Gun Peppercorn	95.00
Exhibit Six Shooter	95.00
Chi Coin Big League Bull's-Eye	375.00
Baseball	350.00
Exhibit Big Bronco	150.00
Exhibit Shooting Gallery	150.00
United Carnival Gun	225.00
United Bonus Gun	295.00
Genco 2-Player Basketball	185.00
ABT Rifle Range With Compressor	Write
Exhibit Vacuum Card Vendor	Write
Super Jet	395.00
Round the World Trainer	Write
Kirk Astrology Scale	74.50

MUSIC

AMI F-120	\$695.00
Rock-Ola 1438 Comet	445.00
M100A Seeburg	245.00
Rock-Ola 120 Stepper	25.00
Rock-Ola 120 Wallbox Model 1544	50.00
Wurlitzer 1015	45.00
Chi Coin Band Box	150.00

VENDORS

Shipman 3-Column Stamp	\$ 19.95
Shipman 2-Column	15.95
PX 12-Column Cigarette (New)	225.00
Silver King Hot Nut	9.00
National 918 Candy Vendor	95.00
Mercury 9-Column Cig. (Like New)	150.00
Keeney Coffee Vendor (New)	425.00
Acorn Capsule (New)	15.00
Atlas Capsule (New)	12.50

CHICAGO COIN BOWLERS

Score-a-Line (New)	Write
Hollywood	\$375.00
Bonus Score	350.00
Triple Strike	295.00
Firball	260.00
Flash	195.00
Feature Frame	160.00
Super Frame	145.00
Advance	125.00
Triple Score	75.00
Double Score	60.00
Super Match	50.00
Name	50.00
Cross Cross Target (Like New)	175.00
Bowl-a-Ball	95.00

UNITED BOWLERS

Clippers	\$295.00
Lightning	260.00
Speedy	195.00
Acc	175.00
Rainbow	150.00
League	135.00
Chiefs	135.00
Royals	115.00
Olympic	75.00
Cascade	60.00

BINGOS

Gaytime	\$425.00
Gayety	295.00
Variety	295.00
Yacht Club	90.00
Beauty	105.00
Bright Spot	85.00
Palm Beach	85.00
Hawaii	110.00
Genco Jumping Jack	75.00
Genco Golden Nugget	85.00
Beach Club	110.00

1/2 Deposit With Order, Balance C.O.D. or Sight Draft

SAVE ON SHAFFER BETTER PHONOGRAPHS

SEEBURG	WURLITZER
M100-C	\$595.00
M100-B	475.00
M100-A	250.00

1500	\$225.00
1450	175.00
1250	165.00

AMI	ROCK-OLA
Model C	\$100.00
Model B	89.50
Model A	69.50

1448	WRITE
120 Selection	
Wall Boxes	\$ 39.50

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SAY YOU SAW IT IN THE BILLBOARD!

ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A
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2-Cyclonic Kickers

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HIGH STYLED | DISTINCTION

"New Look"

STURDY | APPEAL

TWO DOUBLE BONUS FEATURES

2 Targets, 2 Bumpers, 4 Rollovers Advance Bonuses

- High Score over One Thousand
- Double Number Match Feature
- 4-Lightup Pop Bumpers for terrific Scoring action
- Adjustable 3 or 5 Ball play
- Available with Twin Chutes — 10c - 3 for 25c

SEE **Gladiator** AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Amusement Pinballs
as American as Baseball and Hot Dogs!

Expanded Sales

• Continued from page 107

chine, has greatly expanded the Keeney vending line.

Coan said the new coffee vend-

BINGO MECHANIC WANTED

For route work. Regular hours—good pay and vacation. No drifters. Write to

BOX 837

The Billboard, Chicago, Ill.

POOL TABLES

All Makes and Models
IMMEDIATE DELIVERY!

Completely Reconditioned:

TELEQUIZ with Film	\$ 85
EVANS BATA SCORE	75
GENCO SKY GUNNER	85
GENCO SHUFFLE POOL	45
KEENEY CARNIVAL BOWLER	45
CHICAGO COIN HOLIDAY	295
UNITED CLASSIC BOWLER	99
UNITED LEADER BOWLER	165
UNITED TEAM BOWLER	185
BALLY CONEY ISLAND BINGO	55
BALLY PALM SPRINGS BINGO	135
BALLY ICE FROLICS BINGO	145
BALLY SURF CLUB BINGO	155

IMPORTERS:

Write for Confidential Price List.
New Low Prices—Prompt Service!

IRV OVITZ

ACME-INTERNATIONAL

DISTRIBUTORS

2643-45 W. Montrose Chicago 18, Ill.
Cornelia 7-7272

ers, in particular, have produced a large volume of sales. He said response to the machines in the field is credited in large part to the lower-priced units which made locations easier to find.

The new Keeney Snack-Vender, the cookie unit, can be mounted on the wall or attached to any drink machine. It can dispense cookies, cheese crackers or other snacks, holding 75 packs in three columns.

Distributors

When the Keeney vending line was first introduced on a distributor basis, amusement game distributors of the firm were given first chance to take on vending lines in their territories. These distributors, together with the exclusive vending distributors appointed in certain areas, comprise the Keeney national distributor organization.

Vending machines, said Coan, were "new" to many of the distributors and they had much to learn about the business.

Thus, fieldmen were appointed to travel the territories and conduct schools for the distributors and operators, instructing them in vending machine operations, as well as amusement game servicing.

Where coverage is not available thru field salesmen, vending machines are sold directly to the operator on a "drop-shipment" sale, according to Coan. With this method in force, the operator may place an order thru the factory, and the sale will be credited to the distributor in that area with shipment thru the factory office.

Covering the Eastern territory for Keeney is Bill Bolles; V. N. Allbritton handles the South.

SNOOKER BALLS WEIGHTY ITEM IN WORLD TRADE

GENEVA, Switzerland, Jan. 28.—Difference in the standard weight of billiard balls as used in Europe and in the U. S. has caused some confusion as American coin pool game manufacturers search out foreign sources.

This information, coming from Marcel Lucca, of Tousseux et Nouveaux S.A., Geneva, is expressed as a suggestion to American users that they qualify their orders to specify a weight of five ounces.

Billiard balls as used in Europe are three ounces. Lucca's firm accepted orders from American buyers without realization of the difference in weights. He reports that new materials of heavier types are being used in manufacturing of the balls, but that the need to change over manufacturing process has unavoidably delayed shipment to U. S. buyers.

Other fieldmen, along with Coan and McCormack, are Sidney Parker and James McDevitt. Al Adickes, Nova, Hamburg, Germany, handles the coffee machine line in Europe.

With the new sales program, salesmen concentrate on either vending machines or games. All games sales, however, are handled thru distributors.

BINGO GAME SPECIAL!

MIAMI BEACH	\$400.00	HI-FI	\$145.00
GAYETY	215.00	DUDE RANCH	110.00

Guaranteed—money back if not satisfied
All very clean—rails scraped and varnished
Call O. J. MULLINIX

COASTAL NOVELTY COMPANY

2122 Waters Avenue Phone 4-2366 Savannah, Georgia

Cleaned, Checked, Ready To Operate

BINGOS

BEACH BEAUTY	WRITE
PIXIES	\$475.00
MIAMI BEACH	425.00
BIG TIME	325.00
GAY TIME	325.00
VARIETY	225.00
GAYETY	225.00
SURF CLUB	135.00
ICE FROLICS	125.00
PALM SPRINGS	125.00
DUDE RANCH	110.00
BEACH CLUB	110.00
FROLICS	75.00
ATLANTIC CITY	45.00
SPOT LITE	35.00
CONEY ISLAND	35.00
CABANA	50.00

FIVE BALL GAMES

JUBILEE (4 PLAYER)	\$365.00
SUPER JUMBO (4 PLAYER)	295.00
SLUGGIN' CHAMP	195.00
GYPSY QUEEN	195.00
GOLD STAR	165.00
HAWAIIAN BEAUTY	145.00
MYSTIC MARVEL	145.00
GREEN PASTURES	135.00
LOVELY LUCY	135.00
PIN WHEEL	110.00
POKER FACE	100.00
HAPPY DAYS	65.00
KNOCKOUT	25.00

BOWLERS

CLIPPER, DE LUXE	\$360.00
LIGHTNING	335.00
ACE	225.00
LEADER	160.00
IMPERIAL	135.00
CLASSIC	90.00

MORRIS NOVELTY COMPANY

3007 Olive St. Phone FRanklin 1-0757 St. Louis 3, Mo.

RACK UP those BIG PROFITS!

with . . .

GENCO'S DE LUXE

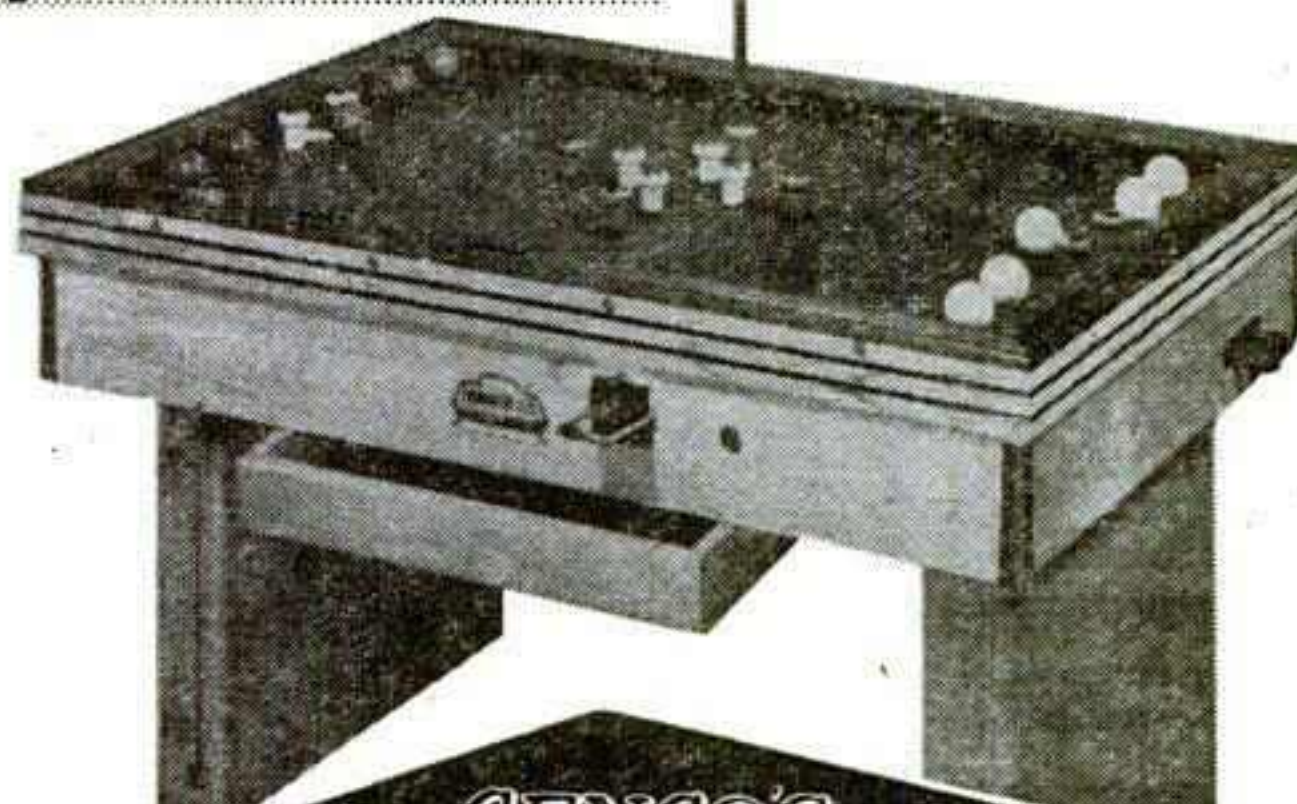
TOURNAMENT POOL

for 3 or 4 Sided Play (lined playfield)

- Hinged Playing Field
- Finest Quality Billiard Table Materials

FIRST WITH:

- Playfield Light • Adjustable Levels • Mother-of-Pearl Rail Markers • Clog-Proof Ball Troughs • Steel-Sheathed Cash Box



NOW! FIRST SHOWING

GENCO'S STANDARD TOURNAMENT POOL GAME
HIGH in QUALITY—LOWEST in PRICE

KING SIZE

TOURNAMENT POOL GAME

18" LONGER THAN DELUXE MODEL (same width)

SUPER BIG TOP STILL IN PRODUCTION

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

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Biggest Stock in the Country
BEST PRICES

DAVID ROSEN
Exclusive A.M.I. Dist. Ea. Pa.
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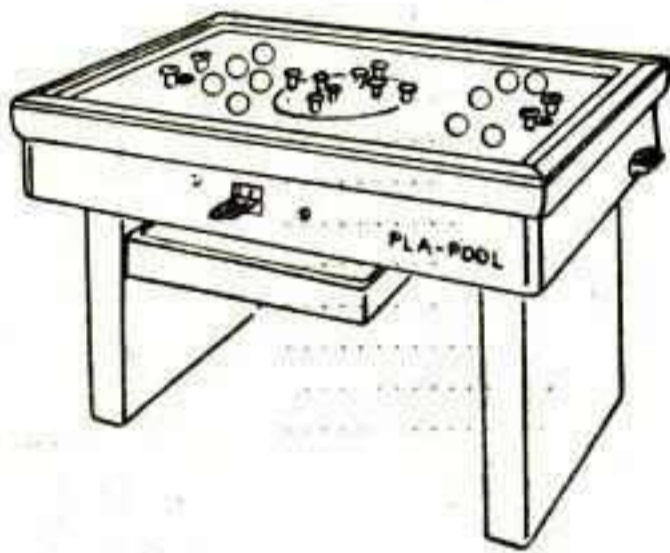
Wire • Phone • Write

"PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES

CHECK THESE EXCLUSIVE FEATURES:

- Pockets set in from end permit rebound action
- Dimensions: DeLuxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Regulation Size Cues
- Table Top on Hinges with Lock
- Cash Box inside, also with Lock
- Attractively Finished Cabinets
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- Immediate Delivery



MARVEL MFG. CO.

2845 W. Fullerton, Chicago 47, Ill.
Tel.: Dickens 2-2424

Duluth City Attorney Ok's Licensed Pins

DULUTH, Minn., Jan. 28.—Pinball games licensed by the city of Duluth are not gambling devices within the score of the recent ruling by Attorney General Miles Lord, City Attorney Harry Weinberg recently ruled.

The attorney general has ruled that pinball games giving free games are gambling devices. The ruling was in reply to a query by the Hennepin County attorney in Minneapolis.

Weinberg said that the question from the Hennepin County attorney referred to machines in which "the element of skill is either negligible or nonexistent."

Thomas Bujold, assistant Duluth city attorney, who tested two pinball games in a Duluth amusement center found that "it was immediately obvious that skill must be brought into play to win free games in the operation of these particular machines."

Weinberg said that if all games licensed by the city are operated in the same manner as those tested by Bujold, they "are not gambling devices within the definition of our ordinance or within the statutes of our State forbidding gambling devices."

Exclusive **AMI** Distributors in Virginia, Central and Southern West Virginia and Eastern Tennessee

NOW DELIVERING THE MODEL "G" The Machine of Tomorrow TODAY!

For the month of February we have a special deal that we do not believe has been offered in the industry before. Phone, Wire or Write

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Branch Offices:
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BINGO SPECIALS!

MIAMI BEACH	\$425.00	PALM SPRINGS	\$110.00
BIG TIME	325.00	BEACH CLUB	110.00
GAY TIME	350.00	FROLICS	90.00
VARIETY	210.00	YACHT CLUB	75.00
GAYETY	215.00	PALM BEACH	60.00
ICE FROLICS	130.00	BRIGHT LIGHTS	60.00
SURF CLUB	125.00	ATLANTIC CITY	60.00
HI-FI	140.00	CONY ISLAND	45.00
DUDE RANCH	115.00	SPOT LIGHT	40.00

New Bally Pool Tables available with or without lights. All games very clean and ready for location.

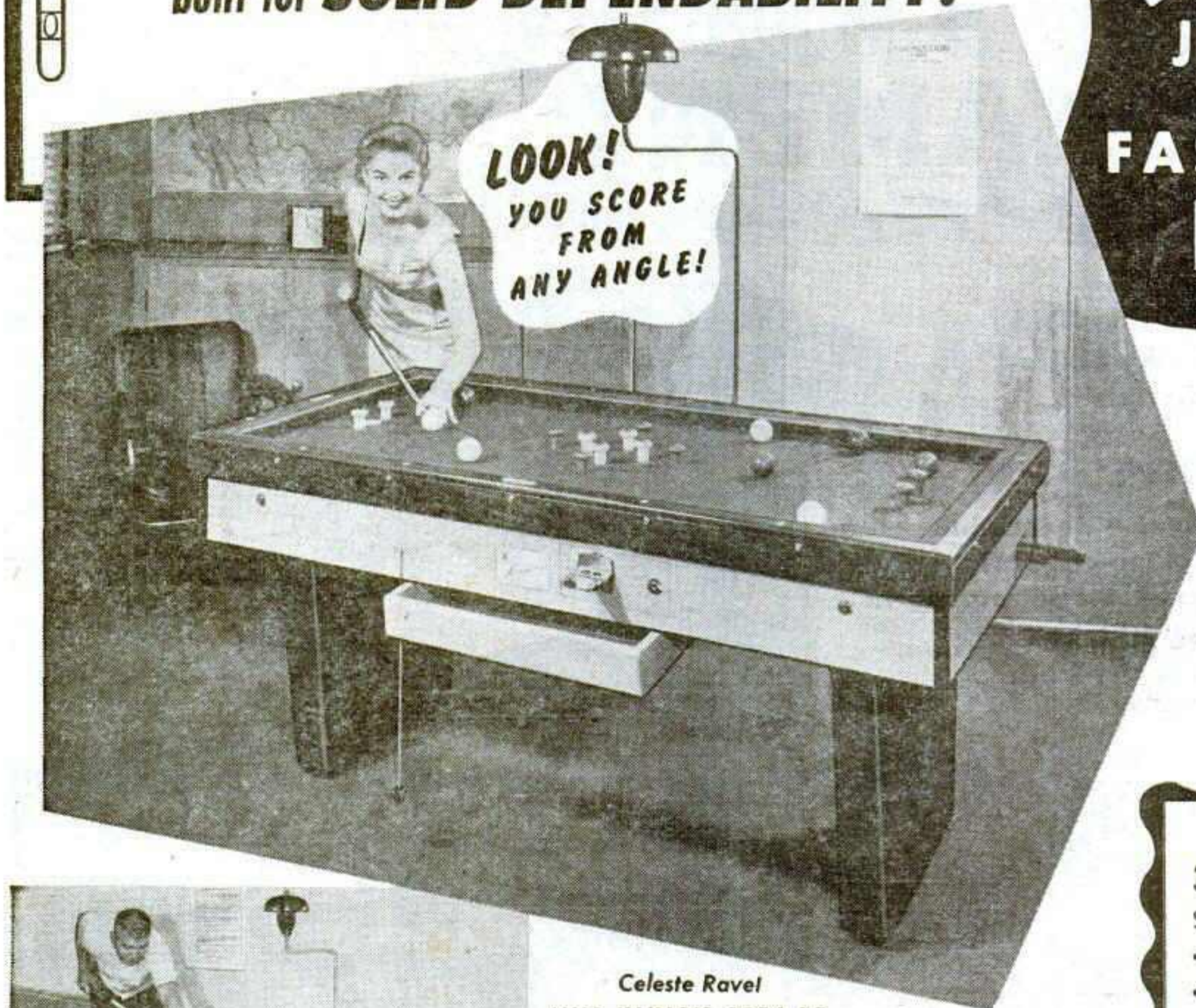
1/3 Deposit

FRANK MILLS, Mgr., Dept. R-6

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always on the level for STRAIGHT SHOOTING—
built for **SOLID DEPENDABILITY!**



Celeste Ravel
MISS ILLINOIS 1954-55
likes to play Keeney's FASCINATION

Mahogany Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- White Diamonds on Side Rails

REGULAR SIZE 52" L. x 36" W. x 32" H.

Keeney's
JUMBO DELUXE
(18 inches longer)
FASCINATION POOL

FEATURES

3 or 4 sided play

Perfect operating Ball Release can't be cheated

Perfectly squared to entice the professionals

OPERATE Keeney's **6-PLAYER Deluxe CHALLENGE BOWLER**

- 3 WAY SKILL TEST
- SPEED
 - TIMING
 - ACCURACY



Order Yours Today!

J. H. *Keeney* & CO., INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

DON'T PASS UP THESE BUYS!

SINGAPORE...\$150 | TROPICS... \$50

Immediate Delivery | IMPERIALS... \$125 | Write for Complete List

SEEBURG RS-1—8-INCH TEAR DROP SPEAKERS ..\$7

IMPORTERS: We offer prompt service and advantageous low prices on quality equipment! Write for details!

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SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

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1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
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BINGO GAME BARGAINS

ALL RECONDITIONED—READY FOR LOCATION

HI-FI SURF CLUB PALM SPRINGS HAWAII	\$99.50 Each	BEACH CLUB DUDE RANCH RIO BEAUTY TAHITI YACHT CLUB TROPICS	\$69.50 Each
ATLANTIC CITY PALM BEACH	\$49.50 Each		

NEW UNITED 5TH INNING—ORIGINAL CRATES.....\$325.00

Terms: 1/2 deposit with order
WRITE, WIRE OR CALL

Mayflower Distributing Co.

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Free Life Ins. Policy Given NVA Members

CHICAGO, Jan. 28.—Continuing to expand its over-all insurance program, the National Vendors' Association announced it is issuing a \$1,000 life insurance policy to each of its members free of charge.

Approval of the plan was made this week by the insurance committee, Milton T. Raynor, general counsel of the association, disclosed.

"It is part of the NVA's general program to provide its membership with the best possible protection available, along with strengthening the association as a whole," he explained.

The life insurance policy is being provided members without the requirement of a medical examination, he stated, and will remain in effect as long as each maintains his membership in the association.

Raynor also disclosed that the original plan on the NVA's extensive group hospitalization and surgical benefit insurance is being revised and will be offered to members in the near future.

"It is our endeavor to secure a full coverage policy at a much cheaper rate than those currently being offered," he said. "Details of the revised plans are almost completed, and will offer a substantial savings to members."

BALLY Exclusive Distributor For **ROCK-OLA**

SHUFFLE ALLEYS		ARCADE	
Bally Gold Medal	\$400.00	Bally Bull's-Eye Kiddy Gun ...	Write
Bally Jet Bowler	300.00	Bally Hot Rod	Write
Bally Magic Bowler	350.00	Chi Coin Super Hume Run. 6 Pl.	\$249.50
Bally Champion	225.00	Genco Quarterback	Write
Chi. Coin Starlite	195.00	Genco Champion Baseball	395.00
Chicago Coin Bull's-Eye Bowler	Write	4 Bally Space Ships (extra clean)	325.00
Keeney Century	225.00	2 Bally Speed Boats (extra clean)	325.00
Keeney Pacemaker	85.00		
Keeney Bonus	125.00		
Keeney Bikini	150.00		
United Rainbow	195.00		
United Cascade	85.00		
United Clover	75.00		
United Imperial Bowler	175.00		
United 6 Play Star	45.00		
Un. Deluxe Comet Targette	275.00		
WHILE THEY LAST—LIKE NEW			
5 Chi Coin Crisis Cross Target	\$175.00		
MUSIC		PINBALLS	
Rock-Ola 1448 Hi-Fi, 120 Select.	Write	Bally Broadway	Write
Rock-Ola 1446 Hi-Fi, 120 Select.	Write	Miami Beach	\$495.00
Rock-Ola 1438 Comet, 120 Select.	\$725.00	Bally Beach Beauty	Write
Rock-Ola 1428 Magi-Clo	49.50	Gaytime	345.00
		Caytime	245.00
		Palm Springs	145.00
		Beach Club	125.00
		Yacht Club	95.00
		Hi-Fi	145.00
		Surf Clubs	175.00
		Ice Frolic	145.00
		Bright Lights	65.00
		Bright Spot	95.00
		Coney Island	85.00
		Dude Ranch	145.00

Calderon Distributing, Inc.
450 Massachusetts Ave. Indianapolis, Indiana MEIrose 4-8468

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OVERWHELMING CROWDS
Come in droves to play it...

Williams **DIAMOND SCORE-POOL**

New SCORE ADVANCING Features!

LIVELIER ACTION ♦ HIGHER SCORES

2 DIMES PER GAME!

Two or Four Players!

Order NOW... SEE YOUR *Williams* DISTRIBUTOR TODAY!



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.



SENIOR DIAMOND SCORE-POOL
18 inches longer same width

A REAL SPACE SAVER IN ANY PLACE OF BUSINESS WITH **FRONT END PLAY!**

- Transfer Scoring from one player to another
- Accurate Scoring
- Progressive Score Build-up
- Totals Score Automatically on lite box
- Lively Rails
- Perfect Bank Shots

DELUXE BANK POOL

SENIOR DELUXE BANK POOL

ROYAL POOL

SENIOR ROYAL POOL

Both Available with LITE-UP Bumpers

NEW CENTER-HOLE FEATURE and NEW LITE-UP Bumpers

IT'S NEW! THERE'S *Nothing* LIKE IT!



GIVES EVERY OPERATOR **FOUR** GAMES IN ONE

EXHIBIT PLANNED IT! ONLY EXHIBIT HAS IT!

NEW 3-Hole

SKILL POOL

with CONVERTIBLE 2-Hole or 3-Hole Play!

Standard Size

Requires only 84 sq. ft. or 12x7 ft. for thrilling play in small area.

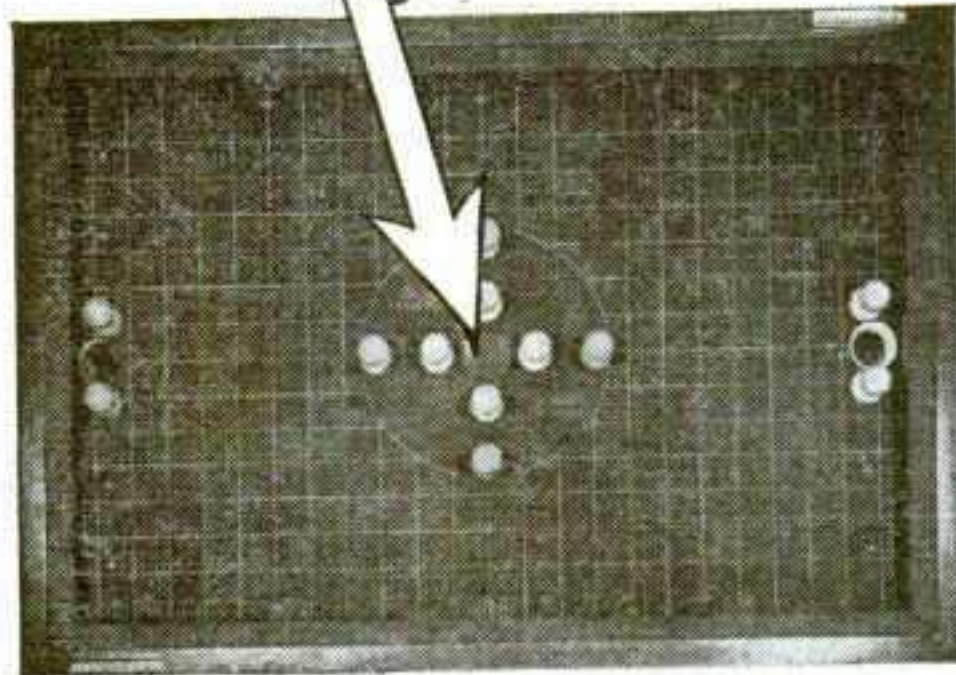
OPTIONAL 2-HOLE and 3-HOLE PLAY

OPTIONAL 3 or 4 SIDED PLAY

PLUS NEW LIGHT-UP BUMPERS

ALL THESE FEATURES ALSO AVAILABLE IN "KING SIZE" 18" LONGER

HERE'S HOW IT WORKS!



4 GAMES IN 1

- 3-SIDED SKILL POOL WITH CENTER HOLE
 - 4-SIDED SKILL POOL WITH CENTER HOLE
 - 3-SIDED SKILL POOL WITH CENTER HOLE
 - 4-SIDED SKILL POOL WITHOUT CENTER HOLE
- (All SKILL POOL games have lined playfield)

3-HOLE SKILL POOL is equipped with 3 holes (1 at each end, 1 in the center). A precision-machined plug fits into the center hole, flush with the table top. Plug can be inserted or removed, in seconds, by the operator, to change the game to 2-hole or 3-hole operation . . . making the play entirely different for each.

plus ALL THE OTHER SUPERIOR EXHIBIT FEATURES

EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO
PHONE: VA 6-3100

AVAILABLE FOR IMMEDIATE DELIVERY!

Waltz King

Continued from page 100

ceptions occur when a spot is known to have seasonal fluctuations. Some locations do poorly during the winter months, but shoot up sharply when the influx of tourists make their way to Northern Wisconsin woods and lakes.

The three route servicemen handling Johnny's music route cover a 75-mile radius around the firm's headquarters in Merrill. The servicemen are expected to keep all equipment in spic and span condition and to follow regular factory prescribed maintenance procedures.

A number of parochial schools throught the territory he covers are using music machines that he donated to them for use in their recreation rooms. He also makes it a point to keep them supplied with free records.

Belief that an operator cannot improve his economic condition unless he keeps his equipment and knowledge of the business up-to-date has also contributed in large measure to Johnny Barros' success. He has missed very few Music Operators of America meetings in Chicago in the past years, he says, and makes it a point to attend as many trade showings of new music and games equipment as his time and energy will permit.

Operation-wise, Johnny Barros reports that in his opinion the most important development in the music business in recent years has been his decision to switch over to dime play. "A couple of years ago I began to change all my music machines to dime play, six plays for a quarter. I figured that since the games were all set for a dime, and nobody complained, nobody would object if I raised the juke box to a dime."

Did anyone object? "Oh, yes, some of the tavernkeepers complained for a while, but I didn't give in until they proved to me that they couldn't support a dime machine in their place. After a couple of months only a handful of locations asked me to change back to a straight nickel price. Now, we are all making more money and everybody is satisfied."

Regular patrons in his juke box location soon grew accustomed to putting in quarters for their music enjoyment, says Barros. The bulk of the coins in the machines at each collection invariably are quarters. "Actually, Barros said, "they are still getting nickel play at the bargain price of six for a quarter."

Neb. Letter

Continued from page 100

there is bound to be an exchange of ideas from which everyone benefits.

2. To inculcate just and equitable principles of trade. Competitors can get together and become good friends and neighbors.

Business Info

3. To acquire and disseminate useful business information. The bulletin sent out by the national association, Music Operators of America, keeps operators informed as to the latest happenings in Washington, D. C. and throught the rest of the country.

4. To foster good will and respect in the communities in which the members are located. In line with this point, the association donates a juke box to some charitable organization at each of its quarterly meetings.

5. To promote general welfare of its members and encourage harmonious action among them. Operators who have solved a problem in their territories can help fellow members solve the same type of problems.

Ellis emphasized that the association's purpose was not to control, fix or regulate prices, nor to otherwise engage in activities, the result of which is to restrain trade or create a monopoly.

Ellis also announced that the next association meeting would be held in March at the Evans Hotel in Columbus. He said that the exact dates of the event would be announced later this month.

chicago coin's

HOOIGAN POOL



**Combines The Top Features of Automatic Pool
Plus The Scientific and Most Interesting
Playing Features of
4-Sided Pool Games...**

Plus Advance Scoring!

Plus The Fascinating
Hooligan Hole!

Plus The Natural Cue
Swing Afforded by
the Elimination of
the Foul Line!

and...

The New Cue Ball Circle Permits Players to Shoot From Any Position Within the Circle — Eliminates Tee Buttons.

- ★ Features Front Play!
- ★ Unbreakable Score Glass!
- ★ Screened Playfield!
- ★ Advance Scoring of 200 - 400 - 600 - 800 & 1000!
- ★ EITHER Player by Lighting up and Scoring the Hooligan Hole Can Get an Additional 1000 Points!

chicago coin's

CHAMPION POOL

Available in 2 or 3 Hole Models With The Exciting Center Hole Feature!

New Type Ball Drop Mechanism . . . Simple . . . Positive . . . Fool-Proof!

New Plastic Light-Up Bumper Posts!

New Super Sensitive Rebound Rails!

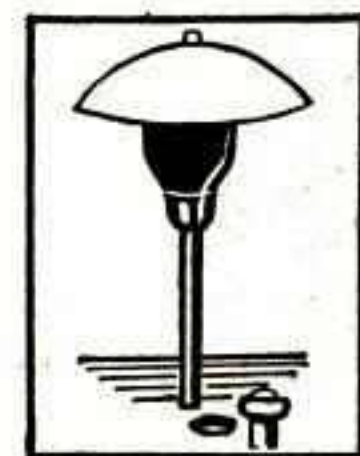
2 Color Grid Screened Playfield For 3 Sided Play!

2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!

NOW Delivering Chicago Coin's

JUNBO POOL

2 or 3 Hole Models with or without lighted bumpers! 18 inches longer than regular size (70 inches by 36 inches) 3 or 4 Sided Play



Lites Are Optional Equipment

chicago coin
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

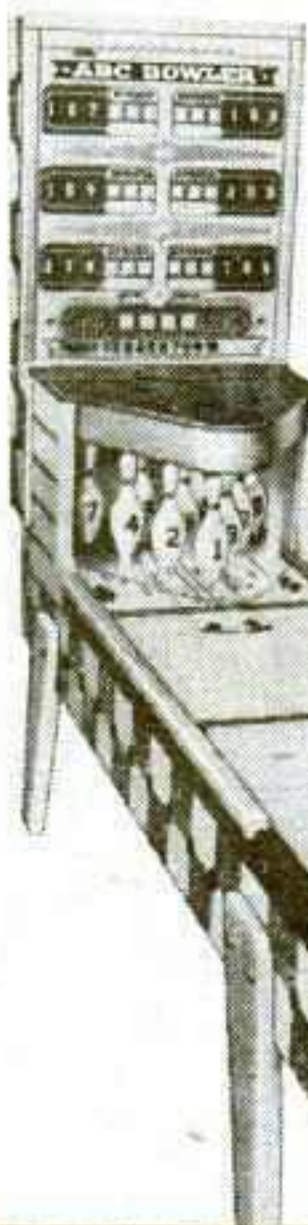


4 MONEY-MAKING MODELS

ALL models 57 in. by 36 in., 32 in. high.
 STANDARD model without lights.
 LIGHT-UP BUMPERS model for spots that want extra flash.
 NEON-LIGHT model with neon-lights under side-rails, flooding table with no-glare illumination.
 6-POCKETS model with 2 regulation scoring-pockets, 4 hazard-holes in corners, adding to skill-fun, speeding up play. Light-up bumpers.
 BALLY-LAMP easily attached to all models.

Bally
Pin-Pool
 EARNS BIGGEST PROFITS

Cash in on growing popularity of PIN-POOL. Get genuine Bally PIN-POOL Tables busy for you now.



ABC bowler

WITH MATCH SCORE FEATURES
Congress bowler

POPULAR
OFFICIAL BOWLING SCORES

For biggest group-play . . . and continuous repeat-play . . . resulting in bigger bowler profits . . . get Bally ABC-BOWLER . . . scoring by Official Bowling Rules . . . or CONGRESS-BOWLER for added attraction of match-score features.

Bally
KIDDIE-RIDES
 earn top money

Flashy eye-appeal of Bally Kiddie-Rides . . . thrilling action . . . simple, safe mechanism . . . sturdy construction result in biggest, steadiest earnings in kiddie-ride field. Start a steady-income route of Bally Kiddie-Rides now. Write for information or see your Bally Distributor today.

MODEL T
 COIN-OPERATED AUTO-RIDE

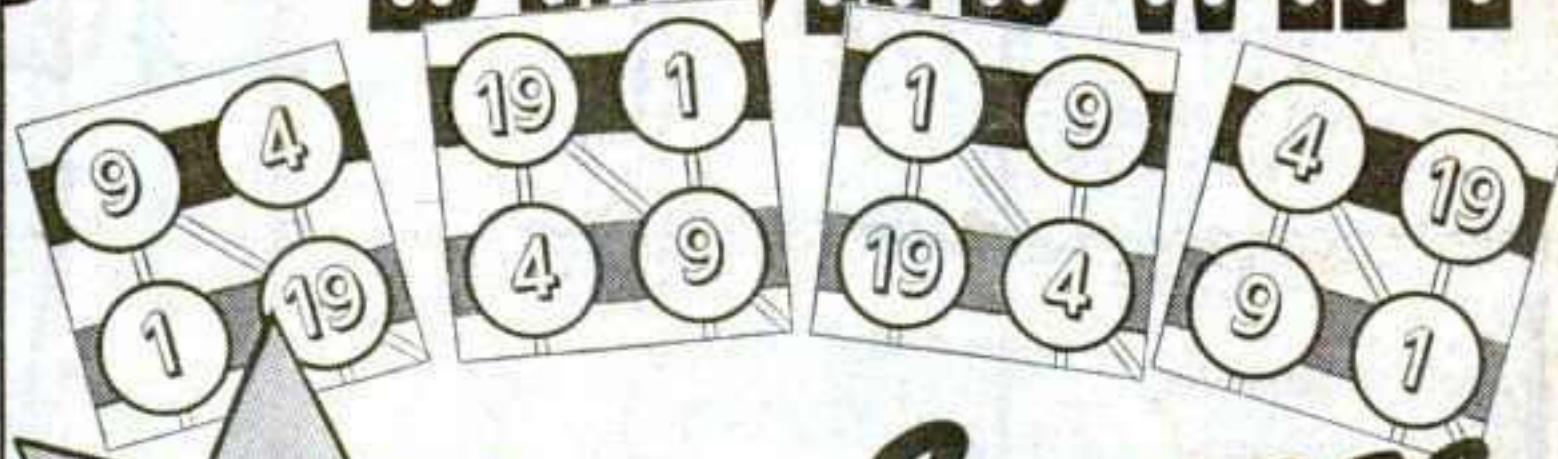


THE CHAMPION
 COIN-OPERATED HORSE-RIDE

BULL'S EYE
 COIN-OPERATED JUNIOR SHOOTING-GALLERY

More money-making play-appeal

Bally **BROADWAY**



4 MAGIC SQUARES

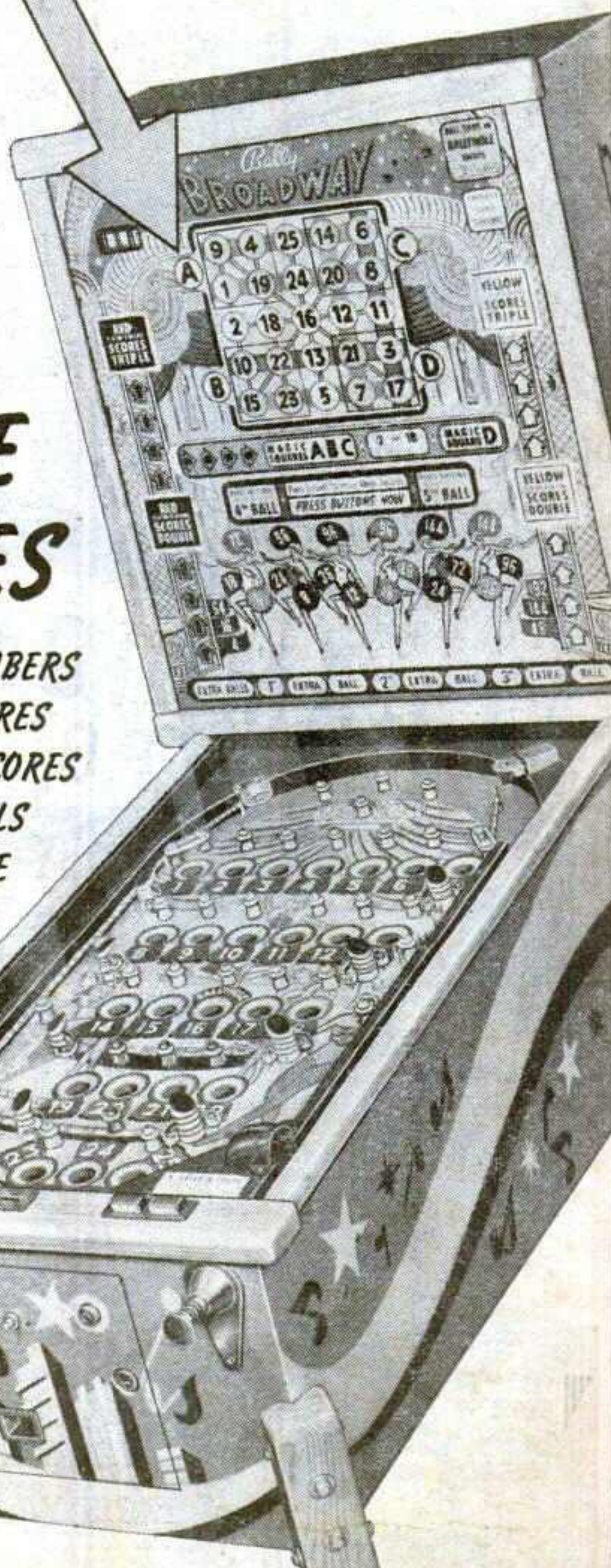
Arrow points to one of 4 Magic Squares—A—which may be shifted to player's choice of 4 different combinations illustrated above. Each Magic Square—A, B, C and D—may be shifted to choice of 4 different combinations. Separate button for each Magic Square permits player to shift only Square or Squares he desires to shift—without shifting other Squares. Maximum number-shift flexibility provided by 4 Magic Squares insures maximum play-appeal, maximum earning-power.

EXTRA TIME

Player shifts Magic Squares before shooting fourth ball . . . or before shooting fifth ball, if "5th BALL" panel is lit. Earning-power of the popular extra time feature proved in BEACH CLUB, VARIETY, BIG TIME and other great Ballygames.

DOUBLE SCORES
TRIPLE SCORES

SPOTTED NUMBERS
 CORNER-SCORES
 ADVANCING-SCORES
 EXTRA BALLS
 BALLYHOLE



United's **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

NOW AT YOUR
DISTRIBUTOR

6-Player
Shuffle-Alley
BOWLING
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CLUB
POOL

JUMBO
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HI-SCORE
POOL

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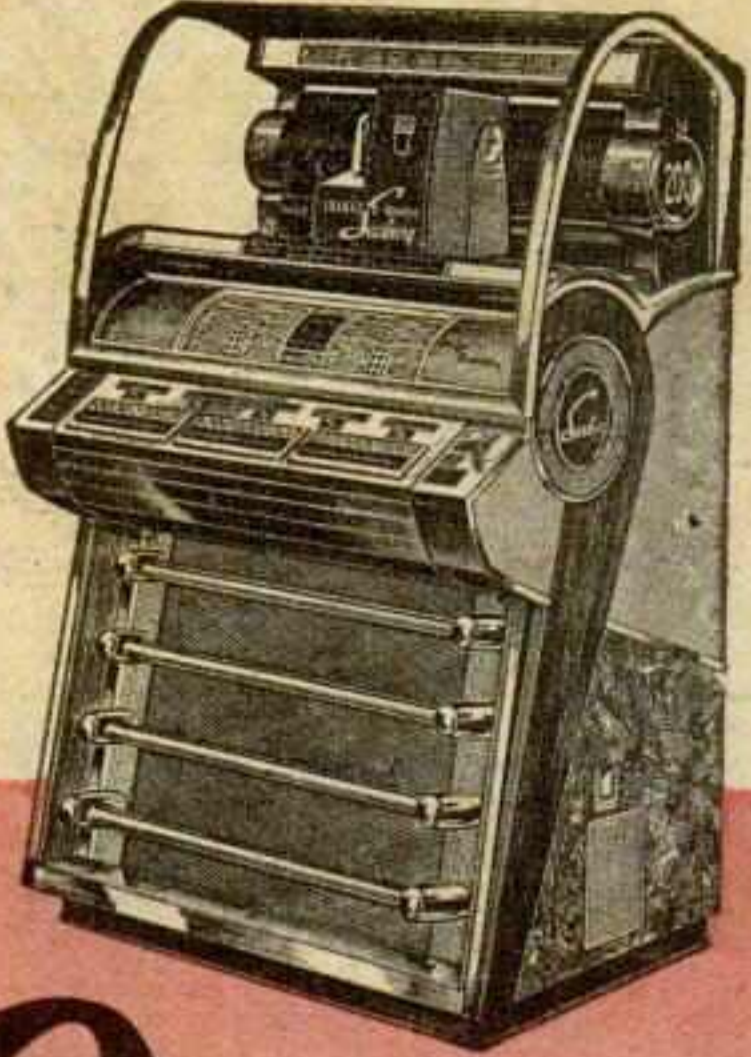


UNITED MANUFACTURING COMPANY

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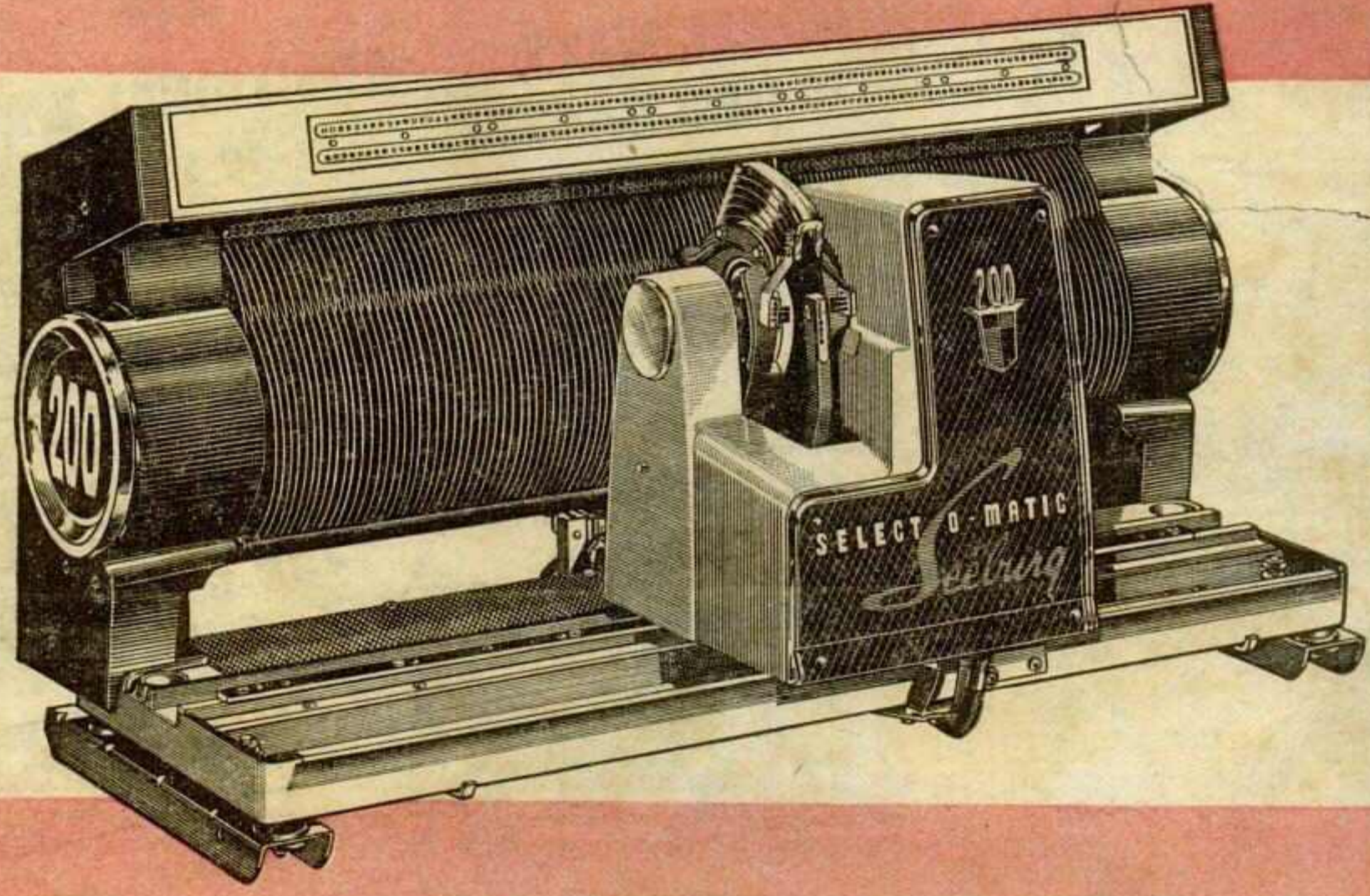
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ARE
SUCCESSFUL
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only the
SEEBURG V-200



has the

Select-o-matic
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MECHANISM



200 SELECTIONS make possible the
WORLD'S FIRST
DUAL MUSIC SYSTEM

America's finest and most complete music systems

