**ARTISTS PLAY RECORD COMPANY HOPSCOTCH**

**Leap From Label to Objective's Pick Up**

*By Ron Greavett*

The industry's restless movement as never before, with its astonishing advances is giving record sellers a chance to grab off more of the consumer dollar.

**Talent Banks**

In the last weeks there's been a restless movement as never before. These are the days when the record sellers are looking into the picture and trying to get a handle on what's happening in the record business. The talent banks are being sold as never before, and the record sellers are trying to get a handle on what's happening in the record business.

**Come to Us, Says Miller**

**CHICAGO, Feb. 11—** Mitch Miller, Columbia Record's popular artist, signed last week for a $100,000-a-year deal with the new RCA Victor. The deal is for the next five years, and it's the biggest in the history of the record business.

**Artists Play Record Company Hopscotch**

**Stop-and-Shop Fun Centers Mushroom Across the Country**

By Charlie Byrnes

**CHICAGO, Feb. 11—** A new product at the Metropolitan Exposition is turning up at the national level, with the first major shows on the market.

**The Television Industry Selects the Year's Winners**

**TV FILM SERVICE AWARDS WINNERS**

among Distributors... Stations... Laboratories

**Music Op-Ex Group Shifts**

Music Operators of America's plan to enter the record business via a corporation owned by member operators, called United Records, is not likely to be as successful as originally anticipated. The United Records Corporation does not have the necessary experience in the record business to be successful.

**SPA Seeks to Study Publisher**

**Cut-In on Clefiers' Royalities**

Sherman Kramer's Protective Association next week will announce its intention to examine the matter of the record companies' royalties. It was stated that this practical move is a mockery of the promises publisher writer agreement.

**DEPARTMENTS AND FEATURES**

**5740 Television Exhibition**

Surplus Sets a New Record —

Despite the absence of any major television networks, the industry is rapidly adapting to the new medium. The results of the first national television exhibition, held in Toronto, are of special interest to the industry.

**70MM Toronto Exhibition**

Surplus Sets a New Record —

Despite the absence of any major television networks, the industry is rapidly adapting to the new medium. The results of the first national television exhibition, held in Toronto, are of special interest to the industry.

**NEWS OF THE WEEK**

**Independent Group to D.C. With Plea for Network Domination**

A group of independent operators in the industry are moving to Washington with a plan to curb alleged network domination of station programs. The group has outlined its plan to the Federal Communications Commission, which has reportedly approved the proposal.

**Rep. Celler Stirs Again at What He Calls 'Gas Meter' Issue**

Rep. Emanuel Celler this week made another attempt to have what he calls "gas meter" issue clarified for TV. The Congressman is urging action on his bill to bar the sending of gas meters for experimental work.

**FILM TECHNICAL ASSOCIATION**

**TV FILM SERVICE AWARDS WINNERS**

among Distributors... Stations... Laboratories

**Music Op-Ex Group Shifts**

Music Operators of America's plan to enter the record business via a corporation owned by member operators, called United Records, is not likely to be as successful as originally anticipated. The United Records Corporation does not have the necessary experience in the record business to be successful.

**SPA Seeks to Study Publisher**

**Cut-In on Clefiers' Royalities**

Sherman Kramer's Protective Association next week will announce its intention to examine the matter of the record companies' royalties. It was stated that this practical move is a mockery of the promises publisher writer agreement.

**DEPARTMENTS AND FEATURES**

**5740 Television Exhibition**

Surplus Sets a New Record —

Despite the absence of any major television networks, the industry is rapidly adapting to the new medium. The results of the first national television exhibition, held in Toronto, are of special interest to the industry.

**70MM Toronto Exhibition**

Surplus Sets a New Record —

Despite the absence of any major television networks, the industry is rapidly adapting to the new medium. The results of the first national television exhibition, held in Toronto, are of special interest to the industry.

**NEWS OF THE WEEK**

**Independent Group to D.C. With Plea for Network Domination**

A group of independent operators in the industry are moving to Washington with a plan to curb alleged network domination of station programs. The group has outlined its plan to the Federal Communications Commission, which has reportedly approved the proposal.

**Rep. Celler Stirs Again at What He Calls 'Gas Meter' Issue**

Rep. Emanuel Celler this week made another attempt to have what he calls "gas meter" issue clarified for TV. The Congressman is urging action on his bill to bar the sending of gas meters for experimental work.
GROUP TO BATTLE WEBS' HOLD ON PROGRAMMING

Independent Stations, Distributes to File
Plea With Senate Group and FCC

WASHINGTON, Feb. 11—For the first time any group of independent television stations has formally threatened action in the Washington investigation of a bidding war between the Senate and FCC over network programming.

A group of 28 independent television stations, representing the smaller stations which have been shut out of network programming, have been in Washington for three days to give testimony on the Big Three networks' alleged efforts to monopolize the airwaves.

In a letter to FCC Chairman Newton Minow, the group also has asked the commission to conduct a nationwide hearing on the matter.

The group includes KTTV, Los Angeles, and more than 30 other independent television stations.

The group is understood to have issued a 14-day ultimatum to network executives to agree to an investigation of the network's alleged monopolistic practices.

The letter was signed by the group's chairman, Peter Balke, president of KTTV, Los Angeles.

If the network executives fail to agree to the investigation, the group has threatened to file suit in the federal courts.

The group has already held two meetings in Washington, one with the FCC and another with the Senate.

It also has held meetings with network executives to try to reach an agreement on the matter.

The group has been joined by other independent television stations in Washington.

The group is understood to have agreed to accept a compromise proposal from the networks, but the proposal has not been disclosed.

The group is understood to have agreed to accept a compromise proposal from the networks, but the proposal has not been disclosed.


t

OWN FACTS

Dodge Thinks Ratings Are 'Malarkey'

NEW YORK, Feb. 11—Unique example of a sponsor who thinks TV ratings are "a lot of malarkey" is Jack Minor, the company's sales manager and head of advertising and merchandising for Dodge, which handles three network shows—"Blank the Run," "Make Room for Missy," and "Lawrence Welk Show"—on all ABC.

When asked here this week, Minor staunchly maintained that he believed in ratings. He also said that he didn't think they were good indicators of the worth of a show or a network because they didn't take into account the demographic information.

"They don't mean a damn thing," Minor said.

He also said that the networks were using ratings to sell advertising space to other networks.

"I think they're using the ratings to justify the networks' prices," he said.


t

ABC Features for Mon. 9 P.M. Boost

Readies 90-Min. Program; First Films

From 'Aft Festival'; New Ones Sought

NEW YORK, Feb. 11—A major move in ABC-TV to juice up its Monday evening programming with a high-use program is in the offing. The move is expected to increase ABC's ratings, which have been lagging behind those of other networks.

The move will be the first in a series of ABC moves to strengthen its position in the Monday evening time period.

The move will involve the introduction of a new 90-minute program, scheduled to air Monday nights at 9:30 p.m.

The program will be a new series, "The New Adventures of Superman," which will be produced by the same production company that produces "The New Adventures of Batman and Robin.

The program will be a continuation of the popular "The New Adventures of Batman and Robin" series, which has been a hit on the network since its inception.

The show will feature Superman, the superhero, and will be aimed at a younger audience.

The show will be produced by the same production company that produces "The New Adventures of Batman and Robin," and will be aimed at a younger audience.

The show will be produced by the same production company that produces "The New Adventures of Batman and Robin," and will be aimed at a younger audience.

The show will be produced by the same production company that produces "The New Adventures of Batman and Robin," and will be aimed at a younger audience. •
The Billboard

What Agencies Are Pickers Of Hits for Net Nighttime?

BB Survey Stacks Admen Against Ratings;
BBDO Leads the Group

By ROB SPIELMAN

HOLLYWOOD, Feb. 11—How many big agencies are trying to come up with the shows that the TV public goes for? And, if so, what are they trying to do, and how are they doing it?

In fact, the Billboard survey brings, for the first time this year, a comprehensive picture of the top 10 agencies' net nighttime programs, the new audience rating point system's first year. The survey shows how each agency, from May 1953 through April 1954, has performed in the top 10 programs with its lineup of shows, its advertisements, and its assigned ratings.

The survey finds that the agencies are not only responsible for the success of the shows they sponsor, but also for the curation and promotion of their programs. Many agencies, in fact, have created and managed the most successful shows of the year. The survey also reveals that some agencies have maintained a high level of success for several years, while others have struggled to maintain that success.

To assess the survey results, it is important to note that the agencies are not responsible for the shows being aired under their banner. In many cases, the sponsor has sponsored a show based on its own initiative, and the agency merely performs a service function on the behalf of the client. Thus, it is not possible to evaluate the credit or defame the agency for the performance of some programs, selection of which was not made by the agency.

NEW IDEA ADDED:

ABC-TV's Flexible Spec Programming

BY ROB SPIELMAN

HOLLYWOOD, Feb. 11—ABC-TV has added something new to the concept of spectacular programming, or as ABC calls it, "We have something new for you." The special programming of ABC can be of particular interest to those who have been following the trend in the network's ratings. The ABC special of the week, "The Big Show," was the highest-rated special program of the season. The special was a ratings bonanza, and it was the highest-rated special for the season. The special was a ratings bonanza, and it was the highest-rated special for the season.

For example, when the special was "The Big Show," it was the highest-rated special of the season. The special was a ratings bonanza, and it was the highest-rated special for the season.

Foreign-Made 'Boone Draws Council Boycott'

HOLLYWOOD, Feb. 11—The Foreign-Made 'Boone Draws Council Boycott' has been in effect since the beginning of the year. The boycott is the result of a dispute between the ABC network and the Foreign-Made 'Boone Draws Council' over the use of foreign-made programming. The Foreign-Made 'Boone Draws Council' is a group of foreign-made programmers who are protesting the use of foreign-made programming on ABC.

In the past, ABC has been criticized for its use of foreign-made programming. The network has been accused of using foreign-made programming to cut costs and maximize profits. The Foreign-Made 'Boone Draws Council' is a group of foreign-made programmers who are protesting the use of foreign-made programming on ABC.

The Boycott's Effect

The Boycott has had a significant effect on ABC's programming. The network has been forced to use more American-made programming, which has resulted in a decrease in the network's ratings. The network has also been forced to pay higher prices for foreign-made programming, which has resulted in an increase in the network's costs.

The Boycott has also had a significant effect on the Foreign-Made 'Boone Draws Council'. The council has been able to use the Boycott as a bargaining chip in negotiations with ABC. The council has been able to secure better terms for foreign-made programmers, and has been able to negotiate higher fees for their programming.

The Boycott has also had a significant effect on the foreign-made programming market. The Boycott has led to a decrease in the availability of foreign-made programming, which has resulted in an increase in the prices paid for foreign-made programming. The Boycott has also led to an increase in the use of American-made programming, which has resulted in a decrease in the prices paid for American-made programming.

The Boycott has been a successful effort to bring attention to the concerns of foreign-made programmers. The Boycott has also been a successful effort to secure better terms for foreign-made programmers, and has been a successful effort to negotiate higher fees for their programming. The Boycott has also been a successful effort to bring about a decrease in the availability of foreign-made programming, which has resulted in an increase in the prices paid for foreign-made programming. The Boycott has also been a successful effort to bring about a decrease in the availability of foreign-made programming, which has resulted in an increase in the prices paid for foreign-made programming.
Rep. Celler Strikes Again at Fee Video

WASHINGTON, Feb. 11 -
Valentine's Day was the starting point of a television program, if Rep. Emanuel Celler can help it.

The Congressman said Thursday (9) that he would press the case for the so-called "toll TV," and that the Committee on Communications would, if need be, bring in experts to help him.

"I don't know," he said, "whether we will have to go to the Supreme Court or to Congress to get this thing started."

A letter by Federal Communications Commissioner Robert F. Lescarbro to Rep. Celler on the subject is being used as a possible financial aid to the "free TV" movement, which has received some support from some of its original sponsors.

Feet TV has also cobbled up the necessary budget for the FCC's over-all program, and the FCC has promised to help in any way it can to "divide TV audiences among many."
2 MAJORS NEAR
BIG TV RELEASES

Top Caliber Features Aplyent; Screen
Gems Has 104; Hyman, Warners Talk

NEW YORK, Feb. 11. — Two
movies on the part of two Holly-
wood majors this week threaten
to start focus the fact that plans
for television station aid of the pro-
duction of a full film product will be
discussed again in the TV market,

Steven Gems is getting set to
announce a new suite of produc-
tions within the next two weeks, the
detail of which is Judging by the
tendency of top stars and a goodly
one of box office audiences.

Despite the fact that the studio
appears to be going through a
period of transition, Gems has
been at the forefront of several
recent, fairly successful produc-
tions, which have helped to
foster a new sense of confidence
in the studio's ability to produce
quality film product.

The studio's new suite of prod-
uctions includes a series of films
that are expected to be
influential in the TV market.

SERIES FOR U. S.

Towers Film
To Film List
Of Properties

LONDON, Feb. 11.—After
his resignation from Associated Te-
levision, it was announced today that
Harry Alan Towers had formed a
new company, Towers Film
Productions, which will be
interested in buying properties, many of
which are currently held by the
studio. This indicates a move towards
independently. These include a series of
90-minute plays, each with a
well-known author and director.

This series will be premiered over
the next two weeks, and will run
shortly. Towers will negotiate its
role in the TV market, which is not
yet decided. The studio has also
completed a list of six television
series, each with a well-known
author and director.

The studio has also
completed a list of six television
series, each with a well-known
author and director.

GUILD TO SHOOT
"TOBOR" SERIES

NEW YORK, Feb. 11.—Three
CBS television series for the 1959-
1960 season, announced by the
studio, will be produced by the
studio's Film Department. The
studio will also announce a fourth
series, which will be produced by
the studio's Motion Picture
Department.

It is being produced in
consultation with Carl Dahleld, producer of
Dahleld Productions, and
under the supervision of
Richard B. Benjamin, vice-
president, motion picture
production, with Arnold Bel-
derman in charge. The
series will be produced in
Hollywood and was on
schedule. First print will be available
in April.

TVerys for CBS
Pix Sales

NEW YORK, Feb. 11.—CBS-
TV Films Sales is placing 156
Television Series for the 1959-
1960 season, which will run
two weeks. The series, covering
7 to 8 minutes in length, will
be produced on a two-
year unlimited run basis.

One of the series, The
Courtroom, is a real
hit. The show, which is
originally on the Buffalo
Billboard, CBS director of
operators, is part of the
1,000 the studio acquired
from Paul Terry several weeks ago.

Meanwhile, Warner Bros. has
announced plans for a
new series, which will
be produced by the
studio's Television Department.

The studio has
also announced
plans for a
two-week unlimited run series,
which will be produced on
a two-year unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
two-week unlimited run series,
which will be produced on
a two-year unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
two-week unlimited run series,
which will be produced on
a two-year unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
two-week unlimited run series,
which will be produced on
a two-year unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
two-week unlimited run series,
which will be produced on
a two-year unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
which will be produced on
a weekly unlimited run basis.

The studio has
also announced
plans for a
weekly unlimited run series,
THE BILLBOARD'S 4TH ANNUAL TV FILM SERVICE AWARDS

For outstanding service in TV film programming and sales during 1955.

DISTRIBUTORS

MCA Sales Noses Out Ziv; UTP Staff's Force a Factor

MCA-TV was voted the outstanding sales force in TV film in The Billboard's Fourth Annual Service Awards. This is the first time that anyone has unseated Ziv in this category. Ziv's Television Programs in this voting covered all areas.

MCA's victory comes on the heels of last year's takeover of United Televised Pictures. It was the offering of UTP's sales force that was snuffed out by the new look in the MCA division. Salesmen who dealt with UTP were unaccustomed to the MCA methods.

Further confirmation of the current status of MCA and MCA-TV's sales force is the voting on individual salesmen. Four of the top 15 salesmen are MCA salesmen. And the only other distributor that has more than one man among the top 15 is Paramount. MCA's efforts have been concentrated on the TV salesmen, and UTP has had to rely on the newspapers.

The race between MCA and Ziv is still in its infancy, with more than half of the votes not yet in. Only one category may have been necessary.

The voting, however, was close. In fact, the top 10 leaders changed by half-hourly syndicators. Most of the salesmen have between 20 and 30 votes.

The vote in the Ziv division is the one that is likely to be decided by the last vote. It is expected that the salesmen in the United States will come into the race.

Salesmen

146 Named; Voting Close For Best 15

Of almost 500 men and women currently in selling TV film programming in the U.S., a total of 146 were named in The Billboard's Fourth Annual Service Awards. In answer to the question "When TV film sales gave the best service?" the majority of those 146 received more than one name, and only five names received as many as 20 votes. The voting is a composite of the salesmen's opinions of the best salesmen.

The voting is still in its infancy, with more than half of the votes not yet in. Only one category may have been necessary.

The voting, however, was close. In fact, the top 10 leaders changed by half-hourly syndicators. Most of the salesmen have between 20 and 30 votes.

The vote in the Ziv division is the one that is likely to be decided by the last vote. It is expected that the salesmen in the United States will come into the race.

Salesmen

146 Named; Voting Close For Best 15

146 Named; Voting Close For Best 15

Salesmen

146 Named; Voting Close For Best 15

Top honors for program quality in this year's Service Awards went to Ziv-TV and MCA-TV in that order, with the third and fourth places going to two firms which all last year's voting were in the top 10.

The vote on library plans resulted in the complete upset in comparison to previous years' standings.

Officials, a firm which a year ago ran in ninth place with a mere 11 votes, this year was winner. Motion Pictures for Television, the past winner in the popular poll, was seven places out of the picture entirely this year. The firm had a particular hit with its half-hourly library sale, moved down a notch, making way for News Syndicate Company, which started its pay-zinc-plan sale in the latter part of July. Ziv opened its 1955 riding the "Horrible History" San Francisco Theater. This is the spring it shifted to the opening advertised as a "knight," which was hit and operated with "I Led My Man" and "The Drunken Tamer." First it introduced "Crime Club Theatre," which is just now going into a second year of production. In the fall came "The Night of the Frightened Woman," which has just launched the X and Barry Sullivan.

The first firm also featured two of the top programs of the year, "The Dr. Midwinter's Secret Journal." It also continued to bring in such other hits as "Houdini" and "The Ray Milland Show." The firm also featured "The Great Gatsby," which ran a week's worth of program quality last year, and "The Ray Milland Show." The firm also featured "The Great Gatsby," which ran a week's worth of program quality last year, and "The Ray Milland Show." The firm also featured "The Great Gatsby," which ran a week's worth of program quality last year, and "The Ray Milland Show." The firm also featured "The Great Gatsby," which ran a week's worth of program quality last year, and "The Ray Milland Show."
STATIONS

KTTV's Imagination, WPIX's Sales Savvy Earn Honors

Two independent stations, KTTV, Los Angeles, and WPIX, New York, topped the honors for their imaginative and effective programming of TV film, and their ability to attract and sustain ratings for their station-owned films, according to The Billboard's Fourth Annual TV Film Service Awards poll.

KTTV has won first place for effective and imaginative programming and for the outstanding job of selling station-owned films to local advertisers. It also won second place for outstanding sales efforts aired at regional and local levels. KTTV's promotion of its station-owned films has been called "outstanding" by the company's sales manager, Jerry Le.

WPIX was noted for its "most effective" programming and for a "most outstanding" station-owned film, "Million-Dollar Movie." The film was noted for its "outstanding" sales, as well as its "most outstanding" film.

Ziv Sets Pace in Fluctuating Syndicator Yr.

"Continued from page 5"

With its library sales and because of its top-selling film, "Million-Dollar Movie," Ziv has topped the box office for sales results with regional and local advertisers. And much of the success of Ziv's sales efforts can be traced to a campaign to rack up another victory for the company in the May 4th Independent Film Festival.

New awards were presented to Consolidated Film Industries, Philadelphia, and to KTTV, Los Angeles, for their "most outstanding" efforts in the field of film programming.

LABORATORIES

Consolidated Repeats 3-Way Win for Labs

Keeping pace with the increasingly competitive field of TV film programming is the Consolidated Film Industries, which has topped the box office for sales results with regional and local advertisers. And much of the success of its efforts can be traced to a campaign to rack up another victory for the company in the May 4th Independent Film Festival.

New awards were presented to Consolidated Film Industries, Philadelphia, and to KTTV, Los Angeles, for their "most outstanding" efforts in the field of film programming.
Profiles of First-Place Winners
The Billboard's Fourth Annual TV Film Service Awards

Ziv Television Programs

FREDRICK W. ZIV
Chairman of the Board

Out of six distributor categories in this year's Service Awards, Ziv-TV won first place in four of them, second place in one. Thus, as far as this program is concerned, Ziv has maintained its leadership in TV film syndication. In this year's awards, the firm was the only one to receive new shows into first-run schedules in both the spring and fall of 1954. But in 1955 Ziv also broadened its sales operation more than any previous year. It established a separate national sales department under Walter Knepping. It launched a sales development program for national spots, spearheaded by Bernard Mensch, and opened a Chicago office. It also increased sales staff, sales department under Alex Linger. And it started a separate subsidiary, Kennesaw TV, for reem library sales, under Stan Fleischer.

A couple of weeks ago Ziv announced that for the first time it will handle distribution of out-sale shows to a concentrated basis if the producers use its studios and facilities.

MCA-TV, Ltd.

DAVID E. SUTTON
Vice President

For MCA-TV, this year has been a very successful one. It was the first year that the film syndication firm has had a chance to capitalize on its control over United States Pictures. The film distributor's showing in The Billboard's Fourth Annual TV Film Service Awards is ample evidence that it has done just that, both financially and in terms of service to the industry.

A majority of the MCA-TV operation is its library sales plan which is used by a large number of stations throughout the country. MCA has also added a major new product of TV this year when it purchased the Avery-Darlow feature from Republic. And Mail also does well with individual half-hour programs this fall, notably "Dr. Hodur's Secret Journal," which is now playing in more than 1,000 spots. In addition to Dave Sutton's notable contributions to MCA-TV's fortunes, Wynn Nathan, Vice President in charge of syndication, sales, and Louis Friendell, vice president in charge of station sales, have been major forces in the firm's success.

Harold L. Hackett
President and Chairman of the Board

Official Films rise to the winning marks in the present Service Awards is meteoric. In the 1954 poll, the best Official did fail in any of the distribution categories at the sixth place, in the present year, it was first place for library sales plans that cover overall salesmanship and for fourth place for sales assistance stations and agencies. This remarkable change reflects the growth of the sales organization and the flowering of its production efforts which took place in 1955.

Hackett stresses that the best program of Official in 1955, was also Studio One, which was, in 1955, distributed by the best television network in the United States, NBC. In the present year, NBC has continued to work closely with Official in the development of its program lines. NBC has not only maintained its position at the top, but has improved it. In 1955, NBC purchased from Official approximately $1,000,000 in new programs for its network, which is one of the largest in the nation. In addition, NBC has purchased other programs from Official for its affiliated stations, including "The World of Tomorrow," "The Day in the Life," "The Thousand Miles," "The Last Frontier," and "The Big Broadcast of 1955." These programs have been very successful for NBC and have helped to establish Official as a major force in the television industry.

Fred M. Thrower
Vice President

The year 1955 was a great one for WPIX. The Daily News-owned Independent, it dropped feature film out of prime time nightweek and began building up individual evening programs with syndicated half-hour shows, following up on the success of the Sunday night mystery block, which it started in the fall of 1954.

Fred Thrower has been with the firm for over 15 years and has been responsible for the growth of the feature film department. In 1948, he joined the firm as a junior sales representative and was promoted to executive vice-president in 1954. At the time of this year's polls, he was noted among the few outstanding TV personalities in the industry.

OFFICIAL acquiescent a top ten series such as "My Little Mink," "Are You Being Served?" and "The Hunter's Mate," which it had previously failed to sell. It affords a production line with the Independent TV Programme Company, Ltd., in England. Last year Official was reported to be closer to another major production title, this time with Four Star Films.

KTTV, Los Angeles

Richard A. Moore
President

KTTV, one of the leading independent stations in the nation, is also one of the biggest users of TV film this year, with a high volume of nighttime hours. The station comes second at twice as much film as any of the other Los Angeles outlets.

During the all-around and late evening hours, the station relies heavily on half-hour returns across the board. It has a fine policy of providing an equal amount of film in all its competitive orbit, slotting film back to back is routine procedure.

Besides overnight hours of competitive film, KTTV also makes use of its "Traffic-Play Plan." This plan offers spots on three different programs: "Traffic Time," a traffic hour, a half-hour show, and "Traffic Playhouse," a program sponsored by a sponsor who pays it as a Los Angeles outlet.

WGN-TV, Chicago

Elizabeth Bain
President

WGN-TV is an old hand at winning honors in The Billboard's Fourth Annual TV Film Service Awards. The station has earned top honors for efficient handling of film.

Elizabeth Bain, the station’s film director, has been keeping her operation well oiled for the past seven years. In fact, the program was nominated for an Emmy Award in 1950, when it was season's achievement award by the National Academy of Television Arts & Sciences. The station's researches show that the program has grown in popularity over the past three years.

A major share of the station's films is on spot announcements, which it offers at an excellent cost. In addition to these, the station's film department also provides programs for sponsors, including "The World of Tomorrow," "The Big Broadcast of 1955," and "The Thousand Miles," among others.

Consolidated Film Industries, The Republic Pictures exhibition of films, which has been much in the news lately, has some of the noteworthy features. The company has just sold its stock to New York stockholders, which contains the latest in film processing equipment. The firm made news this week when it dropped three categories in The Billboard's Fourth Annual TV Film Service Awards.

Consolidated Film Industries, whose pictures have been shown in playing houses throughout the world, has expanded and rolled out a group of choice, recent series. Official's unique package of "The World of Tomorrow," "The Big Broadcast of 1955," "The Thousand Miles," and "The Last Frontier," has been sold to all major American chain operators and is now selling Home Official in fourth place for sales assistance.

HERBERT J. YATES
President, Republic Pictures

Consolidated Film Industries, the Republic Pictures exhibition of films, which has been much in the news lately, has some of the noteworthy features. The company has just sold its stock to New York stockholders, which contains the latest in film processing equipment. The firm made news this week when it dropped three categories in The Billboard's Fourth Annual TV Film Service Awards.

Herman A. Jaffe heads Republic Pictures and is in the guiding behind Consul- tation. Douglas Jones, his man, will take charge of the new film processing plant at New York.

WPIX's 'Manchu' Buy From H'wood TV Puts Tally at 6

NEW YORK, Feb. 11 - WPIX bought the first World Film Service series this week, "The Adventures of Fu Manchu," from Hollywood TV Service. This is the syndicated show that the station bought in the past three months.

A major share of the station's sales is in spot announcements, which it offers at an excellent cost. In addition to these, the station's film department also provides programs for sponsors, including "The World of Tomorrow," "The Big Broadcast of 1955," and "The Thousand Miles," among others.

The station's researches show that the program has grown in popularity over the past three years.

A major share of the station's films is on spot announcements, which it offers at an excellent cost. In addition to these, the station's film department also provides programs for sponsors, including "The World of Tomorrow," "The Big Broadcast of 1955," and "The Thousand Miles," among others.

Harris Joins TPA As Ad Director

NEW YORK, Feb. 11 - Eilberg's Famous Records and Programs of America as director of advertising.

Petie Zuphnik will continue to serve as advertising director, as he has since the firm's formation two and a half years ago. Harris was formerly advertising and promotion director of Screen Gems.

MCA Tops Ziv

MCA also took four of the six first-place categories in sales, its syndication service, and in the overall category. Ziv took two of the six and tied with TPA for third place. Ziv's sales were slightly higher for the year, but Ziv's overall performance was not as strong as MCA's.

TPA's National

In the second poll of 1954, TPA took first place in national sales, that its syndication service and in the overall category. Ziv took second place in national sales, but TPA's overall performance was not as strong as MCA's. Warner-Gems

Continued from page 7

Battersby, "Fatty" Harvord and Fred Antu. "It Had to Be You," Coctail Shop and "What a Wonderful World," co-starring Gary Cohn and Janet Field.

"Mountain of Fire"

"Mountain of Fire," which was made by "RKO's" and re-released by "New York TV Film Service," is now available for sale.

"Warner-Gems"

Continued from page 7

"Mountain of Fire," which was made by "RKO's" and re-released by "New York TV Film Service," is now available for sale.

"Warner-Gems"

Continued from page 7

"Mountain of Fire," which was made by "RKO's" and re-released by "New York TV Film Service," is now available for sale.

"Warner-Gems"

Continued from page 7

"Mountain of Fire," which was made by "RKO's" and re-released by "New York TV Film Service," is now available for sale.
NEW YORK, Feb. 11 — If National Telefilm Associates brings its 1963-64 series “KJTV” to the NBC network, as the 11 runs of the 10 David O. Selznick TV stations start, its series customers will get a reduction of about 15 per cent in the price per picture. That’s $4,700 for the 40-title “TNT” package. This was reported to be the formula by which NTAs will buy back the first runs of the Selznick for play on the “KJTV” package.

Even with the 15 per cent cost difference, the initial price that NTAs has on set "TNT" is understood and accepted, but, according to seasoned observers here, the price reduction was aimed high in view of the quality of the Selznick product. For, in Los Angeles NTA is reported to be asking $51,750 per picture. If NTA wants the price on the first run of the Selznick, the price will drop to $30,000. That’s $7,500 per picture. NTA would thus be buying back the first run of the Selznick at a reduced rate.

For those few, $7,500 is the top price that has been paid in Los Angeles sometime here in $3,000. That was on the open market. It is not known how much General Telefilm’s "KJTV" price for General Radio’s 30 big "Bank of America" pictures at about $7,000 per picture. In another example, Terri Harte, Jr., who has paid up to $6,000 for a "Las Vegas" show, asked about $250 per picture for the "TNT" package.

The package is being sold officially. Some stations will have it put together, already, with the Selznick in the contract. There was no deal in Los Angeles yet, but the Selznick executives were out on the West Coast in production problems, and it was considered probably that they would come back with a sale.
ABC Film Syndication presents the Immortal Foursome of adventure, intrigue, and romance—

The Regiment of Guards was known to be recruited from among the noble and gentlemanly sons of the realm, and flung forth in a hurry to answer the call of the Czar.

But when they arrived in France, they found themselves thrown into a desperate struggle with the French nobility, led by the mysterious and enigmatic d'Artagnan.

The three Musketeers proved to be a formidable force, and with the help of the beautiful Milady, they were able to defeat their enemies and emerge victorious.

Brand new—a tremendous sales opportunity

Contact your nearest office of

ABC Film Syndication, Inc.

10 East 44th Street, New York 17 • Oxford 7-5880

Chicago • Hollywood • Dallas • Atlanta • San Francisco • New England (Westfield, Mass.)
### PULSE LOCAL RATINGS

**THE BILLBOARD Scoreboard**

**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 network shows and the top 10 locally rated shows. Each local market is rated separately, regardless of what network is involved. The top 30 films are rated locally in each market, in order according to ratings.

All stations on the network are included in this index. Stations are listed alphabetically by city.

### Top 30 Local Adjacencies

#### Buffalo

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGRG</td>
<td>WCBC, M-F, 1</td>
<td>CBS</td>
<td>14.0</td>
</tr>
<tr>
<td>WWLP</td>
<td>WABC, M-F, 1</td>
<td>CBS</td>
<td>13.6</td>
</tr>
<tr>
<td>WGRG</td>
<td>WYNY, M-F, 1</td>
<td>CBS</td>
<td>13.1</td>
</tr>
<tr>
<td>WGRG</td>
<td>W242BU, M-F, 1</td>
<td>CBS</td>
<td>12.8</td>
</tr>
<tr>
<td>WGRG</td>
<td>WWNY, M-F, 1</td>
<td>CBS</td>
<td>12.5</td>
</tr>
</tbody>
</table>

#### Charleston

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>13.6</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.8</td>
</tr>
<tr>
<td>WWLP</td>
<td>WCBM, M-F, 1</td>
<td>CBS</td>
<td>12.5</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.3</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.1</td>
</tr>
</tbody>
</table>

#### Greenville

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>13.6</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.8</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.5</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.3</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.1</td>
</tr>
</tbody>
</table>

#### Springfield

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>13.6</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.8</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.5</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.3</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.1</td>
</tr>
</tbody>
</table>

**ADJACENCIES**

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>13.6</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.8</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.5</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.3</td>
</tr>
<tr>
<td>WWLP</td>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.1</td>
</tr>
</tbody>
</table>

**THE BILLBOARD Scoreboard**

**FEBRUARY 18, 1955**

### TV Film

<table>
<thead>
<tr>
<th>Episode</th>
<th>Title</th>
<th>Air Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Incredible Journey</td>
<td>February 18, 1955</td>
</tr>
<tr>
<td>2</td>
<td>The Invaders</td>
<td>February 19, 1955</td>
</tr>
<tr>
<td>3</td>
<td>The Man From U.N.C.L.E.</td>
<td>February 20, 1955</td>
</tr>
<tr>
<td>4</td>
<td>The Outer Limits</td>
<td>February 21, 1955</td>
</tr>
<tr>
<td>5</td>
<td>The Twilight Zone</td>
<td>February 22, 1955</td>
</tr>
</tbody>
</table>

### Charleton, S. C.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>13.6</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.8</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.5</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.3</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.1</td>
</tr>
</tbody>
</table>

### Greenville, S. C.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>13.6</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.8</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.5</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.3</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.1</td>
</tr>
</tbody>
</table>

### Springfield, Ill.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>13.6</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.8</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.5</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.3</td>
</tr>
<tr>
<td>WWLP, M-F, 1</td>
<td>CBS</td>
<td>12.1</td>
</tr>
</tbody>
</table>

**CONTINUED ON PAGE 195**
VALENTINE DAY IS FOR ALLEN

Hollywood, Feb. 11--In case you didn't know it, tomorrow is Valentine Day. It's not the holiday usually associated with the calendar, but one solely devoted to the many talented Steve Allen.

"Allen is as Allen and middle name appropriately make itself known for wide, promotion man Ernie Zucker is asking publicity people to do something for the matter of publisher out.

"This practice," one of the SPA men noted, "makes a mark of the standard writer-publishers approach to the promotion of the publishers to their meet royalty obligations." Further, he said, activities have been expanded.

One of the first cases coming up for personal is that involving the song, "I Need You Now," formerly titled "Somebody to Love," written by Jimmy Crane and Al Jacobs.

This tune, on March 30, 1949, became the property of the Music of the Big Three, whose manager for the song is Roy Krieger. Mr. Krieger has let it be known right here in "The Billboard," February 11, 1956, that there will be no deal.

The only areas still open for the line are India, Russia, South America, and most of South America.

BMI Facts

Dutch Rights

NEW YORK, Feb. 11--Broadway Music, Inc., notified its publisher members this week that it has re-energized in its agreement with the Dutch performing rights societies, Het Boren Voor Muziek-Auteursrecht (BUMA).

According to the agreement the American organizer BMI gives the BUMA licenses for performances in the Netherlands, Surinam, the Netherlands Indies, and the Netherlands New Guinea.

Disk Talent Plays Hopscotch

With Labels for Public's Coin

--Continued from page 1

盘 Record Sign Three

Off-Shore Reps

NEW YORK, Feb. 11.--Dot Records expanded its global coverage by adding three new distribution deals in Dutch countries.

In each country the deal will mean handling of Dot label hits on a country basis.

Latest news will be handled by Ray Ventura's S.E.P. in New York. Dot label hits will be handled by Ackerman in the Netherlands, Blackwood, the Rudy Wood label will be produced by the Bum Threer in the Netherlands.

The only areas still open for the line are India, Russia, South America, and most of South America.

The new facts in the story are that the song, "I Need You Now," will be released by the RCA Victor label in all countries.

RCA Breaks New Bonus Coupon Plan

NEW YORK, Feb. 11--The initialed ad on RCA Victor's "Operation Spinach" took last weekend in the company's three test markets, those covered by distributors in Boston, Kansas City, Mo., and Los Angeles.

The central pitch in all ads for the new bonus coupon plan is "A $3 Wheels Bonus Coupon!" It is billed by the company as the "greatest money-saving offer in radio history." The test offer closes on March 1 in those areas, and the company will expand it nationwide during the month.

The promotion works this way:

A customer goes into his retailer's store with the coupon and asks for $3.00. The book contains 24 "coupon gadget" plus three time bonus coupons. The customer fills in the appropriate form and gives it to the retailer and in return

RCA Breaks New Bonus Coupon Plan

Army Contest Prelims Start

NEW YORK, Feb. 11--Preliminary of the 1956 AllArmy Talent Contest, under auspices of the Auntie General, gets under way today and month at U. S. Army bases across the country. The contest is open to all military personnel, cover both, final and recorded talent, with finals to be held early in June in Washington, D.C., on live talent contest and final. The winner will receive $3,000.

Brettl Joints S-B-Pubbery

HOLLYWOOD, Feb. 11--Len Brettl, a graduate industrial engineer, joins the staff of S-B-Pubbery, the bureau of Radio Television and the chairman of Shapira, Bronstein & Company, in his new postion, formerly held by Elliott Jaffe, is to develop new products.

Brettl was associated with David floral, the chairman of the board, in the building of the phosphates, plant in California. He is currently with Volker and Samms-Friedman--the Latter the Fish's West Coast representative--will handle the line for the respective contract, also a Volker is expected to assume additional regional management responsibilities.

State to Come

Mickovitch, vice-president at Low's, Inc., now in the fashion industry, will report to the office of the chairman and discuss the "wider" matter.

The matter is regarded as having gone from the floor. However, in the belief of SPA executives, so that all go to the writers, lest the practice is taken.

There was considerable speculation in the trade as to whether Mickovitch's statement might consider some music business practices as considered sordid--some as the differing emphasis on recording rights.

It will be known at some time that some stockholders had expressed doubts.

No Loss of Efficiency

At the Big Three, its administrative executive, Mickey Scopp, looking to the future, stated there was the constructive job to be done.

What is already past, he said, "in the efficiency, he added, and expressed the belief that something constructive will be done in this matter.

This has been personally gatated by the reaction of the person

 conducts the study.

(Continued on page 56)

FACTOR-FINDING STUDY SET BY JUKE TRADE

CHICAGO, Feb. 11--Price Waterhouse & Company, one of the largest accounting firms, has been retained by the juke box industry to conduct a study of juke box manufacturing

RCA Breaks New Bonus Coupon Plan

Army Contest Prelims Start

NEW YORK, Feb. 11--Preliminary of the 1956 AllArmy Talent Contest, under auspices of the Auntie General, gets under way today and month at U. S. Army bases across the country. The contest is open to all military personnel, covers both, final and recorded talent, with finals to be held early in June in Washington, D.C., on live talent contest and final. The winner will receive $3,000.

Brettl Joints S-B-Pubbery

HOLLYWOOD, Feb. 11--Len Brettl, a graduate industrial engineer, joins the staff of S-B-Pubbery, the bureau of Radio Television and the chairman of Shapira, Bronstein & Company, in his new position, formerly held by Elliott Jaffe, is to develop new products.

Brettl was associated with David floral, the chairman of the board, in the building of the phosphates, plant in California. He is currently with Volker and Samms-Friedman--the Latter the Fish's West Coast representative--will handle the line for the respective contract, also a Volker is expected to assume additional regional management responsibilities.

State to Come

Mickovitch, vice-president at Low's, Inc., now in the fashion industry, will report to the office of the chairman and discuss the "wider" matter.

The matter is regarded as having gone from the floor. However, in the belief of SPA executives, so that all go to the writers, lest the practice is taken.

There was considerable speculation in the trade as to whether Mickovitch's statement might consider some music business practices as considered sordid--some as the differing emphasis on recording rights.

It will be known at some time that some stockholders had expressed doubts.

No Loss of Efficiency

At the Big Three, its administrative executive, Mickey Scopp, looking to the future, stated there was the constructive job to be done.

What is already past, he said, "in the efficiency, he added, and expressed the belief that something constructive will be done in this matter.

This has been personally gatated by the reaction of the person

 conducts the study.

(Continued on page 56)

FACTOR-FINDING STUDY SET BY JUKE TRADE

CHICAGO, Feb. 11--Price Waterhouse & Company, one of the largest accounting firms, has been retained by the juke box industry to conduct a study of juke box manufacturing

RCA Breaks New Bonus Coupon Plan

Army Contest Prelims Start

NEW YORK, Feb. 11--Preliminary of the 1956 AllArmy Talent Contest, under auspices of the Auntie General, gets under way today and month at U. S. Army bases across the country. The contest is open to all military personnel, covers both, final and recorded talent, with finals to be held early in June in Washington, D.C., on live talent contest and final. The winner will receive $3,000.

Brettl Joints S-B-Pubbery

HOLLYWOOD, Feb. 11--Len Brettl, a graduate industrial engineer, joins the staff of S-B-Pubbery, the bureau of Radio Television and the chairman of Shapira, Bronstein & Company, in his new position, formerly held by Elliott Jaffe, is to develop new products.

Brettl was associated with David floral, the chairman of the board, in the building of the phosphates, plant in California. He is currently with Volker and Samms-Friedman--the Latter the Fish's West Coast representative--will handle the line for the respective contract, also a Volker is expected to assume additional regional management responsibilities.

State to Come

Mickovitch, vice-president at Low's, Inc., now in the fashion industry, will report to the office of the chairman and discuss the "wider" matter.

The matter is regarded as having gone from the floor. However, in the belief of SPA executives, so that all go to the writers, lest the practice is taken.

There was considerable speculation in the trade as to whether Mickovitch's statement might consider some music business practices as considered sordid--some as the differing emphasis on recording rights.

It will be known at some time that some stockholders had expressed doubts.

No Loss of Efficiency

At the Big Three, its administrative executive, Mickey Scopp, looking to the future, stated there was the constructive job to be done.

What is already past, he said, "in the efficiency, he added, and expressed the belief that something constructive will be done in this matter.

This has been personally gatated by the reaction of the person

 conducts the study.

(Continued on page 56)
Political Unrest
And Duties Cut
S. A. Market

Col. Dick Execs
Foresee Recovery

NEW YORK, Feb. 11.—Politics run almost every day in S. A. market, and retailers are...
Tokyo Disk Blues

Nippon's Platters in Sharp Sales Slump

TOKYO, Feb. 4. - The record business in Japan is in such a slump that some diskies and price reductions are being made by marketing other items in order to attract buyers. On the Laos of announced plans by the Japan Phonograph Industry, Inc., a chain of Western' radio programs will be broadcast in the capital, the first step in a program to bring Western music to the masses.

On the other hand, record companies are making strenuous efforts to lure buyers into their stores. The Japanese musical industry is facing serious problems.

New Turn for Col. Kidisks Next Month

NEW YORK, Feb. 11.--Col. Kidisks, the jazz section of Columbia, will announce a new edition of its 'Jazz and Blues Series,' a complete and representative series of the best jazz and blues records ever made.

Gal Barbershop Quartet Cut

HOLLYWOOD, Feb. 11.--Decca Records is releasing a 12-inch L.P. by the Sweet Adelines, who will be featured on the Decca program for the month of February. The record, which will be issued in March, will be distributed by the National Association of Phonograph Dealers.

New Sponsorship

Expect 20,000 at Coast Hi-Fi Show

HOLLYWOOD, Feb. 11.--A total of 20,000 persons were expected to attend the Hollywood Radio and Television Hi-Fi Show, which opened today. The show, which is sponsored by the Hollywood Chamber of Commerce, will continue until Friday.

Atlantic Hits Sales Peak In Jan., Feb.

Last Rites for B.erman

NEW YORK, Feb. 11.--Funeral services for the late Berman, president of Atlantic Records and a noted jazz musician, will be held today. Berman died suddenly last week.

Coral Push on Fabray Disk

HOLLYWOOD, Feb. 11.--Ray Fabray, former leading man, will release his first record, "The King of New York," on the Coral label. The record, which was announced last week, will be distributed by the National Association of Phonograph Dealers.

The title, "Long Year."
ADAMEL-FIDLER
AGENCY ON COAST...

Based on his Mercury Record "Goodbye Blues," at the time, Ray Kimble, opera singer, and Ray Kimble, his...
Welcome

WINIFRED ATWELL

America is looking forward to seeing you on the Ed Sullivan Show February 19

New Release!
POOR PEOPLE OF PARIS
backed by Stardust
#1628

LONDON RECORDS
keep your eye on these

GARY CROSBY and SAMMY DAVIS JR.

BEAT ME DADDY, EIGHT TO THE BAR and AC-CENT-TCHU-ATE THE POSITIVE

DANNY THOMAS

NOBODY KNOWS BUT THE LORD and LITTLE MISS TIPPY TOES

PEGGY LEE

MR. WONDERFUL From Musical Production "Mr. Wonderful" and CRAZY IN THE HEART

RUSS MORGAN and his Orchestra

THE POOR PEOPLE OF PARIS and ANNABELLE

CARMEN McRAE

COME DOWN TO EARTH, MR. SMITH and I GUESS I'LL DRESS UP FOR THE BLUES From Universal-International Picture "The Square Jungle"

DON ESTES

PICKIN' UP THE PIECES (Of A Broken Heart) and (I Love You, I Love You, I Love You) SWEETHEART OF ALL MY DREAMS

TOMMY CHARLES

IF YOU WERE ME (And I Were You) and OUR LOVE AFFAIR
PRICE TAGS WITH
NO STRINGS ATTACHED!

New from Decca... this great new series of consumer-priced portables! These newly designed, light-weight, value-packed phonographs are priced right for fast sales... and they'll build up steady year-round business in records and accessories for you!

Contact your Decca Distributor now. Then expose them in your windows and on your counter, and watch 'em go!

$1595*

The Rover... 45 RPM only, manual portable phonograph weighs only 5½ lbs! Has beautiful copper colored base with white lid.
Model DP-830. (UL)

$1995*

3-speed manual phonograph. Decorator designed, comes in black with white, or blue with light pink.
Model DP-840. (UL)

$2495*

The Lark... portable 45 RPM only phonograph with super-sensitive, super-heterodyne radio. Weighs only 6 lbs! Comes in black base with red lid.
Model DP-840. (UL)

$3195*

The DeLuxe Lark... 3-speed manual portable phonograph with super-sensitive, super-heterodyne radio. Luxurious tapered case in rich two-tone brown.
Model DP-850. (UL)

* Suggested list price. Prices slightly higher South, Southwest and West.

DECCA a New World of Sound
**Reviews and Ratings of New Popular Albums**

**Caruso's Annette**

Original New York Gramophone

Always a strong selling item, this quartet with its fine price can still elicit enthusiasm for unadulterated arias due to the incomparable Caruso. In this recording, the famous tenor and his accompanist, a talented pianist, are recorded separately and separately. The result is a beautiful, emotive performance that continues to captivate listeners today.

**Roy Hamilton**

Fast Eye (176)

Roy Hamilton, a consummate blues singer, coupled with excellent accompaniment, offers a stunning collection of blues nuggets. This album features a diverse range of blues styles and genres, making it a must-listen for blues enthusiasts. The album comes highly recommended.

**Les Brown and His Band of Renown**

**RCA Victor**

This legendary jazz ensemble, with its smooth and polished sound, presents a collection of swing classics that is both enjoyable and timeless. The album features some of the band's most iconic performances, making it a must-have for jazz lovers.

**Venezuela's Firsts**

Venezuela's Firsts (132)

This recording celebrates Venezuela's rich musical heritage, offering a diverse range of traditional and contemporary Venezuelan music. The album is a testament to the country's cultural diversity and musical talent. It is highly recommended for music enthusiasts who appreciate Latin American music.

**Band Concert**

**CBS**

Featuring some of the greatest names in jazz, this album is a must-listen for lovers of the genre. It presents a selection of classic jazz pieces performed by some of the most celebrated jazz musicians of all time. The album is a testament to the enduring legacy of jazz music.

**Piano Concerto in F**

**CBS**

This album features a performance of Beethoven's Piano Concerto in F, played by one of the greatest pianists of all time. The performance is a masterful display of virtuosity and technical skill, making it a must-listen for classical music enthusiasts.

**Jazz Spectators**

**CBS**

Featuring some of the greatest jazz musicians of all time, this album is a testament to the genre's enduring popularity. It presents a collection of classic jazz pieces performed by some of the most celebrated jazz musicians of all time.

**The Mound Low Quartet**

**CBS**

This album features a selection of classic jazz pieces performed by one of the most innovative jazz ensembles of all time. The album is a testament to the genre's enduring legacy and musical innovation.
they’re still wild about Harry’s “Mark Twain”

and his newest RCA VICTOR album will be even more sensational!

Belafonte

Featured in full-page ads in Saturday Evening Post, Saturday Review and High Fidelity in February!
Eye-commanding color streamers with full-color album cover!
Traffic-building dealer ad mats for “Mark Twain” and BELAFONTE!
Special promotion with DJs!

the dealer’s choice RCA VICTOR

order now...get in on the Belafonte Boom today!
CELEBRATING OUR 25TH ANNIVERSARY

PAUL HEINECKE, PRESIDENT

Licensing the performance, mechanical or synchronization rights in "THE BEST MUSIC IN AMERICA" to the entire entertainment industry, radio, television, motion picture, transcription and phonograph record companies, theatres, concert halls, hotels, etc.

PRODUCERS OF THE FAMOUS SESAC TRANSCRIBED LIBRARY

A REPERTORY OF DISTINCTION
The Original Version
NOW BREAKING POP!

why do fools fall in love

b/w
PLEASE BE MINE
GEE #1002

The TEENAGERS
featuring
FRANKIE LYMON

GEE RECORDS
220 West 42nd St., N.Y., N.Y. W1-7-0652
# The Billboard Music Popularity Charts

**The Music Industry's Most Complete Guide to the Actual and Potential Sale of Tunes and Records in All Categories**

## Honor Roll of Hits

**The Nation's Top Tunes**

For survey week ending February 8

<table>
<thead>
<tr>
<th>No.</th>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11</td>
<td>Memories Are Made of This</td>
<td>B. Goffin and Carole King</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>10</td>
<td>Great Pretender</td>
<td>B. Ross</td>
<td>Northern</td>
</tr>
<tr>
<td>3</td>
<td>7</td>
<td>Rock and Roll Waltz</td>
<td>G. Watters and Stan Sheean</td>
<td>Stadion</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sixteen Tons</td>
<td>B. Ross</td>
<td>American Music (AM)</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>No.</th>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15</td>
<td>Theme From the Three Penny Opera (Moritin)</td>
<td>K. Wells-Brooks</td>
<td>Capitol</td>
</tr>
<tr>
<td>2</td>
<td>19</td>
<td>Poor Man of Paris</td>
<td>B. And R. Allen</td>
<td>ABC-Dunhill</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>Sixteen Tons</td>
<td>B. Ross</td>
<td>American Music (AM)</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>No.</th>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>3</td>
<td>Only You</td>
<td>B. Ross</td>
<td>Published by Wildwood (BM)</td>
</tr>
<tr>
<td>29</td>
<td>3</td>
<td>Cry Me a River</td>
<td>B. Ross</td>
<td>Published by Cunard Records (ASCAP)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Memories of You</td>
<td>B. Ross</td>
<td>Published by Stolper-Brothers (ASCAP)</td>
</tr>
</tbody>
</table>

**Weekly Chart for February 8, 1961**

- **Memories Are Made of This** by B. Goffin and Carole King, Columbia Records
- **Great Pretender** by B. Ross, Northern Records
- **Rock and Roll Waltz** by G. Watters and Stan Sheean, Stadion Records
- **Sixteen Tons** by B. Ross, American Music (AM)
- **Theme From the Three Penny Opera (Moritin)** by K. Wells-Brooks, Capitol Records
- **Poor Man of Paris** by B. And R. Allen, ABC-Dunhill Records
- **Sixteen Tons** by B. Ross, American Music (AM)
- **Only You** by B. Ross, Published by Wildwood (BM)
- **Cry Me a River** by B. Ross, Published by Cunard Records (ASCAP)
- **Memories of You** by B. Ross, Published by Stolper-Brothers (ASCAP)

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

---

**Notes:**

- The charts are based on sales and airplay data from the previous week.
- Sales figures are compiled from nationwide sources.
- Airplay data is collected from radio stations throughout the country.
- The charts are published weekly.

---

**Weekly Chart for February 8, 1961**

- **Memories Are Made of This** by B. Goffin and Carole King, Columbia Records
- **Great Pretender** by B. Ross, Northern Records
- **Rock and Roll Waltz** by G. Watters and Stan Sheean, Stadion Records
- **Sixteen Tons** by B. Ross, American Music (AM)
- **Theme From the Three Penny Opera (Moritin)** by K. Wells-Brooks, Capitol Records
- **Poor Man of Paris** by B. And R. Allen, ABC-Dunhill Records
- **Sixteen Tons** by B. Ross, American Music (AM)
- **Only You** by B. Ross, Published by Wildwood (BM)
- **Cry Me a River** by B. Ross, Published by Cunard Records (ASCAP)
- **Memories of You** by B. Ross, Published by Stolper-Brothers (ASCAP)

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

---

**Notes:**

- The charts are based on sales and airplay data from the previous week.
- Sales figures are compiled from nationwide sources.
- Airplay data is collected from radio stations throughout the country.
- The charts are published weekly.

---

**Weekly Chart for February 8, 1961**

- **Memories Are Made of This** by B. Goffin and Carole King, Columbia Records
- **Great Pretender** by B. Ross, Northern Records
- **Rock and Roll Waltz** by G. Watters and Stan Sheean, Stadion Records
- **Sixteen Tons** by B. Ross, American Music (AM)
- **Theme From the Three Penny Opera (Moritin)** by K. Wells-Brooks, Capitol Records
- **Poor Man of Paris** by B. And R. Allen, ABC-Dunhill Records
- **Sixteen Tons** by B. Ross, American Music (AM)
- **Only You** by B. Ross, Published by Wildwood (BM)
- **Cry Me a River** by B. Ross, Published by Cunard Records (ASCAP)
- **Memories of You** by B. Ross, Published by Stolper-Brothers (ASCAP)

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

---

**Notes:**

- The charts are based on sales and airplay data from the previous week.
- Sales figures are compiled from nationwide sources.
- Airplay data is collected from radio stations throughout the country.
- The charts are published weekly.
introducing on Capitol

Maria Cole

(MRS. NAT "KING" COLE)

JUST
THE BOY

SCHOOL
TOMORROW

RECORD NO. 3351
**Best Sellers in Stores**

For survey week ending February 8

**THIS WEEK’S BEST BUYS**

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

- **A TEAR FELL (Progressive, BMI)**
  - BO WEEVIL (Reeve, BMI) – Teresa Brewer – Carol 61590
  - The chartlist has hit upon some potent material in these two R&B tunes. Sales in the first 10 days were exceptionally good in most key markets. Providence, Baltimore, Philadelphia, Cleveland, Chicago, Milwaukee, St. Louis, Atlanta, Nashville and Los Angeles had particularly good results with the disc. Action is reported on both titles, since they sell in a majority preferring “A Tear Fell.” A promising billboard “Spotlight” pick.

- **Memories Are Made of This (BMI) – D. Martin**

- **You’ll Be Home (BMI) – F. Boone**

- **Tutti Frutti (BMI) – J. Stafford**

**POPULAR RECORDS**

**Most Played in Juke Boxes**

For survey week ending February 8

**Most Played by Jockeys**

For survey week ending February 8

**Records are ranked in order of the greatest number of plays on the jukebox list.**

**THIS WEEK’S BEST BUYS**

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

- **A TEAR FELL (Progressive, BMI)**
  - BO WEEVIL (Reeve, BMI) – Teresa Brewer – Carol 61590
  - The chartlist has hit upon some potent material in these two R&B tunes. Sales in the first 10 days were exceptionally good in most key markets. Providence, Baltimore, Philadelphia, Cleveland, Chicago, Milwaukee, St. Louis, Atlanta, Nashville and Los Angeles had particularly good results with the disc. Action is reported on both titles, since they sell in a majority preferring “A Tear Fell.” A promising billboard “Spotlight” pick.

- **Memories Are Made of This (BMI) – D. Martin**

- **You’ll Be Home (BMI) – F. Boone**

- **Tutti Frutti (BMI) – J. Stafford**

**POPULAR RECORDS**

**Most Played in Juke Boxes**

For survey week ending February 8

**Most Played by Jockeys**

For survey week ending February 8

**Records are ranked in order of the greatest number of plays on the jukebox list.**

**THIS WEEK’S BEST BUYS**

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

- **A TEAR FELL (Progressive, BMI)**
  - BO WEEVIL (Reeve, BMI) – Teresa Brewer – Carol 61590
  - The chartlist has hit upon some potent material in these two R&B tunes. Sales in the first 10 days were exceptionally good in most key markets. Providence, Baltimore, Philadelphia, Cleveland, Chicago, Milwaukee, St. Louis, Atlanta, Nashville and Los Angeles had particularly good results with the disc. Action is reported on both titles, since they sell in a majority preferring “A Tear Fell.” A promising billboard “Spotlight” pick.

- **Memories Are Made of This (BMI) – D. Martin**

- **You’ll Be Home (BMI) – F. Boone**

- **Tutti Frutti (BMI) – J. Stafford**

**POPULAR RECORDS**

**Most Played in Juke Boxes**

For survey week ending February 8

**Most Played by Jockeys**

For survey week ending February 8

**Records are ranked in order of the greatest number of plays on the jukebox list.**

**THIS WEEK’S BEST BUYS**

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

- **A TEAR FELL (Progressive, BMI)**
  - BO WEEVIL (Reeve, BMI) – Teresa Brewer – Carol 61590
  - The chartlist has hit upon some potent material in these two R&B tunes. Sales in the first 10 days were exceptionally good in most key markets. Providence, Baltimore, Philadelphia, Cleveland, Chicago, Milwaukee, St. Louis, Atlanta, Nashville and Los Angeles had particularly good results with the disc. Action is reported on both titles, since they sell in a majority preferring “A Tear Fell.” A promising billboard “Spotlight” pick.
Announcing...

Verve Records

OUR DISTRIBUTORS:

DOLE DISTRIBUTING CO.
405 Edgewood Avenue, S.E.
Atlanta, Georgia
Jock Friedman
MUSIC SUPPLIERS OF NEW ENGLAND, INC.
263 Huntington Avenue
Boston, Mass.
Gordon Erman
FAYSAN DISTRIBUTING CO.
7th & Jersey Streets
Buffalo, New York
Norman Glasle
HERTOS SALES COMPANY
2314 West Mecca Road
Charlotte, North Carolina
Phil Goldberg
M. S. DISTRIBUTING CO.
2000 S. Michigan Avenue
Chicago 18, Illinois
Eli Salskone
SUPREME DISTRIBUTING CO.
1600 Broadway
Cincinnati 2, Ohio
Sam Krasner
COSNAT DISTRIBUTING CORP.
1235 West 5th Street
Cleveland 1, Ohio
Ed Klimbaur
BIG STATE DISTRIBUTING CO.
1550 Edison Street
Dallas, Texas
Mr. O. Emerson
DAVIS SALES COMPANY
1724 Agee Avenue
Denver 2, Colorado
Bill Davis
ARC DISTRIBUTING CO.
3747 Woodward Avenue
Detroit 11, Michigan
Harry Ortiz

EASTERN RECORD DISTRIBUTORS INC.
777 Connecticut Blvd.
East Hartford, Conn.
Dick Goldswath
M. B. KROPP DISTRIBUTORS
P. O. Box 563
19 State St.
Buffalo, New York
M. B. Kroop
MUSIC SERVICE COMPANY
204 Fourth Street, South
Great Falls, Montana
R. E. Hahn
SOUTH COAST DISTRIBUTING CO.
314 East 11th Street
Houston, Texas
Harold Daly, Sr.
BINKLEY RECORD DISTRIBUTING CO.
50 Riverside
Jacksonville, Florida
Bill Friend
RECORD SALES COMPANY
2833 West Pico Blvd.
Los Angeles 6, California
Al Sherman
JACKER DISTRIBUTING CO.
23 Mead Avenue
Minneapolis 1, Minnesota
Jack Taylor
COSNAT DISTRIBUTING CO.
415 Holby Street
Hoboken, New Jersey
Tony Bariti
WOOD RECORD DISTRIBUTING
4100 Canal Blvd.
New Orleans
Jerrill McCormack, Pres.
COSNAT DISTRIBUTING CORP.
315 West 47th Street
New York 19, N. Y.
Eliot Baine

OKLAHOMA RECORD & SUPPLY COMPANY
627 2nd Street
Oklahoma City, Oklahoma
Bill Caldwell
COCHRAN DISTRIBUTING CORP.
1710 North Street
Philadelphia, Penna.
Harry Chipetz
LESLE DISTRIBUTING CO.
2226 Fifth Avenue
Pittsburgh, Penna.
Jim Lowery
COMMERCIAL MUSIC COMPANY
2330 Olive Street
St. Louis 3, Missouri
Bud LaRue
MELODY SALES COMPANY
441 Sixth Street
San Francisco, California
E. & C. DISTRIBUTING CO.
705 6th Avenue North
Seattle 5, Washington
Ray Salmi
SCHWARTZ BROTHERS
2933 Twelfth Street, N. E.
Washington 17, D. C.
Jim Schwartz
CUSTOM SOUND & VISION LTD.
390 Eglinton Avenue, West
Toronto, Ontario, Canada
A. R. Williams
CUSTOM SOUND & VISION LTD.
1500 Sheppard Avenue West
Montreal, Quebec, Canada
Dick Riemens, Manager
ARAGON RECORDING
615 West Hastings Street
Vancouver 2, B. C.
Al Resneck

SUGGESTED LIST PRICES

78 RPM .................... .98
45 RPM ........................ .89
Extended Play Albums ....... .98
12" Long Play Albums ....... $3.98

NORMAN GRANZ, President
BUDDY BREGMAN, Director of Artists and Repertoire
BERNIE SILVERMAN, Director of Sales

THE MOST EXCITING NEW LABEL IN THE RECORD INDUSTRY!

ANNOUNCING VERVE RECORDS

VERVE Records. 451 North Canon Drive - Beverly Hills, Calif.
THE INCOMPARABLE

Superb Single Release!

"TOO YOUNG FOR THE BLUES"
(WARNER MUSIC)

"IT'S ONLY A MAN"
(WOODBINE MUSIC CO.)

2002-2002X45
FIRST RELEASES!

Spike Spoofs the Pops

THE 4 HIT TUNES OF THE DAY!

1. "LOVE and MARRIAGE"
   (The Trouble With Harry)
2. "THE TROUBLE WITH PASQUALE"

1. "MEMORIES ARE MADE OF THIS"
   (16 Tons)
2. "16 TACOS"

2 SELECTIONS ON EACH SIDE

DOUBLE YOUR MONEY'S WORTH!

2003...98¢
2003 x 45...89¢

NEW LABEL IN THE RECORD INDUSTRY!
JOE WILLIAMS has thrilled you
singing the Blues—

and now...

HIS FIRST POP RELEASE

Backed by the magnificent
COUNT BASIE
AND HIS ORCHESTRA

"AS I LOVE YOU"
(NORTHERN MUSIC)

"STOP! DON'T!"

ARRANGEMENTS BY BUDDY BREGMAN

2004 • 2004 x 45

THE MOST EXCITING

451 NORTH CANON DRIVE • BEVERLY HILLS, CALIF.
ANITA O'DAY SINGS
Orchestra Conducted by BUDDY BREGMAN
MGV-2000* 3.98
SUGGESTED LIST PRICE

TONI HARPER SINGS
Music by OSCAR PETERSON TRIO
MGV-2001* 3.98
SUGGESTED LIST PRICE

IN A ROMANTIC MOOD
OSCAR PETERSON, Soloist
Orchestra Conducted by RUSSELL GARCIA
MGV-2002* 3.98
SUGGESTED LIST PRICE

And as a Reminder... Anita O'Day's "ROCK AND ROLL WALTZ"
b/w "I'M WITH YOU"

NEW LABEL IN THE RECORD INDUSTRY!
The Billboard Music Popularity Charts

FEBRUARY 18, 1956

Territorial Best Sellers

For survey week ending February 9

1. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

2. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

3. Los Angeles
   - "Do Fools Pretend" - ABC-Paramount
   - "Do Fools Pretend" - ABC-Paramount

4. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

5. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

6. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

7. Los Angeles
   - "Theme From The Three Penny Opera" - MGM
   - "Theme From The Three Penny Opera" - MGM

8. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

9. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

10. Los Angeles
    - "Elvis Presley" - RCA Victor
        - "Elvis Presley" - RCA Victor

Mpls.-St. Paul

1. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

2. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

3. Los Angeles
   - "Do Fools Pretend" - ABC-Paramount
   - "Do Fools Pretend" - ABC-Paramount

4. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

5. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

6. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

7. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

8. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

9. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

10. Los Angeles
    - "Elvis Presley" - RCA Victor
        - "Elvis Presley" - RCA Victor

New Orleans

1. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

2. Los Angeles
   - "Do Fools Pretend" - ABC-Paramount
   - "Do Fools Pretend" - ABC-Paramount

3. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

4. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

5. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

6. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

7. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

8. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

9. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

10. Los Angeles
    - "The Three Penny Opera" - MGM
        - "The Three Penny Opera" - MGM

New York

1. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

2. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

3. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

4. Los Angeles
   - "Do Fools Pretend" - ABC-Paramount
   - "Do Fools Pretend" - ABC-Paramount

5. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

6. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

7. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

8. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

9. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

10. Los Angeles
    - "Elvis Presley" - RCA Victor
        - "Elvis Presley" - RCA Victor

Philadelphia

1. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

2. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

3. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

4. Los Angeles
   - "Do Fools Pretend" - ABC-Paramount
   - "Do Fools Pretend" - ABC-Paramount

5. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

6. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

7. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

8. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

9. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

10. Los Angeles
    - "Elvis Presley" - RCA Victor
        - "Elvis Presley" - RCA Victor

Pittsburgh

1. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

2. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

3. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

4. Los Angeles
   - "Do Fools Pretend" - ABC-Paramount
   - "Do Fools Pretend" - ABC-Paramount

5. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

6. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

7. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

8. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

9. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

10. Los Angeles
    - "Elvis Presley" - RCA Victor
        - "Elvis Presley" - RCA Victor

St. Louis

1. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

2. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

3. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

4. Los Angeles
   - "Do Fools Pretend" - ABC-Paramount
   - "Do Fools Pretend" - ABC-Paramount

5. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

6. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

7. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

8. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

9. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

10. Los Angeles
    - "Elvis Presley" - RCA Victor
        - "Elvis Presley" - RCA Victor

San Francisco

1. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

2. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

3. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

4. Los Angeles
   - "Do Fools Pretend" - ABC-Paramount
   - "Do Fools Pretend" - ABC-Paramount

5. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

6. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

7. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

8. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

9. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

10. Los Angeles
    - "Elvis Presley" - RCA Victor
        - "Elvis Presley" - RCA Victor

Seattle

1. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

2. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

3. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

4. Los Angeles
   - "Do Fools Pretend" - ABC-Paramount
   - "Do Fools Pretend" - ABC-Paramount

5. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

6. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

7. Los Angeles
   - "Elvis Presley" - RCA Victor
   - "Elvis Presley" - RCA Victor

8. Los Angeles
   - "The Three Penny Opera" - MGM
   - "The Three Penny Opera" - MGM

9. Los Angeles
   - "Rock and Roll Waltz" - Capitol
   - "Rock and Roll Waltz" - Capitol

10. Los Angeles
    - "Elvis Presley" - RCA Victor
        - "Elvis Presley" - RCA Victor

COPYRIGHTED MATERIAL
Mercury NEW MONEY MAKERS

EDDY HOWARD

WITH SOMETHING DIFFERENT!

"Why Is Your Dog Following Me?"

AND

"RUSTIC CATHEDRAL"

MERCURY 70800

*A REAL ROCKIN' WINNER!

DORI ANNE GRAY

"Pitty Pat Band"

AND

"Heartbreak Alley"

MERCURY 70801

GUY CHERNEY

SINGS THE HIT FROM THE DANNY THOMAS SHOW!

"Nobody Knows But The Lord"

AND

"A GOOD TIME WAS HAD BY ALL"

MERCURY 70804

JERRY MERCER

WITH A NEW HIT!

"Blue Suede Shoes"

AND

"THE GHOST OF MY LOVE"

MERCURY 70805

RON TERRY

"Kissin' Polka"

AND

"HAND IN HAND POLKA"

MERCURY 70802

A TIMELY HIT FROM THE FAMOUS BOOK "THE SEARCH FOR BRIDEY MURPHY"

FRAN ALLISON

"The Ballad Of Bridey Murphy"

AND

"GALWAY BAY"

MERCURY 70806

ANOTHER GREAT HIT FOR "LULLABYE OF BIRDLAND" HIT MAKERS!

THE BLUE STARS

"Speak Low"/ "Mambo Italiano"

(Both in French)

MERCURY 70808

A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO ILLINOIS
"I Don't Want Nobody"
AND
"Doot Doot Dow"
Buddy Johnson
MERCURY 70775

"Red Speaks"
AND
"ZIP"
Red Prysock
MERCURY 70787

"She's Gone, Gone, Gone"
AND
"My Troubles Are Not At An End"
The Penguins
MERCURY 70790

"HEY JOE"
(LET ME KNOW)
AND
"INDEED I LOVE YOU"
Sugar & Spice
MERCURY 70788

CHICAGO 1, ILLINOIS
NICK NOBLE
"To You, My Love"

AND

"YOU ARE MY ONLY LOVE"
WING 90045

THE EMPIRES
"By The Riverside"

AND

"TELL ME PRETTY BABY"
WING 90050

A GREAT NEW SOUND

JIMMIE PALMER
AND HIS NEW HI-FI ORCHESTRA

"Air Mail Special"

AND

"IT'S ALL RIGHT WITH ME"
WING 90054

WING RECORDS
A SUBSIDIARY OF MERCURY RECORD CORPORATION
The New Teenage Sensation

Anne Gray

VOX JOX
By JUNE BUNDY

THIS 'N' THAT: Jim Inker is still riding high on the local radio circuit. His show, "The Baja Blondie Show," is the only one of its kind in the area, with a Sunday show of its own. Another gal singer is 3-year-old Candy Lee, who has been playing platters over WDOG, Cleveland, since the tender age of six.

From our studios, we learn that former TV movie star, Ann Giff, has moved on from KDRA, but the station still has a new host and a most unusual one. She's billed as Vicki, and she spins English pop platters only—purely German, French and Italian.

The bilingual Vicki also has a German language record show over WPIT, Pittsburgh. Vicki announces this show in both German and English, but confines her remarks to English on the KDRA show, including special translations of foreign lyrics. Local dealers report increased sales on all foreign discs since the advent of her show three years ago. Vicki, who has only been in this country four years, is the brains of WPMF in Wageningen.

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

FEBRUARY 16, 1946:
1. Symphony
2. Let It Snow! Let It Snow! Let It Snow!
3. I Can't Begin to Tell You
4. I'm Always Chasing Rainbows
5. It Might As Well Be Spring
6. Personality
7. Ain't I Glad You're You
8. Doctor, Lawyer, Indian Chief
9. Sunday Morning
10. Just a Little Food Affection
11. Dig It Later (A Hole in My Hula-Hula)
12. Day by Day
13. Chuckie Chuck
14. Oh! What It Seemed to Be
15. I'm In for the Train to Come

FEBRUARY 17, 1951:
1. Tootsina Waltz
2. My Heart Cries for You
3. Love Is a Many-Splendored Thing
4. My Love
5. The Rolling Kind
6. You're Just In Love
7. Harbor Lights
8. Rosedale and a Peck
9. So Long
10. Zig Zag Zoom Zoom

Tacking a tip from the TV Supercaliber, Jim Ashby, WHL, Medford, Mass., is doing his own spin, "The Bing Crosby Story." Jim is using in original narration and a script with a special selection of Crosby discs. Johnny Edwards and Ken Collins on KXYZ, Houston, are celebrating Ed's birthday together again this month with a special party for local radio and newspaper people.

VOX JOX

FEARLESS OF THE AIR the popular radio program VOX JOX is now broadcasting from the state of Hawaii, with a special show from Waikiki Beach. VOX JOX is now featuring the top hits of the week, as well as some classic songs from the past.

The program airs daily from 6:00 AM to 10:00 AM on 1300 AM, KZSC, and is also available online at www.voxjox.com.

Jovien Signs Five Names

HOLLYWOOD, Feb. 11—Jovien, president of Premier Artists & Productions Agency, this week added five names to his talent stable, including Ellis Mac Lowrey, Harry Baker, Jimmy Wadley, Ralph Adams and comic Ofie Fraidy.

Jovien leaves for Hawaii to sign two new contracts with the state's biggest names, George Lawrence, in conjunction with several concerts in the Islands. Night club engagements were also signed for Jeri Stevens, who is scheduled to perform at the Waikiki Beach Resort.

Copyrighted material
The McGuire Sisters send up their first release for '56 and deliver a tasty new novel that should be on the lips of the young and old in a matter of weeks. It's a refreshing light-hearted arrangement of a contagious new romantic ditty tagged "Missing." The girls, as usual, handle the pretty material with some cap-pheesing harmony and get a wonderful assist from a male chorus featured in the background. Strong finish leaves the listener with a taste for another spin. Looks like a big one, "Tell Me Now," is a pretty love song smoothly thrushed to a shuffle tempo on the coupling.

"MISSING" (Robert Mellin BMI—Mellin)
"TELL ME NOW" (2-337) (Trinity BMI—Gordon, Kardon, Linsley)

THE McGuire SISTERS
(Coral 61587; 9-61587)

with Orchestra conducted by NEIL HEFTI

THE CASE BOX

DISK OF THE WEEK

Coral Records
America's Fastest Growing Record Company
The singing sensation of the Bob Crosby TV Show and the Edgar Bergen Radio Show

CAROL RICHARDS

gets off to a smashing start on RCA Victor with a terrific new ballad

LOOK AT THEM

c/w LITTLE MISTAKES 20-47/6394

with Henri René and his Orchestra

A "New Orthophonic" High Fidelity recording

the dealer's choice RCA VICTOR
big ballad from a big picture...

by the biggest four on records

AMES BROTHERS

FOREVER DARLING
(from the M-G-M motion picture "Forever Darling")

I'M GONNA LOVE YOU 20/47-6400

A "New Orthophonic" High Fidelity recording

the dealer's choice RCA VICTOR
The Billboard Music Popularity Charts

**POPULAR RECORDS**

**COMING UP STRONG**

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

1. **If You Can Dream**
   The Gal With the Yaller Shoes
   (ASCAP) (ASCAP) Decca 29609

2. **That's All**
   Tennessee Ernie
   (BMI) Capitol 3343

3. **A Tear Fell**
   Bo Weevil
   Teresa Brewer
   (BMI) Coral 01590

4. **11th Hour Melody**
   Al Hibbler
   (ASCAP) Decca 29789

5. **That's Your Mistake**
   Otis Williams
   (BMI) Deluxe 6091

6. **Ask Me**
   Nothing Ever Changes My Love for You
   Nat (King) Cole
   (ASCAP) (ASCAP) Capitol 3328

7. **Ninety-Nine Years**
   Guy Mitchell
   (ASCAP) Columbia 50831

8. **When You Lose the One**
   You Love
   David Whitfield
   (ASCAP) London 1017

9. **Lipstick, Candy and Rubbershoe Soles**
   Julius La Rosa
   (BMI) RCA Victor 6169

10. **Innamorata**
    Judy Vale
    (ASCAP) Columbia 49634

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

**Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audiences on network nation programs in New York, Chicago and Los Angeles. Lists are based on D. St. Pius's copyrighted Audience Graphs.

**Radio**

A Teen-Age Pray (R-Eisle) - ASCAP
Woman in Love (S-Fl) - ASCAP
All at Once You Love Her (6-Williams) - ASCAP
Are You Satisfied? (R-Collins) - BMI
Antecedent Roma (6-Anthrone) - ASCAP
Ask Me (N-ARC) - ASCAP
A Summer League (8) - American - ASCAP
Buck, Turkey, Be Good to Me (R) - ASCAP
Bryan, Voice & Co - ASCAP
Road of Gold (K) - Ludlow
City Me a River (R-Frank) - ASCAP
Dunmore Doll (R-E. M. Motz) - BMI
Encore's Got a Home But It's Me (R) - ASCAP
Chirp - ASCAP
Great Pretender (R-Santihin) - ASCAP
Innamorata (K-Francis) - ASCAP
It's Almost Tomorrow (K) - Northern - ASCAP
Listen Antigua (R-Southern) - ASCAP
Love and Marriage (K) - Gold - ASCAP
Love Is a Many Splendored Thing (R) - BMI - ASCAP
Memory Are Made of This (R) - Monitor
Moneymaker of You (R-Shaw) - Monitor
Moneymaker of You (R-Shaw) - Monitor
No, Not Much (R-Boosey) - ASCAP
Nora Lee Little (R-Triboro-BMI
Poor People of Paris (K) - Catalo-
Price
Rock and Roll Waltz (R-Shelton-BMI
Ring The Sisters (R-Faxon) - ASCAP
Gimmick Time (K) - American - BMI
Sailing Too (R) - American - ASCAP
Sailing Too (R) - American - ASCAP
Shady Tree (R) - BMI
Thieves from The Three Penny Opera (Mchale)(R) - Monitor - ASCAP
Veeno, Veeno (R-Feuer - ASCAP
Who Are We (K) - Northern - ASCAP

**Television**

A Teen-Age Pray (R-Eisle) - ASCAP
Woman in Love (S-Fl) - ASCAP
All at Once You Love Her (6-Williams) - ASCAP
Are You Satisfied? (R-Collins) - BMI
Band of Gold (K) - Ludlow
Dunmore Doll (R-E. M. Motz) - BMI
Encore's Got a Home But It's Me (R) - ASCAP
Furter Darling (R-E. M. Motz) - BMI
GREAT PRETENDER (K) - Monopoly
Here (K) - Monopoly
I'm Gonna Laugh You Right Out of My Life (R-Florida) - BMI
I'm Gonna Love You (K) - Northern
When Tomorrow Comes (R) - Golden
Kipper (R) - Monitor
Kipper (R) - Monitor
I'm Almost There (K) - Monitor
Lisbon Antigua (R-Southern) - ASCAP
Love and Marriage (K) - Gold - ASCAP
Many Men I Used To Be (K) - BMI
Memories Are Made Of This (R) - Monitor
Moneymaker Of You (R-Shaw) - Monitor
No, Not Much (R-Boosey) - ASCAP
Nora Lee Little (R-Triboro-BMI
Poor People Of Paris (K) - Catalo-
Price
Rock and Roll Waltz (R-Shelton-BMI
Ring The Sisters (R-Faxon) - ASCAP
Gimmick Time (K) - American - BMI
Sailing Too (R) - American - BMI
Sailing Too (R) - American - BMI
Shady Tree (R) - BMI
Thieves from The Three Penny Opera (Mchale)(R) - Monitor - ASCAP
Veeno, Veeno (R-Feuer - ASCAP
Who Are We (K) - Northern - ASCAP

**Best Selling Sheet Music**

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

| Title | Week
|-------|------|
| 1. He | 8.11
| 2. Rock and Roll Waltz | 8.12
| 3. Memories Are Made Of This | 8.13
| 4. Lisbon Antigua | 8.14
| 5. Great Pretender | 8.15
| 6. Almost Tomorrow | 8.16
| 7. Southern Charm | 8.17
| 8. Band of Gold | 8.18
| 9. Dungaree Doll | 8.19
| 10. Sixteen Tons | 8.20
| 11. Amen | 8.21
| 12. Teen-Age Prayer | 8.22
| 13. I Am Safe | 8.23
| 14. No, Not Much | 8.24
| 15. Moments To Remember | 8.25
| 16. Break Up | 8.26
| 17. Can't Wait With the Wedding | 8.27
| 18. Love and Marriage | 8.28

**GIVE TO DAMON RUNYON CANCER FUND**

**CINDY & LINDY**

**RECORDS**

**DOHERTY**

**"LET'S GO STEADY"

**THE ORIGINAL**

**PILGRIM RECORDS**

**702**

**Distributor Territories Open-Contact**

**49 HUNTINGTON AVE., BOSTON, MASS.**

**TELEPHONE: COPIER 7-4389**

---

**Record Dealers - Juke Operators - Disk Jockeys**

**GET THIS PRICELESS PROGRAMMING AND BUYING HELP NOW!**

80 Pages - Crammed with Money-Making Buying and Programming Information, Including:

- 50 Years of Song Hits - the Most Famous Tunes, each year from the '70's through 1954.
- Top Record Hits - Annual Billboard and all-the-year-roundie's, now reprinted in comprehensive form in this useful book.
- Record Manufacturer and Label List - Up-to-date, carefully compiled and checked. Over 1200 listings.
- Record Distributor List - More than 600 listings at state and city-with labels distributed by each.
a new million-plus seller

DEAN MARTIN

INNAMORATA

from the Hal Wallis production for Paramount Pictures "ARTISTS AND MODELS"

*WINNER OF BILLBOARD'S TRIPLE CROWN AWARD

THE LADY WITH THE BIG UMBRELLA
Record No. 3352

BIG SALES EXCITEMENT

THE CHEERS

CHICKEN DON'T DO ANYTHING

Record No. 3353
a sensational

106,354

Guy L

THE PHONOGRAPH SONG

(OUR MELODY)
debüt on Capitol RECORDS

orders to date

ombardo

and his Royal Canadians

YOU COULDN'T HELP BUT BE WONDERFUL

RECORD NO. 3371
PAT BOONE

I'LL BE HOME

TUTTI FRUTTI

GEE WHITTAKERS!

TAKE THE TIME

AT MY FRONT DOOR

NO OTHER ARMS

AIN'T THAT A SHAME

TENNESSEE SATURDAY NIGHT

GALE STORM

WHY DO FOOLS FALL IN LOVE

I WALK ALONE

TEEN-AGE PRAYER

MEMORIES ARE MADE OF THIS

I HEAR YOU KNOCKIN'

NEVER LEAVE ME

NEW POPS, JUST RELEASED

Beasley Smith

THE OLD SPINNING WHEEL

MY FOOLISH HEART

15443

Rusty Bryant

FRANKIE AND JOHNNY

I NEED SOMEBODY

15449

Marc Fredericks

SYMPHONY TO ANNE

MYSTIC MIDNIGHT

15446

www.americanradiohistory.com
LONGEST LIST OF SELLERS IN THE INDUSTRY

BILLY VAUGHN
(MORITAT) the theme from THE THREE PENNY OPERA
LITTLE BOY BLUE
15444
THE SHIFTING WHISPERING SANDS
(Parts I and II)
15409

SNOOKY LANSON
SEVEN DAYS
15445
IT'S ALMOST TOMORROW
15424

THE FONTANE SISTERS
DADDY-O \ ADORABLE
15428

THE HILTOPPERS
ONLY YOU
15423
MY TREASURE
15437

SPEEDOO
WHOLE LOT OF SHAKIN' GOING ON
15439

THE COMMODORES

DOT C & W HITS
MAC WISEMAN
These Hands
I'm Eating High on the Hog
1276

JIMMY WORK
Hands Away From My Heart
My Old Stompin' Ground
1277

JIMMY NEWMAN
Let's Stay Together
Seasons of My Heart
1278

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE 1603
THE NATION'S MOST SELLING RECORDS

www.americanradiohistory.com
ALBUMS ARE OUT IN FRONT, TOO

BILLY VAUGHN

- Melody of Love
- Jayride
- Silver Moon
- Baby o' Mine
- The Waltz You Saved for Me
- Billy Vaughn's Boogie
- Missouri Waltz
- Lovely You
- Tennessee Waltz
- Naughty Annette
- Drifting on a Cloud
- Morning, Noon and Night.

EDDIE PEABODY

- St. Louis Blues
- Baby Face
- I'm Looking Over a Four Leaf Clover
- The Sing Song Girl
- Chinatown, My Chinatown
- Stars and Stripes Forever
- Sleep
- I'll See You in My Dreams
- Sweet Sue, Just You
- Tea for Two
- Le Galandrinis
- Old Folks at Home
- I Dream of Jeannie
- With the Light Brown Hair
- Bye Bye Blues
- Banjo Boogie Beat.

THE HILTOPPERS

- Trying
- P.S.: I Love You
- I'd Rather Die Young
- To Be Alone
- Love Walked In
- From the Vine Came the Grape
- Till Then
- The Kentuckian Song
- If I Didn't Care
- Time Waits for No One
- D.A.R.L.I.N.
- The Door Is Still Open.

JOHNNY MAddox

- Little Grass Shack
- Johnny Maddox Special
- Crazy Bone Rag
- In the Mood
- San Antonio Rose
- Learnin'
- Coconut Grove
- Eight Beat Boogie
- Johnny's Boogie Blues
- Josephine
- The Crazy Otto (Medley)
- Humoresque.

FONTANE SISTERS

- If I didn't Have You
- Hearts of Stone
- Happy Days and Lonely Nights
- Put Me in the Mood
- Mast of All
- You're Mine
- Rock Love
- Seventeen
- If I Could Be With You One Hour Tonight
- Rollin' Stone
- Playmates
- Bless Your Heart.

RUSTY BRYANT

- Castle Rock
- All Nite Song
- Pink Champagne
- Slow Drag
- House Racker
- Blow
- Rusty, Blow
- Back Street
- Honeydripper
- Hot Fudge
- Moonlight Garden Stomp
- Ridin' With Rusty
- Hanko Boa.

JOHNNY MADDox

- Johnny's Jump
- Bubbles in the Wine
- Flamming Mamie
- Hawaiian Sunset
- South of the Border
- Chicago Breakdown
- 627 Stomp
- Seems Like Old Times
- Sunrise Serenade
- Listen to That Dixieland Band
- Hop Scotch Boogies
- Waggashoe.

BIGGEST SELLING EP IN DOT HISTORY

"PAT BOONE"

AT MY FRONT DOOR
TENNESSEE SUNDAY NIGHT
AIN'T THAT A SHAME
TWO HEARTS

COMING SOON - THE ALBUM YOU'VE BEEN WAITING FOR

"GALE STORM"

DLP 3011
### The Billboard Music Popularity Charts

**TOP 100 RECORDS**

For survey week ending February 4

A list of the Top 100 Record sellers in the nation according to a COMBINED TABULATION of Dealers, Disk Jockeys and Juke Box Operators. The purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to new records just beginning to show action in the field.

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>GREAT PREFERENCE</td>
<td>Piano</td>
<td>Mercury</td>
<td>53.</td>
</tr>
<tr>
<td>2.</td>
<td>MEMORIES ARE MADE OF THIS</td>
<td>Rug</td>
<td>Mercury</td>
<td>52.</td>
</tr>
<tr>
<td>4.</td>
<td>LONDON ANTIQUE</td>
<td>Noelle</td>
<td>Capitol</td>
<td>50.</td>
</tr>
<tr>
<td>5.</td>
<td>EYESIGHT HONEYS</td>
<td>Tex</td>
<td>Capitol</td>
<td>49.</td>
</tr>
<tr>
<td>6.</td>
<td>SEE YOU LATER, ALIENATOR</td>
<td>Nat</td>
<td>Decca</td>
<td>48.</td>
</tr>
<tr>
<td>7.</td>
<td>BAND OF GOLD</td>
<td>Trio</td>
<td>Capitol</td>
<td>47.</td>
</tr>
<tr>
<td>8.</td>
<td>BUNGAROO DOOR</td>
<td>L. Walker</td>
<td>Mercury</td>
<td>46.</td>
</tr>
<tr>
<td>9.</td>
<td>IT'S ALMOST TIME</td>
<td>Jimmy</td>
<td>Capitol</td>
<td>45.</td>
</tr>
<tr>
<td>10.</td>
<td>TEEN-AGE PRAYER</td>
<td>Ann</td>
<td>Mercury</td>
<td>44.</td>
</tr>
<tr>
<td>11.</td>
<td>TUTTI FRUTTI</td>
<td>Harry</td>
<td>Decca</td>
<td>43.</td>
</tr>
<tr>
<td>12.</td>
<td>I'LL BE HOME</td>
<td>Jack</td>
<td>Mercury</td>
<td>42.</td>
</tr>
<tr>
<td>13.</td>
<td>MEMORIES ARE MADE OF THIS</td>
<td>Rug</td>
<td>Mercury</td>
<td>41.</td>
</tr>
<tr>
<td>14.</td>
<td>MEMORIES ARE MADE OF THIS</td>
<td>Rug</td>
<td>Mercury</td>
<td>40.</td>
</tr>
<tr>
<td>16.</td>
<td>OH, HOW I LOVE YOU</td>
<td>Harry</td>
<td>Decca</td>
<td>38.</td>
</tr>
<tr>
<td>17.</td>
<td>MEMORIES ARE MADE OF THIS</td>
<td>Rug</td>
<td>Mercury</td>
<td>37.</td>
</tr>
<tr>
<td>18.</td>
<td>THE Theme FROM THE THREE PENNY OPERA</td>
<td>Rug</td>
<td>Mercury</td>
<td>36.</td>
</tr>
<tr>
<td>19.</td>
<td>OH, HOW I LOVE YOU</td>
<td>Harry</td>
<td>Decca</td>
<td>35.</td>
</tr>
<tr>
<td>20.</td>
<td>MEMORIES ARE MADE OF THIS</td>
<td>Rug</td>
<td>Mercury</td>
<td>34.</td>
</tr>
<tr>
<td>22.</td>
<td>OH, HOW I LOVE YOU</td>
<td>Harry</td>
<td>Decca</td>
<td>32.</td>
</tr>
<tr>
<td>23.</td>
<td>MEMORIES ARE MADE OF THIS</td>
<td>Rug</td>
<td>Mercury</td>
<td>31.</td>
</tr>
<tr>
<td>25.</td>
<td>OH, HOW I LOVE YOU</td>
<td>Harry</td>
<td>Decca</td>
<td>29.</td>
</tr>
<tr>
<td>27.</td>
<td>THE Theme FROM THE THREE PENNY OPERA</td>
<td>Rug</td>
<td>Mercury</td>
<td>27.</td>
</tr>
<tr>
<td>28.</td>
<td>OH, HOW I LOVE YOU</td>
<td>Harry</td>
<td>Decca</td>
<td>26.</td>
</tr>
<tr>
<td>29.</td>
<td>MEMORIES ARE MADE OF THIS</td>
<td>Rug</td>
<td>Mercury</td>
<td>25.</td>
</tr>
<tr>
<td>31.</td>
<td>OH, HOW I LOVE YOU</td>
<td>Harry</td>
<td>Decca</td>
<td>23.</td>
</tr>
<tr>
<td>32.</td>
<td>MEMORIES ARE MADE OF THIS</td>
<td>Rug</td>
<td>Mercury</td>
<td>22.</td>
</tr>
<tr>
<td>34.</td>
<td>OH, HOW I LOVE YOU</td>
<td>Harry</td>
<td>Decca</td>
<td>20.</td>
</tr>
<tr>
<td>35.</td>
<td>MEMORIES ARE MADE OF THIS</td>
<td>Rug</td>
<td>Mercury</td>
<td>19.</td>
</tr>
</tbody>
</table>

**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.
**RECORDS**

**FERRY COMO**—Victor 4427—JUKE BOX BABY (Winneton, BMI)

This one could be another "Ko Ko Mo" for Como. It has the same breezy delivery, swing beat and used-for-commercial appeal for rock and rollaters. The lyrics use catch-phrases from past r.d.s. like "Good Times," "Hangout Ball," etc.—most effectively. Flip is the sprightly "Hot Diggity." (Roncom, BMI)

**THE FONTANES SISTERS**—Dot 15439—EMMY, LOVE (Modem, BMI)

**FUM, YUM**—Cleo, BMI

**THE MCGUIRE SISTERS**—Coal 61587—MISSING (Mello, BMI)

TELL ME NOW—Trinity, BMI

The McGuire coordinate standout thrashing on "Missing," a catchy balled with infectious pacing. "Tell Me Now" is a whiskily trans-uctive balled with effective lyrics and a fine blend job by the girls. Both sides are strong and should face well side-wise.

**JULIE LONDON**—Liberty 55099—BABY, BABY ALL THE TIME (Embassy, BMI)

Here's a solid follow-up to the gal's "Cry Me a River" click. Julie London sings the tender evergreen with soft intonations and a sex appeal. Flip is the haunting "Shadow Woman." (Frank, ASCAP)

CORRECTION NOTE: Flip on Cole Stone's Dot recording of "Why Do Fools Fall in Love" was erroneously listed in last week's Spotlight as "Partners for Love." It should have read "My Fool's Waltz" (Adamana, Ree & Abbott, BMI). Publisher credit for Teresa Brewer's demo of "A True Fool" was erroneously listed as Jay and Cree, the tune is published by Progressive, BMI.

**THE CHORDETTES**—Whistle (The Melody) . . . . 92 CADENCE 1248—The girls have a sec- tion of the German import that differs slightly from the others reviewed this week, and there is the mostlavniouse. This could be the version to turn the trick, and the backing could help. (Broussard, ASCAP)

Eddie, My Love . . . . 80

After this version faces a tnite with the Fontan's, it's one that could cop coins if the tune makes it pop-wise. A strong switching, this. (Modern-Roosevelt, BMI)

**ROGER WILLIAMS**

Beyond the Sea . . . . 80 KAPP 128—The lovely "La Man" is re- corded the concert-great treatment by Roger Williams. Impressive solo work on the keyboard in the familiar evoking style. Fine joke and pickey work. (Harmun, ASCAP)

Song of Devotion . . . . 77

**BILLY ECKSTINE**

Gypsypire . . . . 90 VICTOR 9048—Eckstine switches to an e.d. washing style on a powerful hal- led with a solid lead. The Victor gives it an effec-tively, and could make a chart comeback with this one. (Plancet)

**THE BITTER With the Sweet** . . . . 76

Here's the old-style Eckstine wrapping up an attractive balled in a smart, warm vocal. A fine performance, but flip will probably get more sales. (Brownun, ASCAP)

**ART NOODGE ORK**

The Promenader from (The Melody) . . . . 77 M-G-M 11259—Trade encoun-ters about this one due to the various presenting as a well done, and the song could pick up some action. (Bill & Rosco, BMI)

**HUGO AND LUCIE**

One Melody . . . . 79 MERCURY "39—One of the most aper- tures, and this should be ac- cepted by the public. The harmony on this record will make money. (Brownun, ASCAP)

**THE DREAM WEAVERS**

You're Mine . . . . 78

**"ELENOR ROGERS**

"Flame of My Life" (c/o Rogers) 77 COLUMBIA 47829—Tune is nice, but the first pressing was marred by the leads and a certain number of copies are not available. (Emerson, BMI)

"The Call of the Wild" (c/o Rogers) 77 Here's the great standard, outlined in fine style by M. Rogers with a nicely swinging chorus. A nice coupling. (Vent, ASCAP)
Currently Riding the Charts with
"IT'S ALMOST TOMORROW"

the
Dreamweavers
now their newest release

INTO
THE
NIGHT

and
YOU'RE
MINE

DECCA 29818
9.29818

America's Fastest Selling Records
Everybody's Getting Rich off THE POOR PEOPLE OF PARIS by LES BAXTER Now High on the Charts

CAPITOL RECORD NO. 3336
The Billboard, 2160 Patterson St., Cincinnati 23, Ohio

Please enter your subscription to The Billboard for one full year (12 issues)

1 year $12.00

[ ] payment enclosed [ ] bill me

Name: ______

Occupation or title: ______

Address: ______

City: ______

State: ______

SAVE MONEY ORDER YOUR BILLBOARD POPULAR RECORDS TODAY

If You Can Dream ....... 76

L interprets the basic meaning of the song in a way that it feels like the classic song of the 1960s, but also brings in a modern twist with catchy rhythms. McCartney's vocals are pristine, and the band's instrumentation is spot on. (Stonewall, USA, ASCAP)

Joy By The Light Of The Moon ....... 113

There's something about this song that feels nostalgic and timeless. The simplicity of the instrumentals, and the catchy melody, make it a song that resonates deeply with listeners of all ages. (Geffen, USA, ASCAP)

NEW RELEASEx

EARL BOSTIC "Cause You're My Lover"

The song is a smooth, soulful ballad that will make you want to dance. Bostic's vocals are smooth and soothing, and the rhythm is just right. It's a great addition to any playlist. (Columbia, USA, ASCAP)

JACK DUPREE ME AND MY MULE

A classic country tune from one of the most legendary artists in the genre. Dupree's voice is deep and soulful, and the instrumentation is just right. This is a must-listen for anyone who loves country music. (Mercury, USA, ASCAP)

CALLING ALL BANDS

SAVE MONEY ORDER YOUR BILLBOARD POPULAR RECORDS TODAY

If You Can Dream ....... 76

L interprets the basic meaning of the song in a way that it feels like the classic song of the 1960s, but also brings in a modern twist with catchy rhythms. McCartney's vocals are pristine, and the band's instrumentation is spot on. (Stonewall, USA, ASCAP)

Joy By The Light Of The Moon ....... 113

There's something about this song that feels nostalgic and timeless. The simplicity of the instrumentals, and the catchy melody, make it a song that resonates deeply with listeners of all ages. (Geffen, USA, ASCAP)

NEW RELEASEx

EARL BOSTIC "Cause You're My Lover"

The song is a smooth, soulful ballad that will make you want to dance. Bostic's vocals are smooth and soothing, and the rhythm is just right. It's a great addition to any playlist. (Columbia, USA, ASCAP)

JACK DUPREE ME AND MY MULE

A classic country tune from one of the most legendary artists in the genre. Dupree's voice is deep and soulful, and the instrumentation is just right. This is a must-listen for anyone who loves country music. (Mercury, USA, ASCAP)

CALLING ALL BANDS

BJORN BOLLING MISS THE LOVE (THAILAND) ....... 26

The song is a beautiful ballad that will make you want to cry. Bolling's vocals are emotional and haunting, and the instrumentals are just right. This is a must-listen for anyone who loves music with heart. (Decca, USA, ASCAP)

LITTLE WILFIE JOHNN NEED YOUR LOVE SO BAD

The song is a perfect blend of blues and soul. John's vocals are raw and powerful, and the instrumentals are just right. This is a must-listen for anyone who loves music with soul. (Mayfair, USA, ASCAP)

LARRY RAYNE HAS A HIT BREAKING!

And wants to thank the DM for making it so

Introduction: Little Peggy Goes to the Store

A story about a little girl who goes to the store and learns about the importance of responsibility.

American Radio History

www.americanradiohistory.com
Rhythm & Blues in ’56 Boom

*Continued from page 18*

were Jerry Phillips McLeoin at the Stilt’s 5555 Sunset, February 24 and 25, marking the first rock and roll stage presentation by a black singer in that city. If the neighborhood theater show was any barometer, audiences also flocked to the Los Angeles Coliseum in February for The McLeoin brothers—Jerry and Jesse—to perform and be shown as the members of a major group in the future. Detroit Impressive.

Detroit deejay Mickey Swoor, with the B.B. riverblues band in the show last January (March 24 and 25), rolled himself into the Fox Theater last month (January 29 and 30), and the house was smashed, with Swoor pulling in a total of $2,000.

Jerry Phillips McLeoin at the Stilt’s 5555 Sunset, February 24 and 25, marking the first rock and roll stage presentation by a black singer in that city. If the neighborhood theater show was any barometer, audiences also flocked to the Los Angeles Coliseum in February for The McLeoin brothers—Jerry and Jesse—to perform and be shown as the members of a major group in the future. Detroit Impressive.

Detroit deejay Mickey Swoor, with the B.B. riverblues band in the show last January (March 24 and 25), rolled himself into the Fox Theater last month (January 29 and 30), and the house was smashed, with Swoor pulling in a total of $2,000.

Jerry Phillips McLeoin at the Stilt’s 5555 Sunset, February 24 and 25, marking the first rock and roll stage presentation by a black singer in that city. If the neighborhood theater show was any barometer, audiences also flocked to the Los Angeles Coliseum in February for The McLeoin brothers—Jerry and Jesse—to perform and be shown as the members of a major group in the future. Detroit Impressive.

Detroit deejay Mickey Swoor, with the B.B. riverblues band in the show last January (March 24 and 25), rolled himself into the Fox Theater last month (January 29 and 30), and the house was smashed, with Swoor pulling in a total of $2,000.

Jerry Phillips McLeoin at the Stilt’s 5555 Sunset, February 24 and 25, marking the first rock and roll stage presentation by a black singer in that city. If the neighborhood theater show was any barometer, audiences also flocked to the Los Angeles Coliseum in February for The McLeoin brothers—Jerry and Jesse—to perform and be shown as the members of a major group in the future. Detroit Impressive.

Detroit deejay Mickey Swoor, with the B.B. riverblues band in the show last January (March 24 and 25), rolled himself into the Fox Theater last month (January 29 and 30), and the house was smashed, with Swoor pulling in a total of $2,000.

Jerry Phillips McLeoin at the Stilt’s 5555 Sunset, February 24 and 25, marking the first rock and roll stage presentation by a black singer in that city. If the neighborhood theater show was any barometer, audiences also flocked to the Los Angeles Coliseum in February for The McLeoin brothers—Jerry and Jesse—to perform and be shown as the members of a major group in the future. Detroit Impressive.

Detroit deejay Mickey Swoor, with the B.B. riverblues band in the show last January (March 24 and 25), rolled himself into the Fox Theater last month (January 29 and 30), and the house was smashed, with Swoor pulling in a total of $2,000.
Hollywood's Newest Discovery

“Smiling” BILL NORMAN

with...

RING OUT WILD BELLS

and

IF YOU'D BE MINE

MZ #1012

EXCLUSIVE RECORDS

6064 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HO 7-6206

ARTIST MANAGEMENT

JUNE COOK ASSOCIATES

6064 Hollywood Blvd., Suite 200
Hollywood 28, Calif.

MZ #1004
KIRBY ALLEN
“NEVER, NEVER, NEVER”

“THAT’S HOW I REMEMBER YOU”

MZ #1003
TONY LAVELLO
“This IS NEW YORK”

“PERIQUITO”

MZ #1001
ERNIE VARDEN
“LOVE, HONOR AND OBEY”

“OUT OF THE PAST”

www.americanradiohistory.com
The Billboard Music Popularity Charts

**C&W Territorial Best Sellers**

For survey week ending February 2

**Best Sellers in Stores**

For survey week ending February 2

**Most Played in Juke Boxes**

For survey week ending February 2

**Most Played by Jockeys**

For survey week ending February 2

---

**Ernest Tubb**

"If I Never Have Anything Else"

Seeks Compulsory Music Rise to 5%
The Billboard Music Popularity Charts

**COUNTRY & WESTERN RECORDS**

- **This Week's Best Buys**

**BLUE SUEDE SHOES** (Bill, Lo, BMI) - Carl Perkins - Sun 214

Difficult as the country field is for a newcomer to "make" these days, Perkins has come up with some wax here that has hit the national retail chart in about record time. New Orleans, Memphis, Nashville, Richmond, Durham and other areas report it a leading seller. Interestingly enough, the disk has a large measure of appeal for pop and rock customers. Flip is "Honey, Don't" (Bill, Lo, BMI).

**YES, SACRED** (Cedarwood, BMI) - Webb Pierce - Decca 28565

The sales future of this record, out a little more than a week, has been a foregone conclusion. All major country markets, north and south, unanimously reported the road heavy demand for the new Pierce release. Its appearance in the charts should follow shortly. Flip is "Cause I Love You" (Cedarwood, BMI). A previous Billboard Spotlight pick.

**HEARTBREAK HOTEL** (Tee, BMI) - Elvis Presley - RCA Victor 6428

Another record that has demonstrated Presley's major league stature. Sales have snowballed rapidly in the past two weeks, with pop and rock customers joining Presley's bigtime fans in demanding this disk. Richmond, Atlanta, Nashville, Durham, New Orleans and Memphis reports were swelled by action on the West Coast and in Middle Western States. Flip is "I Was the One" (Bos Jungenickel, ASCAP). A previous Billboard Spotlight pick.

**Review Spotlight on . . .**

**RECORDS**

**ERNEST TUBB**

If I Never Have Anything Else (Tubb, BMI)

50 Dance Dance (Hill and Range, BMI) - Decca 20690 - The great related country stylist has two impressive sales here. On top is an infectious and unusually strong piece of balladed material, while the flip sustains an impressive cover of the up-tempo blues spot on the charts in the Johnny Cash version. Both releases look like potential contenders.

**FARON YOUNG**

You're Still Mine

I've Got Five Dollars - Capitol 3360 - A two-sided disk seems in the making on this new Tubb disk. The top side is a smoothly, movingly rendered tome of adoration while the change of pace flip contains a bounty item about a young man out on the town. Both are top-notch and figure to draw heavy loot.

**SACRED**

**RED SOVINE**

I Got Religion (Cedarwood, BMI)

If Jesus Came to Your House (Cedarwood, BMI) - Decca 20625 - Two genuinely exciting sides here add up to a real class entry for the market. The Soviets-Welch composition, "I Got Religion," gets a simple, authentic styling with an effective chorus in the backing, while the flip presents simple and moving singing and narration on a fine traditional offering. Those should get plenty of attention.

**MATERIAL**

**LEE MOORE**

Dark as a Dungeon (American, BMI) - Cross Country 592 - Here is another great piece of material from the gifted pen of Melle Travis. It's another coal miner's lament in the "Red Cross" tradition and Moore injects power and drama into this top-drawer reading. Flip is "My Own Sweet Darling Wife" (BMI).

**Reviews of New C & W Records**

**PHILH ARMOUR**

My Old Tin Mine (Counsell - C & W)... 41

HERP HOFF - 1957 - What's that sound coming from the coal mining home of a mining man? Work reaches it with something unexpected and the title could not be more fitting. Listen! (Mercury, BMI)

MAX MOUNTAIN

A Man Apart (C & W) - 44

"Some day," he says, "I'll get away from that home and make a name for myself. Until then, I'll keep my distance. That's where I come in the picture. The music just fits the place." (Mercury, BMI)

**PUNISH THOMPSON**

Raw Deal (C & W) - 45

"He's a man with a mission, a man on a mission, a man who's been down many roads to see what they're like..." A good song. (Mercury, BMI)

**CHARLIE ARTHUR**

Last Look, Don't Touch My Man... 78

VICTOR 643 - Mighty close to a hit and the get-after item with the competition. This one could do right here. (Colo, BMI)

FRANK ARTHUR

Don't Let the Girl Get Away (C & W) - 78

VICTOR 640 -Slight change here and the get-after item with the competition. This one could do right here. (Colo, BMI)

**JESS BONDS**

I'm All Over (C & W) - 78

VICTOR 641 - Just about a hit and the get-after item with the competition. This one could do right here. (Colo, BMI)

JOHNNY BONDS

I'll Do It Just Once (C & W) - 78

Hale & Dorrance of the Other... 78

VICTOR 2144 - A winner, reading as a stylish bandleader novelty. (Colo, BMI)

COLUMBIA 2589 - A winner, reading as a stylish bandleader novelty. (Colo, BMI)

COLUMBIA 2590 - A winner, reading as a stylish bandleader novelty.
And... HERE IT IS!
Our First Country & Western Release on Columbia
BLUE RIDGE WALTZ
b/w
IN MY HEART I LOVE YOU YET
COLUMBIA-21947

Bill and Mary Reid
and
The Melody Mountaineers
Stars of Station WLVY, Lynchburg, Va.

WHAT
BLUE
60
2160
Stars
The
conceivable
your
This
Radio,
Bill
390
It.
up
of Station
low
or
&
big
loading

WALTZ
RIDGE
THE

DEADLINE IS
FEBRUARY 13

---

FOLK TALENT & TUNES
By BILL SACHS

Decay is telling us how nasty they are over Hank Snow’s newest Victor album label, "A. A Victor album label," and other

entertainment.

Around the Horn
Martha Cannon, who is lay-
ing off this month to concen-
trate on a disk-jockey operation
on her new RCA Victor album, "Journey to the Sky," early in
March begins a swing thru Georgia and Florida with Fer-
in Husky, Cowboy Copas, Kate Copas, Mac Wiseman and Johnny Cash. Perform-
ers are Jim Wilson, formerly of Orlando, Fla., and more re-
cently of WAVE, Louisville, is now on WASH, Allentown, Pa., where he’s quipping four
hours of country stuff daily, six days per week.

Ferlin Husky heads up the
Prince Albert portion of "Grand Ole Opry" over the NBC radio
network from Nashville March 3. Mac Wiseman, heard on
the Dot label, has just re-entred into a booking arrangement with X. C. semi-

personal message to Martha Car-
son... Sonny Houston is still
making personal in Florida, with the
...

of Things. The big station
around Dayton Beach, where he’s cur-

reports that theottie will soon
launch a project of bringing

in guests during the week.

Texas Bill Stronger played a
request on the Poo Wee King
show over WBBM, Chicago, Saturday (12). The other West
-ended hop to Hollywood for a
week of personal and another
Country & Western show, the
label’s country act. The air-
ishes.

Billboard

Bill, the West


Bill Stronger and John-
y and Johnny and Jack; play the
Army, in Western, Ky., and for-

Key Price tops the Prince Albert
set of "Grand Ole Opry" over the
 NBC radio network Saturday (18), when the Louvin Brothers will be

as in special guests.

Wilma Lee and Stapor Cooner

include "Circle The-
ater Jamboree," Cleveland,
next Saturday (18), with the
Stanley Brothers, occupying that
nich the following week (25),
and George Morgan and

Marty Robbins tentatively set
for March 3. Lee Sottos, of
WWVA, Wheeling, W. Va.,

supplied with its having a band duet in California.

Texas Bill Stronger played a
request on the Poo Wee King
show over WBBM, Chicago, Saturday (12). The other West
-ended hop to Hollywood for a
week of personal and another
Country & Western show, the
label’s country act. The air-
ishes.

Billboard

Bill, the West


Bill Stronger and John-
y and Johnny and Jack; play the
Army, in Western, Ky., and for-

Key Price tops the Prince Albert
set of "Grand Ole Opry" over the
 NBC radio network Saturday (18), when the Louvin Brothers will be

as in special guests.

Wilma Lee and Stapor Cooner

include "Circle The-
ater Jamboree," Cleveland,
next Saturday (18), with the
Stanley Brothers, occupying that
nich the following week (25),
and George Morgan and

Marty Robbins tentatively set
for March 3. Lee Sottos, of
WWVA, Wheeling, W. Va.,

supplied with its having a band duet in California.

Texas Bill Stronger played a
request on the Poo Wee King
show over WBBM, Chicago, Saturday (12). The other West
-ended hop to Hollywood for a
week of personal and another
Country & Western show, the
label’s country act. The air-
ishes.

Billboard

Bill, the West


Bill Stronger and John-
y and Johnny and Jack; play the
Army, in Western, Ky., and for-

Key Price tops the Prince Albert
set of "Grand Ole Opry" over the
 NBC radio network Saturday (18), when the Louvin Brothers will be

as in special guests.

Wilma Lee and Stapor Cooner

include "Circle The-
ater Jamboree," Cleveland,
next Saturday (18), with the
Stanley Brothers, occupying that
nich the following week (25),
and George Morgan and

Marty Robbins tentatively set
for March 3. Lee Sottos, of
WWVA, Wheeling, W. Va.,

supplied with its having a band duet in California.

Texas Bill Stronger played a
request on the Poo Wee King
show over WBBM, Chicago, Saturday (12). The other West
-ended hop to Hollywood for a
week of personal and another
Country & Western show, the
label’s country act. The air-
ishes.

Billboard

Bill, the West


Bill Stronger and John-
y and Johnny and Jack; play the
Army, in Western, Ky., and for-

Key Price tops the Prince Albert
set of "Grand Ole Opry" over the
 NBC radio network Saturday (18), when the Louvin Brothers will be

as in special guests.

Wilma Lee and Stapor Cooner

include "Circle The-
ater Jamboree," Cleveland,
next Saturday (18), with the
Stanley Brothers, occupying that
nich the following week (25),
and George Morgan and

Marty Robbins tentatively set
for March 3. Lee Sottos, of
WWVA, Wheeling, W. Va.,

supplied with its having a band duet in California.
RHYTHM & BLUES RECORDS

For survey week ending February 8

RHYTHM & BLUES NOTES

By PAUL ACKERMAN

There was plenty of new action in this field this past week, and we can't recall the last time we had as much new material breaking into the Best Selling Chart. Of the five new entries this week, two are by groups, and three of these groups are strong enough to make the money list — the teen-agers, the Teen Queen and the Sensations. The Sensations, a girl group, were able to break through when the hit of the week was the kind so well championed by the Wiseguys, and was so loved by critics, and is definitely a chart topper. 

The Sensations' *Yes, Sir, That's My Baby* on ABC makes a handy increment this week. The group's second release, *Romance in the Dark,* did not do as well. It's a fly-by-night number and will not last.

*Wipe Out* continues to hold firm on the charts. This record keeps improving, and is definitely a no. 1 hit. There's little chance that it will do much better than that. It's a sleeper, and will probably go on for several weeks.

*You've Got the Right* continues to do well. This is a fine record, and will probably stay on the charts for a while.

*The Twist* continues to do well. This is a fine record, and will probably stay on the charts for a while.

*The Twist* continues to do well. This is a fine record, and will probably stay on the charts for a while.

*The Twist* continues to do well. This is a fine record, and will probably stay on the charts for a while.

*The Twist* continues to do well. This is a fine record, and will probably stay on the charts for a while.

*The Twist* continues to do well. This is a fine record, and will probably stay on the charts for a while.

*The Twist* continues to do well. This is a fine record, and will probably stay on the charts for a while.
FOLK TALENT WITH
The Billboard Music Popularity Charts

Dealer Not Liable • Continued from page 18

The week's best SMOKE AND BLUES RECORDS

Count Basie and His Orchestra's
"Smoky Mornin'" is a powerful
expression of Basie's musical
ability, and it should receive
frequent play on the airwaves.

WOWLIN' WOLF
Smoke and Lightning
(George, BMI)
You Can't Be Beat (Amici, BMI)
Ches 1618--Hows's "My Soul"
shows a similar style of music.

IAN DUNN
Smoky Mornin', from the album
"Gentleman Caller," is a
fascinatingly soulful number.

JIM REEVES
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records are characterized
by their unique blend of
Country and western influences.

RHYTHM & BLUES RECORDS

HOLLY WHITBY
Smoke and Lightning
(George, BMI)
You Can't Be Beat (Amici, BMI)
These records contain
powerful R&B elements.

LUMPY GRINDERS
Smoke and Lightning
(Starday, BMI)
You Can't Be Beat (Amici, BMI)
These records display a
complementary blend of
Rhythm and blues.

BILLY JOE SHARKEY
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records are
influenced by soulful
R&B styles.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records exhibit
southern soul characteristics.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records feature
soulful R&B elements.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records display
soulful R&B characteristics.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records showcase
soulful R&B influences.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records exhibit
soulful R&B elements.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records feature
soulful R&B characteristics.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records display
soulful R&B influences.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records showcase
soulful R&B elements.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records exhibit
soulful R&B characteristics.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records feature
soulful R&B influences.

BOBBY BLUE B.GO
Smoke and Lightning
(Capitol, BMI)
You Can't Be Beat (Amici, BMI)
These records display
soulful R&B influences.
AN OVERREACHING factor resulting in the establishment of an amusement center either within or adjacent to a metropolitan area is the presence of other, similar centers. The regulations frequently preventing this from happening are so strict that a new center may include, and the operator can set his sights next on obtaining a hole in the fence.

The fallacy, however, of depending too heavily on a possible variance is illustrated by what happened in Brooklyn, when a tract was purchased by the board of education for use as a recreational park. The park was zoned for retirement purposes, and the operator had figured on obtaining a variance, so that he could make use of the property for commercial purposes. The variance was unsuccessful. He had based his hopes on the fact that the area near the park, on which his property fronted contained numerous filling stations and little vacant lots.

Altho intending to bestow the property and provide recreational facilities for near-by apartment dwellers, the operator soon discovered that his perspirations were not as ventuous as those of the major oil companies which had constructed gas stations along the street.

Costly Mistake. Costs in property purchase and incidentals in waging a losing battle for a variance amounted to over $75,000. In addition an inexperienced operator of branch management was plunged impulsively into a situation which was doomed to failure. The tract cost $275,000 at city assessed valuation prices and other money was tied up in deposits on eligible rides. To date it is understood that the variance has not been forthcoming and the tract is still vacant.

The vagaries of zoning and shoot down laws have also put a damper on other amusement enterprises, one of which has been forced out of business, the second a operating quietly until it can obtain an ex-

In Valley Stream, on Long Island, a recreation center operated for almost ten years under the guise of a bowling alley. Its property was sold for conversion to a golf course in the neighborhood. Last year, property owner George Chapman spent seven years building his bowling center. The 12-lane center has a 24-foot driving range, 18-hole miniature golf course. Inexpensive restaurant, bar, and driving aids were added, and a 12-lane bowling alley, restaurant, bar and four-lane arcade park. Altogether the property owner found it necessary to close his business due to the pressure of the zoning laws. He did, however, receive a small amount of money from the expensive landscaping and concrete work Chapman had undertaken.

 Altogether the operator in the case above has control of a lot of suitable site on the main road, and a substantial building, also it was never used heavily before, it was sold at some of the major oil companies which had constructed gas stations along the street.

Expansion Blocked. Allotment of the five acres at the end of the street has been blocked by a new zoning law. The governing board has been blamed by the owner of a small amusement park for the lack of progress in his development.

The vagaries of zoning and shoot down laws have also put a damper on other amusement enterprises, one of which has been forced out of business, the second an operating quietly until it can obtain an ex-

To prevent this, the zoning laws in New York City have been changed to permit the establishment of amusement centers, which can be anything from a bowling alley to a drive-in motion picture theater. The new laws provide for a zoning commission, which will hear appeals from property owners who wish to establish an amusement center.

A special case is that of the former amusement center in Brooklyn, which has been acquired by the city for a school. The zoning laws in that section are so strict that it is impossible to operate an amusement center there.

the variance. It has been established that the present regulations do not prevent any land from being used for recreation. In fact, the zoning laws for recreation are identical with the zoning laws for commercial purposes.

The management, which is handled by veteran showman Stanford Kohlberg, has created a center that has attracted for every age, group and these facilities are being expanded to heighten the appeal to a greater number of amusement tastes.

In addition to its 1,300-car theater with free playground and concession building, Starlite also boasts the center of a few years added a Kiddie Park, which includes a 40-tee golf driving range, 30-hole miniature golf course, amusement rides, and a 15-car refreshment stand. In addition to the theater centering building, it also has a 1,000-seat auditorium for shows, a 1,500-seat restaurant, and a 2,000-seat theater with a 500-seat dinner theater. The theater is located in a suburb of the city, and the center is surrounded by a large area of woods.

The management, which is handled by veteran showman Stanford Kohlberg, has created a center that has attracted for every age, group and these facilities are being expanded to heighten the appeal to a greater number of amusement tastes.

In addition to its 1,300-car theater with free playground and concession building, Starlite also boasts the center of a few years added a Kiddie Park, which includes a 40-tee golf driving range, 30-hole miniature golf course, amusement rides, and a 15-car refreshment stand. In addition to the theater centering building, it also has a 1,000-seat auditorium for shows, a 1,500-seat restaurant, and a 2,000-seat theater with a 500-seat dinner theater. The theater is located in a suburb of the city, and the center is surrounded by a large area of woods.

The management, which is handled by veteran showman Stanford Kohlberg, has created a center that has attracted for every age, group and these facilities are being expanded to heighten the appeal to a greater number of amusement tastes.

In addition to its 1,300-car theater with free playground and concession building, Starlite also boasts the center of a few years added a Kiddie Park, which includes a 40-tee golf driving range, 30-hole miniature golf course, amusement rides, and a 15-car refreshment stand. In addition to the theater centering building, it also has a 1,000-seat auditorium for shows, a 1,500-seat restaurant, and a 2,000-seat theater with a 500-seat dinner theater. The theater is located in a suburb of the city, and the center is surrounded by a large area of woods.

The management, which is handled by veteran showman Stanford Kohlberg, has created a center that has attracted for every age, group and these facilities are being expanded to heighten the appeal to a greater number of amusement tastes.

In addition to its 1,300-car theater with free playground and concession building, Starlite also boasts the center of a few years added a Kiddie Park, which includes a 40-tee golf driving range, 30-hole miniature golf course, amusement rides, and a 15-car refreshment stand. In addition to the theater centering building, it also has a 1,000-seat auditorium for shows, a 1,500-seat restaurant, and a 2,000-seat theater with a 500-seat dinner theater. The theater is located in a suburb of the city, and the center is surrounded by a large area of woods.

The management, which is handled by veteran showman Stanford Kohlberg, has created a center that has attracted for every age, group and these facilities are being expanded to heighten the appeal to a greater number of amusement tastes.

In addition to its 1,300-car theater with free playground and concession building, Starlite also boasts the center of a few years added a Kiddie Park, which includes a 40-tee golf driving range, 30-hole miniature golf course, amusement rides, and a 15-car refreshment stand. In addition to the theater centering building, it also has a 1,000-seat auditorium for shows, a 1,500-seat restaurant, and a 2,000-seat theater with a 500-seat dinner theater. The theater is located in a suburb of the city, and the center is surrounded by a large area of woods.

The management, which is handled by veteran showman Stanford Kohlberg, has created a center that has attracted for every age, group and these facilities are being expanded to heighten the appeal to a greater number of amusement tastes.

In addition to its 1,300-car theater with free playground and concession building, Starlite also boasts the center of a few years added a Kiddie Park, which includes a 40-tee golf driving range, 30-hole miniature golf course, amusement rides, and a 15-car refreshment stand. In addition to the theater centering building, it also has a 1,000-seat auditorium for shows, a 1,500-seat restaurant, and a 2,000-seat theater with a 500-seat dinner theater. The theater is located in a suburb of the city, and the center is surrounded by a large area of woods.

The management, which is handled by veteran showman Stanford Kohlberg, has created a center that has attracted for every age, group and these facilities are being expanded to heighten the appeal to a greater number of amusement tastes.

In addition to its 1,300-car theater with free playground and concession building, Starlite also boasts the center of a few years added a Kiddie Park, which includes a 40-tee golf driving range, 30-hole miniature golf course, amusement rides, and a 15-car refreshment stand. In addition to the theater centering building, it also has a 1,000-seat auditorium for shows, a 1,500-seat restaurant, and a 2,000-seat theater with a 500-seat dinner theater. The theater is located in a suburb of the city, and the center is surrounded by a large area of woods.

The management, which is handled by veteran showman Stanford Kohlberg, has created a center that has attracted for every age, group and these facilities are being expanded to heighten the appeal to a greater number of amusement tastes.

In addition to its 1,300-car theater with free playground and concession building, Starlite also boasts the center of a few years added a Kiddie Park, which includes a 40-tee golf driving range, 30-hole miniature golf course, amusement rides, and a 15-car refreshment stand. In addition to the theater centering building, it also has a 1,000-seat auditorium for shows, a 1,500-seat restaurant, and a 2,000-seat theater with a 500-seat dinner theater. The theater is located in a suburb of the city, and the center is surrounded by a large area of woods.

The management, which is handled by veteran showman Stanford Kohlberg, has created a center that has attracted for every age, group and these facilities are being expanded to heighten the appeal to a greater number of amusement tastes.
Amusement Shopping Centers
Offer Fun as Main Commodity

Kiddielands, Drive-In Theaters
Serve as Basis for New Fun Zones

- Continued from page 1

Habits are shifting rapidly and that Americans like the one-stop principle of shopping. The E羚h circuit is already doing the research and planning necessary to enter into this type of an operation. The drive-in not only will be a place to shop and be entertained, but it also will be a place for complete family relaxation under construction near Millburn, N. J., which will feature railroads and foot gambling, but will also incorporate the various amusement elements for greater effect

Economical Silvered Focal Two Simply Requires Head Lens System.

Vasty really with 5 in. operating equipment. The One-Plug outlet. STRONG out. bright, quiet, &

AMUSEMENT The choice of practically all ice shows and existing traveling circuses.

INFORMATION PLEASE:

Basic OARC Facts . . .

SHOOTING GALLERY:

AREAS REQUIREMENTS: From 8 by 10 feet to 12½ by 31 feet for basic target wall for long-range gallery.

INSTALLATION COST: From $2,000 to $8,000 depending on number of targets. Ammunition, $10 per 1,000, rifles, $43.75 each

OPERATIONAL DATA: Most galleries are custom built to fit a particular need and take from 30 to 60 days to be completed. Self-powered ammunition is most popular today. Made of powdered lead mixed with paste,slug dissolves on contact.

BATTING RANGE:

AREAS REQUIREMENTS: 75 feet minimum needed for five-foot wall deep.

INSTALLATION COST: Five-wall open range, $10,000-$12,000 enclosed, $22,000-$51,000. Need minimum of 40 double balls at $2.50 each. Admission $1.50 per double. $187.50 per week.

OPERATIONAL DATA: Concrete floors not well built longer than grass but gives better rolling return to machine on an incline. Best programs include targets such as holes, barrels or boxes. Worn-out balls, off-course, cause trouble.

GOLF DRIVING RANGE:

AREAS REQUIREMENTS: Twelve acres for 35-tees range, including space for parking, equipment building, golf shop.

INSTALLATION COST: Based on 35-tees range, landscaping $5,000-$10,000, lights, $1,500-$3,000; 70 clubs, $35-$75 each, 105 dozen balls, $1.75 per dozen for used to $4 per dozen new, $50 each.

OPERATIONAL DATA: Average play will fall between two and three buckets per hour for players. The multiplicity by the number of times the number of slack hours of play gives an estimate of income. Balls sell at 25 cents for 50.50 balls.

MINIATURE FIRE TRUCK:

AREAS REQUIREMENTS: Minimum of 18 holes.

INSTALLATION COST: $3,000 and up for 18 holes, plus balls, club house, roads, lights. Balls $4 per dozen, clubs $2.50 per dozen.

OPERATIONAL DATA: Adequate lighting is important as most play comes during the evening hours. Maintenance costs can be held to minimum. Grass areas will require cutting and watering costs.

SWIMMING POOLS:

AREAS REQUIREMENTS: 4,000 square feet and up.

INSTALLATION COST: Small pools (less than 4,000 square feet) 150,000 square feet of water surface, 4,000-8,000 square feet, $11,50; larger, $11, not including bathhouse or property.

OPERATIONAL DATA: Important items to check are health regulations, water supply, sewage capacity, safety, shade.

ICE SKATING RINKS:

AREAS REQUIREMENTS: Need risk 80 by 180 feet (standard hockey size), plus parking, space for warming house and

INSTALLATION COST: Range from $3 to $4 per square foot of ice surface for artificially refrigerated costs not including land.

ICE SURFACE DATA: Most successful financially financed operations have a skating school in conjunction, plus skate rentals and sales and refreshment stand.

DRIVE-IN THEATER:

AREAS REQUIREMENTS: 11 acres for 500-car drive-in.

INSTALLATION COST: Estimated $81,000, including $8,300 preliminary, $50,000 for construction, $20,000 in equipment and $2,500 miscellaneous.

The ROUND-UP

ECONOMICAL OPERATION • HIGH CAPACITY • PLENTY OF FLASH

The right combination for a top money-getter.

FOR FULL INFORMATION CALL

FRANK HRUBETZ & CO.

2880 South 25th Street
Salem, Oregon
Phone 2-7417
RAIL TOWN, USA

A permanent railroad fair, museum, educational and amusement center dedicated to the preservation of a fast disappearing era of American life—the Steam Locomotive.

We invite inquiries and bids from reliable amusement park and kiddieland operators for the establishment and operation of a permanent kiddieland on a long-term percentage basis lease, starting in June, 1956.

FACTS ABOUT RAIL TOWN, U.S.A.:

- Located on the major Chicago highway to Milwaukee and points north—U.S. 41.
- 165 acres developed . . . 40 more pending.
- Seven major sections:
  1. Kiddieland 2. Land of the Future
  3. Storyland
  4. Picnicland
  5. Pioneerland
  6. Main Street—1890
  7. Bandstand
- Estimated attendance, over 3,000,000 people the first year based on ticket distributing program, local population and highway count of tourists.
- Tremendous national promotional program.
- Modern shopping center to be developed in 1957.
- All necessary facilities and improvements in.
- 60 to 80 acres of free parking . . . no admission necessary to enter park.

MORE THAN 50

nationally known firms leasing ground, space, buildings, ad space, etc., to offer various forms of entertainment on the grounds along with institutional advertising—more than half the facilities already are leased!

CONCESSIONERS

We are interested in capable concession operators to handle:

- Photo Gallery
- Gift Shop
- Apparel Store
- Toy Shop
- Dairy Store
- River Boat Rides
- Hot Rods
- Lunch & Food Concessions
- 1-Ring Circus

And others for the park. Please submit your qualifications. Long term leases available.

ALL INTERESTED PARTIES CONTACT:

N. M. MOLITOR
Director and Manager
432 South 89th Street
Milwaukee 14, Wisconsin
Phone: Spring 4-5613

EARL G. ROGERS
Secretary
Box 30
Oakwood, Wisconsin
2 PROVEN MONEY-MAKING KIDDEE RIDES by Everly

PROVEN MAJOR RIDES

Portable or Permanent Location

- OCTOPUS
- FLY-O-PLANE
- ROLL-O-PLANE
- ROCK-O-PLANE

Originators and Builders of THRILL-ACTION RIDES
WRITE FOR DESCRIPTIVE CIRCULARS EYERLY AIRCRAFT CO. FACTORY AND SALES OFFICE SALEM, OREGON

HODGES HAND CAR RIDE

You have heard about them, now CONVINCE YOURSELF. Send for literature listing nearest Hodges Hand Car Ride and all Steel, Caged, Park or Portable Type Kidde Ferris Wheel can be seen in OPERATION.

Hodges Amusement and Manufacturing Company 1415 West Fruit Street Indianapolis 22, Indiana

CASE STUDY NO. 1

New 250G Indiana Fun Center To Open With Complete Line-Up

ENCHANTED FOREST, which will open this spring on the Indiana shores of Lake Michigan, is an indication that big investors, as well as the small, have come to recognize the potential of outdoor, family amusement centers. And while most of the established fun spots started at one particular attraction and then expanded over a period of years, Forest will debut with a complete fulfillment of amusements for all age groups.

Scheduled to operate behind a 50-cent gate for adults, with children free, the Forest will offer a variety of amusements, some free—others paid. On the income-producing side, will be a complete Kiddieland, 70-piece Arcade, toy store, miniature golf, driving range, batting cages and a fully-equipped restaurant and refreshment stand.

Freckles, the famous Ferris wheel, and Andrelo, flambeau and buffalo story book lane, with exhibits themed to fairy tales, playground and picnic equipment, a wading pool and a Social Center, will be featured.

Location is one of the strong points of the $250,000 34-acre Forest, which is being built by a group of Midwestern businessmen based in Chicago, but headed by a Chicago Arcade operator. It is less than an hour's drive from Chicago, a short distance from the highly industrialized Gary area and is located on U. S. Highway 20, gateway to Michigan's popular vacation area, a road that's annually traveled by thousands of vacation-bound families. While these features cor-

ADES

TINCKERTOWN’S GAY 90’S TROLLEY RIDE

TINKERTOWN in Los Angeles 35, Calif.

This is the famous Gay 90’s Train that really draws the children. Larger capacity, seven-8 and 9 comfort. Car is 7 feet long and 37 inches high. This ride is nothing as it rides costing 5 cents the round trip.

Get the ticket. Be sure to get one! Why see this ride is the best buy in the Outing Amusement field today. For complete information send the attached coupon and mail it today.

CHECK THESE FEATURES

/ TWO AWNING TOWERS / 8 WINDOW RAIL-READING CONSTRUCTION / SAFELY AUTOMATIC / NO HURDLES OR GENUINE TURK INCLUDED / EXPERIENCED STAFF—STURDY BUILT / ENSURE RELIABILITY—LAYOUT POSSIBLE / 110 FEET OF TRACK—60 FEET DIAMETER—MAYES OVAL / 30 YELLS" NEVER BEFORE FEATURES LIKE THESE.

RUSH TODAY COMPLETE INFORMATION TINKERTOWN COMPANY NAME... ADDRESS... CITY... ZONE... STATE...
ATTENTION!

- Kiddieland Owners
- Park Owners
- Drive-In Theatre Owners
- Fair Managers

GREATEST ATTENDANCE GETTING PREMIUM TODAY

Thunderbird Jr.

IT HAPPENED TO PEPSI-COLA SYRACUSE BOTTLING, INC. (N., Y. STATE FAIR; OVER 15,000 ADULTS REGISTERED THEIR CHILDREN TO WIN A THUNDERBIRD JR.

Use this fascinating juvenile prize as an attendance-stimulator at your location or event and just watch the thousands of ADDITIONAL Kids (6-60) you will draw. Added gross receipts for just one day will certainly more than pay for the cost of this popular car. Electrically powered and supplied complete with battery and charger. Nothing more to buy.

WRITE US TODAY FOR FURTHER DETAILS AND THE SURPRISINGLY LOW COST OF THE THUNDERBIRD JR.

POWER CAR COMPANY
WILLOW STREET, MYSTIC, CTN.
PHONE: JEFFERSON 6-1641

The essential element in the manufacture of a successful amusement ride is the quality of the car. Every MT Miniature "Mini Duty"—carrying payloads all through the season.

MINIATURE RENS
Amusement Ops to Cash in on Population, Suburban Growth

MOUNTING population and the mushrooming growth of suburban areas are already helping outdoor amusement-recreation centers. The impact will be even stronger in the years ahead as a record number of postwar babies begin to seek the amusement facilities.

Births in 1953, for the second consecutive year, topped the 4,000,000 mark and the trend toward larger families continues. The rate now runs close to 30 new babies per year for each 1,000 population.

Projected figures on school enrollment are also indicative of the big potential facing, among others, the operators of outdoor amusement centers. Ten years hence, there will be an estimated 6,000,000 more youngsters attending elementary schools than there are today.

High school enrollment is expected to increase 4,200,000 by 1958, while college enrollment should be up over a billion by that time. The trend is for the suburbs, areas of which outdoor amusement centers draw a big part of their patronage, to have been tremendous. The Census Bureau points out that of the total U. S. population at more than 11.8 million in the last five years, suburbs of 186 cities have accounted for more than 6.0 million. For every new resident gained by the big cities since 1950, the suburbs have picked up more than five.

The income of this group, made up mostly of middle class wage earners, is significant. In 1950 the average income was $8,000 to $10,000 per family of six.

Add Rides

Ozone Movie Ops Broaden Patron Lure

Drive-In Theaters, established originally for the presentation of motion pictures, are becoming the hub of one-stop family entertainment centers.

Kiddie lands, miniature golf courses, golf driving ranges, archery ranges, batting cages, and even swimming pools are becoming part of the movie business so that operators can broaden their appeal to all age groups. And the added attractions serve to bring out the patrons early and keep them late, during which time they're prone to spend more money and give the food and drink business more revenue.

According to a survey of drive-in theaters by The Billboard, Kiddie lands are the most important addition to the theater. Of those answering the poll, 32 per cent have Kiddie lands that range in size from a few rides to a half dozen. While many boast of the concessions to ride operators, the majority, in fact, approximately 90 per cent of those having the kid devices, own and operate them themselves.

Swimming pools are a popular addition in the South, according to the survey, while others have added roller kiddie rides, miniature golf courses, driving ranges, baseball field for little league games, miniature farms, recreation lakes, movie theaters, amusement parks, and even ice skating are features of the successful drive-ins.

Kiddie lands, ones that stand on their own merits, have become an important part of National Drive-In Theaters, which operate over 500 in the United States, including in such cities as Toledo, Buffalo and Baltimore. The fun zones were started originally at the Drive-In Theaters, but it was later found that the drive-in theater demanded a new price. With the kiddie lands already established, it was up to the operators to make them pay their way. And that they did, Every operator of every drive-in either now or is holding their own as money-makers.
HEALTHY $5

KIDDIES FOR SALE

Drive-In Fun Zones Growing

KIDS RIDE FREE

Document:

Rail Town Gets the Highball
• Continued from page 63

by R. B. Leible, treasurer, and N. M. Molitor, instructor and assistant secretary and temporary manager, for their four weeks of work with the Milwaukee railroad and its facilities in retirement.

The serious years began again under the name of the Oak Creek Central. A group of about 250 railroad fans in the Central were interested in the new Central, and a central executive was formed in the general offices from defunct narrow gauge roads in Milwaukee. The new railroad was a reporting a $100,000; and when they are let, they will offer a chance for the amusement park, the same as the town of Milwaukee. A small part of the membership, now stockholders in Rail Town, took out the club, to which some of the nearest points of interest to take in this right-side section.

Seek New Riders

Adventures on the streets and bringing patrons back to the central Mint Town will be a small parkway with an old-fashioned Town Rambler at the center. Con

cert will be given regularly. Front

on the way will be a Miniature

Car and a commercial electric

desk will be given to Overland of

the future. Con
dand plans are under way for

to offer three European riders.

These will be a pocket-sized

designed with an illusion, another

will be a forester and another

will be the illusion type ride. It

is being determined now

whether three will be leased or

will run in all.

Short of the left side of Rail Town will be for the Kiddie rides. There will be a Junior Coaster, Forest in West, Merry-Go-Round and a number of other rides, according to present plans. This area is to be called the Hall of Science.

At the left end of the Rail Town site are to be three buildings: a pavilion for maintenance of the narrow gauge equipment, and another for the Hall of Science. There will be another building for more experimental rides and plans will make sure the parking can be used in the second year.

Kiddie Hand-Fun

Rail Town's Up-Coming Excursions

These are four veteran railroad men of the Milwaukee area. Offices are Henry Kofod, president; Marshall Bentz, vice-president; and Paul J. Tonga, secretary. These men have been assured the cooperation of the local merchants and railroad officials, and the arrangements for the sparkling opening, when a golden spike will be driven to the center.

Kiddie Rides for Sale

1. Little Digger (Herschell)
2. Miniature Train (Kiddie)
3. Kiddie Noah's Ark (Kiddie)
4. Kiddie Jump (Kiddie)
5. Kiddie Roto-Spin (Kiddie)
6. Miniature Train (Kiddie)
7. Kiddie Bow (Kiddie)
8. New Rides - 7 and Herschell Description

Mail order to

Kiddie Rides

1164 Broadway, New York 36, N. Y.

Just received, and a goal of 35 major week-end outings has been set.

To its left will be Storvland. Here, again, national brands will be represented in each display. Exhibits will depict stories for children and nursery tales. A Wisconsin egg concern has taken "Humphry Dumpy," for example, and the exhibit will include a man inside a plastic egg shell. Approximately 15 displays will be located in this right-side section.

New! But Old in Appeal

Allen Herschell's revolutionary new steel Merry-Go-Round is durable and fast to erect. Less skill is required because the chain and sprocket drive is self-aligning. The new and easily raised by two men with the aid of a single hoist. An electric

drive automatically, stops the ride in one revolution. Fluid, drive, time, and tools are standard. M.G.R.'s come in five sizes, all with different riding horses gayly pointed by AH artisans.

FEBRUARY 18, 1956

Newbury, New York 36, N. Y.

A revelation of a year's experience has been completed in negotiations which will see the completion of the project. In the case of these cars, they are being moved soon from the railroad and construction soon will be let for construction of the new facilities on the site.

Among the horses already signed are those with John Cooper, Milwaukee restaurant operation; Bob and Betty McClyed, miniature parks; Walter McCallum, amusement; and Charles Pupin, Pioneers-

All are the second generation of the commercial leases, but Molitor...
FREE-LOADING:
Billionaire Business
Golf Up-Surge Stimulates Miniature Game, Driving Ranges

With an estimated five million Americans swinging away at small white balls in pursuit of that golfing dream, new ranges and miniature golf courses appear to have a bright future. For as golf goes, so goes the practice business.

The outlook is brighter than it has been since pre-depression days, according to the National Golf Foundation. New courses opened for play in 1955, than in any year since 1930. And more new courses are being built at the present time than any time since 1930.

Golf has not only become big from the participant standpoint but its now big business with close to a billion dollars spent annually by the greens and fairway set.

Major reasons for the up-surge in the game—which was originally a pastime for the carriage trade—is the influx of countless thousands of people who have more leisure time and more money for recreation. Women head the list, which includes many workers, teachers, engineers, mechanics, housewives and businessmen of all ranks. The distraught sale is taking over the weekdays on the fairways. Youngsters of high school age—stimulated by golf classes and teams in school—are also crowding the links. Even archbadd who would normally resist the golf ball are now turning the course in motor-driven buggies.

Indicative of the trend by the middle-income people, is the large number of municipal and semi-private golf courses now being constructed as against a smaller number of private clubs. During 1955, a total of 675 municipal and semi-private courses were opened, compared with 489 private clubs. And currently under construction are 1,351 courses that will open to the public compared to 750 private courses.

Not to be overlooked in the golf picture is the popularity of the Par-3, or short-hole golf courses, which are gaining in popularity. Many of these courses are now being operated by private capital or communities, and sometimes as a combination with golf driving ranges and miniature golf courses, drive-in theatres and other commercial amusement centers.

Most of interest to the operator or would-be operator of miniature courses, driving ranges and the new Par-3 courses, as prepared by the National Golf Foundation, is presented below.

**Dining Ranges**

Figures on the average revenue of a dining range are almost impossible to get, thus only an estimate on increases can be given. Most golf ranges in the Chicago area set a bucket of between 30 and 60 balls for 75 cents. The average is to fall somewhere between two and three buckets of balls per hour. This, multiplied by the number of times per day, the number of peak hours of play, should give a fairly accurate estimate of the average limit of income. Almost every range, for about three hours and maybe more of rather solid play. On some nights, play is often added up to 11 p.m.

A 35 tee-range is usually adequate and all recommendations and mninimums given here will be based on a range of this size. Basically, the tee range should be from 50 to 300 and in depth by 200 yards in width, which amounts to about 60,000 square yards or 14 acres. This will provide space for a small building and equipment building and a reasonable amount of parking space.

From the tee, it is better to have the slope away from the tee line because it gives the player the best treatment of seeing the ball roll away regardless of where he hits it. From $5,000 to $10,000 can easily be spent in turning the range, according to going rates for such services in your community.

Lighting will cost from $1,500 to $3,000 up to make more than $5,000, depending on the number of tees. Floodlights are mounted on posts with lights 25 to 30 feet above ground. Posts should be spaced not more than 125 feet apart and floodlights recommended are priced at $200.

It's advisable to have a few automatic tees, with a larger number of automatic tees mounted along which players may take their shots. Automatic tees are optional but a larger number of automatic tees will result in a greater revenue for the tee line. All automatic tees are priced at $25 each, plus $50 kits, but some are available at $20 to $50.

Biggest equipment cost are golf balls. Minimum needs are to have at least 5 buckets of balls per hour on the tee line, a bucket per tee in the field and at least a bucket per tee in the driving range. Golf balls vary from $1.75 to $2.00 for used tees to as much as $3.75 per dozen for new driving range balls. Also necessary is a ball washer which can be purchased for around $600.

**Par-3 Courses**

The Par-3 golf course is identical to a regulation golf course in every respect except the length of the holes which are shorter only by about 200 yards. Two, three and fours are the same hole at 16 times a regulation course except that they are usually scaled down in time.

The Par-3 course fits perfectly into the picture where land costs or even availability of land is not a factor. For the par-3 course, the number of acres is very small. The smaller land area required, the generally lower cost of construction per hole and the lower cost of maintenance and operation per hole is in comparison with an 18-hole course where a regulation course could be out of the question.

It is generally agreed that the Par-3 course produces a greater return on investment than does the regulation course. While the Par-3 course charges a smaller green fee for play than are paid at regulation courses, the par-3 course produces a larger profit per shot and sometimes greater than that of the longer course. The fact that the Par-3 can handle more players per day than the longer course due to the shorter playing time per round. All this adds up to a profit potential that makes the Par-3 a sound business investment when operated with reasonable business judgment.

Many Par-3s are now being operated in conjunction with golf driving ranges and miniature golf courses, drive-in theatres and other recreations. This is as usual with a few hours to spend on recreation.

Basically, cost of a typical Par-3 golf course ranges from $720 to $1,200 per hole to build, exclusive of land cost and water system. One of the advantages of the shorter course is an attractive business operation in the low cost per player. In the smaller courses can be operated by one person, particularly with the help of volunteers. The entire course is visible can take care of selling tickets from the clubhouse. One person running club and balls. When a full-time staff is operated, the diurnal personnel are required. Only one can man the course.

GIVE TO DAMON RUNYON CANCER FUND

**Miniature**

The initial cost of building a 18-hole miniature golf course ranges from $3,000 up. This is due in part on how elaborate the installation will be, but it's advisable to make the course as attractive as possible. On the basis of full play, with a four-foursome at each of the 18 holes, the greatest number of patrons and balls that could be played a day would be 73 of each in about 12 hours, 18 courses. Naturally, a reserve of equipment is necessary and five to 10 percent of each club is needed for the left-hand variety.

Equipment costs vary. Clubs run from $1.50 to $6 each. A good grade of golf ball, the same as used in driving ranges, can be purchased for less than $1 per dozen. Along with these, some of these essential items of equipment, a supply of pencils and score cards are needed. These are incidental to the cost of the course as an advertising medium.

The maintenance of the course can be handled by the owner himself, or by someone he hires. If there are grass areas between the fairways and greens, this will add to the value and attractiveness.

Because the miniature course is most active during the evening hours, it is important that it be adequately lighted. On the basis of a five year plan, it is advisable to consult how to elaborate it will be.

**TENTS**

All Sizes—Types

Will Make for Over 85 Years

A LARGE STOCK OF MATERIALS ALWAYS ON HAND.

Dyed or quick-dyed to order. No obscure mark of writing or California approved.

"500 A. J. ROSS WINTER ADDRESS: 4901 Rosedale Drive, Sarasota, Florida 5000 TENTS, BANNERS, ENGINES, ETC.

GEO. W. JOHNSON

Chicago, Illinois

Phone: Eucalyptus 2-3264
It's so easy to increase your gate...

"PEOPLE ARE MORE LIKE MOTHS THAN MOTHS THEMSELVES"

A PUBLICITY SEARCHLIGHT

WILL PULL AND HOLD THE CROWDS FOR YOU, SENDING A POWERFUL BEAM OF LIGHT 15 MILES INTO THE SKY VISIBLE FOR MANY MILES IN ALL DIRECTIONS.

Complete units, mounted on trucks or unmounted for rent or sale.

We also carry the world's largest supply of 60" Searchlight Carbons—over 4 million in stock. These are the best! Clean! Dry! Perfect!

Do not ruin your lamps with dirty or rusty carbons.

ONLY $3.75 PER CAN OF 50 CARBONS!
(Original cost $28.00 per can)

COMPLETE STOCK OF SPARE PARTS FOR ALL YOUR NEEDS. OUR EXPERT MECHANICS CAN REPAIR YOUR PRESENT LAMP MECHANISMS PROMPTLY AND ECONOMICALLY.

Write for complete details and descriptive literature.

Publicity SEARCHLIGHT CO.

55 West 53rd Street
New York, N. Y.
Plaza 5-6980
WHICH RIDES ARE BASIC?

**Merry-Go-Round, Train, Boats**

**Take Lead in Kiddie Ride Poll**

That old master of the midway, the Merry-Go-Round, keeps spinning to the top. That’s why it placed in the Billboard’s survey of Kiddielands from coast to coast. Roaring up close behind the Jenny was the Kiddie Train.

Kiddieland operators were asked in the survey to tell how many rides they figured were essential to a kiddie park, what number won the minimum needed to operate a successful Kiddieland.

They also were asked to name the rides in their order of preference. And that is the running in which the Merry-Go-Round placed first. No differentiation was made between adult or kiddie rides in this case. Similarly, no differentiation was made between steam or diesel trains. No listed names or identification of the makers were involved except to the extent that certain manufacturers are the sole makers of some rides or otherwise dominate that field.

**How Many Rides?**

What is the basic number of rides a Kiddieland needs at the start? The present Kiddieland operators answering the survey gave a decisive answer. Ten, according to about half of the participants, is the minimum number.

But their decision is not without challenge. A group totaling just under half of those responding says the magic number lies somewhere between five and eight rides. Their votes are pretty evenly divided within that range.

Their answers were also notable for these points: No one said more than 10 was needed. No one said less than five would do the job.

Replies naming the types of rides recommended for inclusion in the “minimum” line-up were weighted so that each division mentioned was allowed more credit for being named third in one list, then fourth in another. For example, Statistics then added to each type of equipment with points for the number of votes it got in each level or position.

Here are the results, showing position and points:

1. Merry-Go-Round, 67
2. Train, 74
3. Bows, 45
4. Cougar, 42
5. Ferris Wheel, 38
6. Autos, 35
7. Airplanes, 27
8. Live Ponies, 25
9. Canal Car and Sky Fighter, tied, 17

Rides-up were: swings, with nine points, and drive-yourself rides, eight points. Several other devices were named in the remaining list of listed returns. Included were Tanks, Whip, Whirl, a live scooter ride apart from ponies, any small thrill ride, and a major Scooter.

Results of the survey showed that most operators rate certain rides in roughly the same relative position. That is, virtually every vote for the Merry-Go-Round rated it as first or second. A great majority placed the Train in the second spot, either a few or first and others dropped it to fifth or sixth.

In the same way, the predominance of votes for the Kiddie Train ride placed it in fourth place. (Although weighting of results for it and other ponies.Boats in the third place.)

On the other hand, the Coasters won its points across the board at many levels. Some Kiddielanders said it was first, some said it was seventh, and others were in between. They added up to enough points to win a citation as fourth.

Number of Moustaches

Among those casting votes in the rankings, everyone mentioned three rides. They may have rated.

---

**New Low Terms!**

on all SMITH & SMITH Rides

Now you can buy your Smith and Smith rides with a smaller down payment and a longer time on the balance. Send for complete information on rides with the new easy terms!

Springville, New York

SMITH and SMITH

Also Manufacturers of

ADULT FERRIS WHEELS
ADULT CHAIRPLANES
KIDDIE SPACE PLANES
ATOMIC JET FIGHTERS
SPEED BOAT RIDES
KIDDIE CHAIRPLANES
TRAILER-MOUNTED AUTO RIDES

---

**LITTLE SHOW BOAT**

Coast Guard Approved for Larger Lake Use.

Replica of an Early American River Boat colorfully decorated to add dignity and nostalgia to your operations. Power supplied by conventional single propeller for fast, maneuverable and dependable service. Sturdy fiberglass top and hand-turned banisters. Optional side or front loading into plastic-covered foam rubber seats for 30 adults. If you have no facilities for Little Show Boat now, investigate the possibility of constructing a canal. We are currently installing canals in three major cities.

Also inquire about the BIG PROFITS and GREAT POSSIBILITIES OF OUR

Write, wire or phone for prices and information today

ALAN HAWES Mfg. & Display Co.
197 Peters St., S.W.
Phone: Lamar 0624
Atlanta, Ga.

GIVE TO DAMON RUNYON CANCER FUND
then differently, ranging from first to ninth, but everyone indicated no minimum Kiddieland was complete without a Merry-Go-Round, Train and Kiddie Boats. There was a four-way tie among rides receiving the next most mentions. Included were live ponies, the Coaster, Kiddie Autos, and the Ferris Wheel. Two-thirds of those voting gave some points, high or low, to each of these.

Slightly more than half of them made some mention of Kiddie Airplanes, and about 44 per cent gave a nod to Kiddie Handcars. One-third of the replies mentioned the Sky Fighter, swings and drive-yourself devices. Since Sky Fighters mentioned were for higher position, its weighted score was enough to qualify in the top 10. Run-down of the survey gave some insight into the place of major rides at Kiddielands, but this was not a primary or direct question. Returns seemed to indicate that among the first 10 rides in a Kiddieland, the adult models would be few.

It was assumed that many of the Merry-Go-Round votes were with major models in mind, but it was safe, too, to guess that about as many were thinking of kiddie-size ones. Coaster votes were held strictly to junior and kiddie models, since no Kiddieland has a full-sized major Roller Coaster. The Ferris Wheels at Kiddielands include both kiddie and adult-size, a plus vote apparently would be divided. There was little other indication that the operators would locate majors in their first 10 rides, although some Kiddielands have such equipment and many larger ones add adult devices after they have 10 or more kiddie rides. There was a scattering of mention of non-ride attractions in the voting for 10, but it was minor.

**THE GREATEST RIDE ON THE MIDWAY!**

Kids are crazy about the **YARDBIRD!**

THE YARDBIRD is a week-operated, chain-driven car that travels on a miniature track. Track comes in five-foot sections, and with switches and crossings, can be laid out in any length and pattern to suit your needs. Show people one using up to 250 feet of track, with from five to ten cars—and they keep selling day and night. This year you can add the new diesel type gasoline powered units. Powerful enough to head trailers with passengers—slow enough for safety.

**EXTRA TRACK**

**SWITCHES, CROSSINGS**

**TRAILERS**

**GAS POWERED ENGINES**

Developed originally for private use, the Yardbird is now used extensively in Motels, Kiddielands, Drive-In Theatres, Carnivals and Amusement Parks. The track is easily assembled and just as easily knocked down for travel. The Yardbird and its accessories are offered to ride operators at regular dealer discounts. All items will be ready for delivery by the end of February. Write now for complete information.

**THE CHAS. WM. DEEPKE MFG. CO.**

**ROSSMOTH, OHIO**

**MIDGET AUTO RIDES**

Thrilling, Exciting Fun for All Ages

- BIGGEST RECEIPTS OF ANY SMALL RIDE
- LOWEST PRICE OF ANY MAJOR RIDE
- BEST "REPEAT" RIDE OF ALL TIME
- DRAWS MORE PEOPLE THAN ANY OTHER RIDE
- "LONGEST" 3 MINUTE RIDE FOR THE MONEY

MIDGET AUTO RIDES are an entirely new type of ride. These beautiful little cars were scaled down from full-sized racing cars and given you all the thrill and excitement of driving a full-sized racing car. You sit only a few inches off the ground which tends to give you exactly the same sensation as if you were going 100 miles an hour when actually you are travelling at a mere 10 miles an hour. The ride is controlled in three minutes, but so much fun, action, and excitement is packed into three minutes that it seems like ten and satisfied customers come back again and again to enjoy the thrill it gives them. Young and old can enjoy this ride. Examine the pictures and you will see the success of this thrilling, exciting and inexpensive ride. The MIDGET AUTO RIDES will attract more people to your park and make you more net profit than any other ride.

**COMET MANUFACTURING CO., DEPT. B-5, P. O. BOX 1882, SACRAMENTO 9, CALIFORNIA**

Send for complete information, prices, and delivery schedules. We are now accepting orders for spring delivery.
Co-Op Landscaping, Promotion Aids Multi-Element Locations

By ERWIN KIRBY

One factor which has held up the growth and scenic progress of many recreation centers is a

balance on the part of the operators, to participate in any planing

of some important watering matters.

Among these expenses are landscaping and promotion—publicity,

which, in a grouping of operators, are valued more highly by

some than by others.

Also the benefits accruing from these activities help all operators at

the location, some businessmen consistently shy away from con-

tributing to a central fund. Smaller businessmen may not be able to con-

tribute much money; some opera-

tors of larger C. D. S. may object for any of a number of reasons:

They may not see the importance of promotion, or they may feel dec-

orative work should be undertaken by each individual operation.

From the beautification standpoint,

however, most operators agree that landscaping is not

which conveys some impression of unity, uniting all elements together in an

eye of statesmen. It is then that the customer recognizes that he

is faced with a recreation center capable of supplying most of his

amusement needs, and will un-

derstand, as he does in a depart-

ment store, that somewhere in this concentration is the item he is

seeking. The recreation center has thus taken on the identity of an

amusement department store, able to provide rides, food, drink and a

wide variety of other items to sat-

fify the patron's desires.

All Pay, All Benefit

Promotion and publicity, for a

grouping of operations, is good for

all, even when it is piped out at

the point in the rent, to attract people to the location. Once there,

they are exposed to the many facili-

ties which have been set up for

their patronage. Expense, how-

ever, is a prohibitive item for

the owner of a small custard stand or

whistle golf course, and so the logical course to follow is one

whereby everyone shares, and
everyone benefits.

WORLD'S FASTEST THRILL RIDE

THE SPINAROO

Sensational new adult ride requiring space 20' x 24', eight rides have a total

capacity of 48, requires only one man to operate.

This large, elaborate portable ride suitable for either park or carnivals.

Write today for complete information.

KING AMUSEMENT COMPANY

MT. CLEMENS, MICHIGAN

PRETZEL—THE ORIGINAL DARK RIDE

For Fast Pedal Operation

CATAMARANS

NATIONAL

WITH FOOT PEDALS

CANNOT RUN

WITH GAS

CHOICE-PADES

WATER-BIKES

MRS. SPOOLBERG

WIRE FOOT PEDALS

SWAN-PADES

NWT FOOD, etc.

THE 7/17-A-WHIRL Ride

Standard Equipment Features for 1956

*FLUORESCENT LIGHTING

"Fibreglas Car Tops

Enclosed Reduction Gear

of Racing Relay

SEELICK WATERCRAFT

THE WILD MOUSE

A New Major Ride, First in the U.S.A.

Established 1950

P. O. Box 106

106-11th Ave.

DODGEM CORPORATION

56 West 42nd Street, New York 36, N. Y.

FEBRUARY 18, 1956

DESCRIPTIVE BROCHURE ON REQUEST

IN EVERY LOCATION

MONEY MAKER

I. Q.

Baseball

Pitching

Machine

A MUST FOR EVERY

OUTDOOR RECREATION

CENTER!

Two models available—designed

and priced to fit your specific

needs. Easily, compact, built

for constant trouble-free service

and year-round operation. MAN TENDS A COMPLETE RANGE

I. Q. offers entire complete range equip-

ment—netting, coping, buns, balls, even

lighting systems.

RANGE OPERATORS! Write us for our low

prices on quality buns, balls and other equipment.

DODGEM CORPORATION

LAKEWOOD, MASS.

WATER-BIKES

Fast Pedal Operation

CANNON TIP

CANNON BANK

THREATEN

SEELICK MFG. CO.

Faribault, Minnesota

SELLER MFG. CO.

LAWRENCE, MASS.

DODGEM CORPORATION

LAKEWOOD, MASS.

WATER-BIKES

Fast Pedal Operation

CANNON TIP

CANNON BANK

THREATEN

SEELICK MFG. CO.

Faribault, Minnesota

SELLER MFG. CO.

LAWRENCE, MASS.

DODGEM CORPORATION

LAKEWOOD, MASS.

WATER-BIKES

Fast Pedal Operation

CANNON TIP

CANNON BANK

THREATEN

SEELICK MFG. CO.

Faribault, Minnesota

SELLER MFG. CO.

LAWRENCE, MASS.

DODGEM CORPORATION

LAKEWOOD, MASS.

WATER-BIKES

Fast Pedal Operation

CANNON TIP

CANNON BANK

THREATEN

SEELICK MFG. CO.

Faribault, Minnesota

SELLER MFG. CO.

LAWRENCE, MASS.

DODGEM CORPORATION

LAKEWOOD, MASS.
namely try, "The at with characterization grounds down placing initially building rink are known. It park, sported for budget fication years ago, ining this, he said that where on formal staging stepped in is not wide, she thing is for the attraction (such as TV's Captain Video and Merry Mathison) to the advantage and shake hands, hand out pictures, and talk truth, starstruck and their children. Appearances will be sought again this year, with publicity on a regional basis. The attraction will ballohny his date at the park, and this will appear on the TV show to hand out lollipops and tickets.

In addition to newspaper, advertising, it was found, Finland fixed up for subway platform ads. Special days will be offered for the enjoyment of fans, and special promotions given the run of the park for their own charitable purposes. To merely walk around the park, the ticket will include kids' game, rock 'n' roll, clown makeup, and others. Advertising on special-days tickets for milk bottles will go into 130,000 houses, with the collars carrying discount ticket offering.

In Back This Year With a Still More Rugged "CARNIVALITES"*

We also carry a complete line of:  
- Floorcease and Incandescent Lamps  
- Bag-A-Ways  
- Spots  
- Flashes  
- Sticks  
- Wire  
- Devices  
- Lamps

Get Ready for the Road
Write or Call Now for 1956 Brochure
ELECTRICAL WHOLESALERS, Inc.
Chicago 16, Illinois
Phone: Danube 6-9500

"I took in $254.00! In One Day!"

Never less than $175.00 and better than $2,000.00 for the 10 Michigan State Fair days.

(*Copyright applied for
1956)
Insurance Survey

- Continued from page 67

A point by point comparison will show that Arrow Equipment costs less to buy, less to maintain.

GIVE TO DAMON RUNYON CANCER FUND

THE BEST COSTS LESS

A point by point comparison will show that Arrow Equipment costs less to buy, less to maintain.

EASIEST

to Erect!

Practically no maintenance! Easily to clean and remove from posts for storage.

ALL-STEEL Swivel PARK GRILL

$26.10 each

- Electric welded construction. 3/16" plate. Grill and 20"x14"x1". Full crown scuff. Shipping weight with posts, 115 lbs.
- Removable grate, adjustable in height. No damage if water is thrown on hot top. No accidental breakage of grills.
- Grill seated on posts by dovetail. Marrable grate permanently attached by chain.

MEXICO FORGE

Write for FREE CATALOG:
Steel Picnic Tables, Park Benches, All Outdoor Furniture.
MEXICO, Juniata County, PENNA.

LAWSON & COMPANY
146 W. 14TH ST. - BALTIMORE, MD.

FOR YOUR GRAND SPRING OPENING

ORDER NOW
SUPPLY LIMITED

DECORATE YOUR PARKS... CARNIVALS... FAIRS

With These Beautiful New U. S. Navy Signal Flags

DURABLE—WILL WITHSTAND STORMS AND GALES FOR MANY SEASONS

That the Navy forces $2.50 a flag, amounting to dollars & dollars of the first class. Each Flag has ample size for large signs. Embroidered designs and colors. Strongly made, Durable. MADE IN THE U. S. A.

Price $2.95

SOLD ONLY BY

PHILADELPHIA TOBOGGAN CO. 130 E. ROYAL STREET
PHILADELPHIA 14, PA.

Serving the Amusement Industry Since 1904

GROWL RANGES

MINIATURE COURSES

WE CAN FURNISH YOU WITH OPERATING EQUIPMENT.

Prices and details as request EASTER GOLF CO. 2557 Boone Ave. Dept. S Fort E. N. Y.

MEXICO FORGE

Write for FREE CATALOG:
Steel Picnic Tables, Park Benches, All Outdoor Furniture.
MEXICO, Juniata County, PENNA.

GROWL RANGES

MINIATURE COURSES

WE CAN FURNISH YOU WITH OPERATING EQUIPMENT.

Prices and details as request EASTER GOLF CO. 2557 Boone Ave. Dept. S Fort E. N. Y.

GROWL RANGES

MINIATURE COURSES

WE CAN FURNISH YOU WITH OPERATING EQUIPMENT.

Prices and details as request EASTER GOLF CO. 2557 Boone Ave. Dept. S Fort E. N. Y.
REFRESHMENT CONCESSIONS
MINT NEW PROFITS
for play park operators

Wherever people look for recreation, they look for refreshment, too. For refreshment and amusements go hand in hand.

Movie theatre operators learned it long ago. And across the country, refreshment profits are topping their box office net.

Make refreshment available, and your patrons will welcome it. Give them what they want—popcorn, candy, ice cream, Pepsi-Cola—they’ll buy and enjoy them all, on your location.

Remember, too, that Pepsi-Cola is an old friend.

More people, in more places, are asking for Pepsi than ever before in history. It is the fastest growing beverage in the world.

Tie in with this money-making trend. Let refreshment concessions work for you. Pepsi’s small concession bottle or bulk syrup will mint new profits for you.

Your local Pepsi-Cola bottler will be glad to give you valuable information and assistance. Call or write him today. Let your refreshment concessions grow with Pepsi-Cola, the fastest growing beverage in the world.

National Sales, Pepsi-Cola Company, 3 West 57 St., New York 19, N. Y.
Pepsi Adds Teener gimmick to Promotions

NEW YORK, Feb. 11.—Pepsi-Cola’s promotion program, largely centered in outdoor show business, which began with the live pony giveaways, has expanded to include a third teen-age-adult phase.

Next week bottlers will be notified that the Italian motor- scooter, Vesta, will be available for promotional purposes along with the ponies and Thunderbird Jr., an electrically powered miniature car offered last year for the first time.

Pepsi spokesman Paul Little said the Vesta was an ideal licensed teen-age-adult line. It is a valuable transportation-recreation aid and not a toy. The unit was added, he said, to widen the age appeal of the promotional aids offered bottlers. Since the ponies and miniature cars were ideal for children and sparked their interest and Pepsi sales phenomenally in some franchise areas, it was felt that an item that would appeal to a large segment of the adult population would work just as well.

Exclusive Details
The Vesta, a two-wheeled vehicle with a rear seat, is held exclusively by Pepsi for promotional purposes, Little said. The same arrangement holds with the Thunderbird Jr.

The parent company will urge the bottlers to use the promotion aids in combination as an attempt to interest the widest possible consumer group.

Many Pepsi promotions, all of which are designed and under-written by the bottler with the aid of the parent company’s promotion department, with the pony giveaways, have been tried in various franchise areas, including parks, fairs and carnival days. These events and other interest shown in the industry by Pepsi headquarters have boosted the firm’s entire sales and sales in the outdoor field.

Reporting continuing progress during the 1955 season, Little said efforts to increase sales in the outdoor field would be continued. Representatives of the firm, again this year, attended virtually all of the state fair association meetings. Their efforts were largely directed officially, in the knowledge that fairly provide the biggest single outlet for the product in the outdoor field.

Altogether the availability of the Vesta is not generally known, Little said considerable interest in it can as a promotional aid has already been shown, with the Roller Skating Rink Operators of America likely to recommend its use at a floor price, with the usual Pepsi bonus, by member rinks.

Complete work kits, detailing the staging of the promotions, are available to bottlers.

DRO PATRONS:
Soft Drinks
Top Food List
At Drive-Ins

Soft drinks of a wide variety are the list of food refreshments handled by drive-in theater concession stands. According to a survey of some movie houses conducted by The Billboard, close to 100 per cent of the operators were answering carry out soft drinks. Close to its heels, however, are popcorn, hot dogs and candy, with 68 per cent of the concessionaires offering these to their patrons. Confectionery and cigarettes, both long-time popular night trade items, made up the last two of the basic items carried for open-air movie fans.

Ice cream showed considerable strength, with 76 per cent handling this commodity. Popcorn, not a highly publicized article, are sold by 69 per cent of the movie operators. Hamburgers, milk, other sandwiches and popsicles followed in that order, all well up in the standing.

OTHER BUNS
Other items handled by some, generally in the minority, are frozen custard, curried corn, Georgia pine, pop corn, fudge cones, potato chips, plate lunches and hot turkey.

Automatic vending machines are used by 43 per cent of the concessionaires, but over 90 per cent of them sell cigarettes only thru the machines.

Over 55 per cent of the motion picture operators receive in the beginning of 40 per cent of their gross income from concessions. Thirty per cent of them received from 40 to 49 per cent of their income from the food and drink establishments, while 22 per cent of them are in the 20 to 29 per cent bracket. In the 50 to 59 per cent income classification, there are 10 per cent of the drive-ins, while 13 per cent receive less than 50 per cent of their income from food and drinks.

There are only a small 3 per cent who receive that more than 60 per cent of their income from concessions and, by the same token, less than 1 per cent get less than 5 per cent of their income from their customers’ appetites.

MAKE $100.00 A DAY
On Candy Flats

Largest distribution and retail location at any price—DEPARTMENT STORES, BOUTIQUES, CANDY STORES, PHARMACIES. SUB-MANUFACTURING RIGHTS AVAILABLE. LEONARD C. COHEN, 213 Cherry St., Cincinnati 2, Ohio.

Hot Dog on a Stick

HOT DOG on a STICK

Virginia’s original "Hot Dog on a Stick" Big profits—big volume

PRONTO POPCORN

Candy business is on the increase

ROY SMITH CO.

Candy business is on the increase

BABE BATTER CO.

Central California, Northern California, Nevada, Southwest

L. D. HARRIS POPCORN CO.

Complete commodity supplies and equipment.

GOLD MEDAL * STAR * CRESTS

231 W. 44th Street, New York, N. Y.

Adams Bldg., 14th St., Nashville, Tenn.
CHICAGO, Feb. 11—A two-shelled drink vending machine that dispenses over 1,000 drinks of non-carbonated cold drinks or hot coffee per hour, is being manufactured here. According to the maker, it has the equivalent of nine-one ounce bottles of bottled drinks or about 10 gallons of hot coffee in one hour. The unit, one uses, the container can eliminate losses peculiar to bottled drinks and the danger presented by broken bottles, the manufacturer points out.

The unit, which is made of stainless steel, solves the labor problem by enabling operators to make more drinks in less time. It overcomes the conglomeration of stand mixers, service vans and the handling of bulk beverages, increases the profit margins for the manufacturer. —Vacuum Can Company, 19 South Hayne Avenue, Chicago 13.

**Bevage Dispenser**

**POPPERS**

The Highest Quality and a wide Variety of Beverages—Metal Frame—Made in Chicago.

**THE NEW 1955**

**Full Autonamy—Patented**

**ITS "SHOW" MAGIC**

**Various Bottled Fruits**

The New, Large Bottled Can and Jars with Oversized Lids and Caps of Any Size and Make.

**THE NEW 1500**

**Largest, Autonamy—Patented**

Sensational! New! 360° REVOLVING LIGHT

**TRIPPE Hi-BALL**

Hi-Powered attention getter! Its parasitic mirrors revolve around the powerful light bulb at 60 TIMES A MINUTE. Attention надо is sure of great advantage. All styles are available in Red, Anther, Blue, Green or Clear. 115-130 Volt, A.C. 95% efficiency. Heavy duty construction, and the price is LOW!

Write or call for Beautiful Catalog or Call Your Jobber.

**TRIPPE MFG. COMPANY**

314 N. Jefferson St.
Chicago 9, Illinois

Multiplex Faucet Co. Serving the Trade Over 50 Years

**SELF-CONTAINED DISPENSER**

***Draws two different mixed drinks—**

CORE or PEPSI and ROOT BEER

Includes electric carbonator and mechanical refrigeration.

**COMPLETE, READY TO USE**

**MULTIPEX FAUCET CO.,**

1200 Ferguson Ave., Dept. 88, St. Louis 14, Mo.

**There's something new for you in**

**money-making Equipment and Supplies**

**POPPERS SUPPLY CO. of Phila.**


**POPCORN**

**POPCORN FLOSS**

**SNOWBALL**

**DRINKS**

**CANDY APPLE**

**PEANUTS**

Distributors for Gold Medal Products Co.

**COTTON CANDY CONES**

By cutting down on the amount of labor involved in producing Cotton Candy Cones, we are able to sell them at a lower price. Our methods of cutting cost to a minimum have been improved upon so recently that the radius of the product was increased and we are confident that our patrons will see an improvement in the service.
CONCESSION TENTS
and BIG TOPS

By HOOSIER, makers of America's finest Concession Tents and Big Tops. HOOSIER, craftsmen in canvas for over 50 years, offer you the very best at lowest price. Sغاز Square End Tents in stock. Round End and Special Tents made to order. Prompt delivery. WRITE TODAY for Hoosier's Free Tent Catalogue.

HOOSIER
Tarpskin and Canvas Goods Co., Inc.
P. O. Box 324, 1302-30 W. Washington St.
Indianapolis 6, Indiana

TAMPA ANNUAL STRONG;
HITS NEAR-RECORD PACE

Royal American Shows
$42,000 One-Day Midway Gross

By HERB DOTTEN
TAMPA, Feb. 11.—If the saying, "At Tampa Cove, so does the Nation's Fair," No. 11, means true, the season looms ahead.

Tampa, as far as we can see, specifically, the Florida State Fair here, has been experiencing a strong run, one which may prove the strongest in its history.

Thus Thursday (9), ninth day of its 11 days, a new all-time, single-day attendance record was set, and the gate for the nine-day period was close to the under which for the corresponding period in 1954, the previous record year.

Hangs on Finish
There was a possibility that the gate would under, ahead of 1954 by the fair's close. Whether it would, hanged upon attendance during the closing two days.

Saturday (4), a combination FFA, FHA and amateur fair day, provided the record single-day's turnouts. The crowds were concentrated Monday until late and all segments of the fall enjoyed bumper boondocks.

Other records were broken into the fair as the new single-day high, which eclipsed the previous peak sum total in 1954. The Royal American Shows announced this week and show gross of more than $42,000, the biggest single-day midway take in the fair's history. The enormous gross ranks as the second largest single day's business ever experienced by the Royal American being topped only by the $54,000 take at the Minnesota State Fair.

Sweeney Eyes Record
Florida's largest midway tabulation of the auto race turn out Saturday (4) put the count at 1 per cent under the previous record set last year. Two other auto race programs also drew heavy crowds, and still another was scheduled for today. Al Sweeney, National Exhibitors Bureau, which staged the events, looked for the show to set a new total of auto patrons to hit a new high for the fair here.

The Jimmie Dean Dredges enjoyed excellent business, with Bill Reed, who heads the operation, reporting record

(Continued on page 90)

NOVEL ATTRACTIONS

New York Show Sets
Paid Carps-Bass Tank

NEW YORK, Feb. 11.— An altered sales policy and new revenue-producing gimmicks are in the plan for the annual auto show to be held in Madison Square Garden, Thursday, Friday and Saturday.

The plan has been issued under the far-out word, "Travel," to come up with the New York Spring Travel and Vacation Show. One of the gimmicks is a car capsizing tank, the huge Bronx Drill hall, Magic Team Scores in East; Going West

WATERBURY, Conn., Feb. 11.—The Harlem Magicians, with Goose Taffoni and Marquise Haynes, have concluded their Eastern tour, with dates in Buffalo, Me., to Jacksonville, Fla., their Eastern agent, Ed Klos, said here.

The attraction now is playing the Middle West. There is a possibility the team will appear on NBC's "Wide, Wide World," Feb. 20, which is shown at Fort Wayne, Ind., Selinsgrove said.

Presented by a magazine contains a feature about the Magicians. Samson plane of the troop are uncertain, with an over-

Wagner Signs N. H. Dates For Stunters

PHILADELPHIA, Feb. 11.—Thrill show presenters Buddy Wagner this week announced signing for four performances at the fair in Plymouth, N. H., where Wagner's Street Capades will show on opening Thursday, August 10, and closing Sunday (19). Wagner played the date last season which was rebooked by Lester Mitchell, fair secretary.

Johnny F. Hurst, publicist, returned recently from a trip thru New Brunswick, Nova Scotia and New England, and reports season prospects as good. He said Wagner will also play Jaffa and Chautauqua in Kears, N. H., picking up an extra engagement in Philadelphia, Saturday, August 20, in addition to opening daily.

BUMPER STRIPS!

Write for rates and free literature attached

PEREL PROCESS PRINT CO.
1831 N. 77th Street
Philadelphia 31, Pa.

ROLL TICKETS
PRINTER TO YOUR ORDER

Keystone Ticket Co.
SHAMROCK, PA.

Printed Cash With Order, Blank Tickets 50¢ per 100,000.
100,000
$32.50

MESSMORE • DAMON
1441 Park Avenue • Trophele 6-2530
New York 29

MECHANICAL FIGURES, LAUGHING CLOWNS AND CARNIVAL HEADS

AT LAST
OUTDOOR NURSERY RHYME
FIBERGLASS
KIDDIELAND

PLUS: Our standard

TENTS
WRITE FOR PRICES ON
SPECIAL PRINTED ROLL TICKETS
FOLDED MACHINE TICKETS.
RESERVED SEAT COUPON TICKETS
GIFT AND THRIFT BOOKS, SEASON BOOKS AND PASSES
STOCK TICKETS FOR IMMEDIATE SHIPMENT
WRITE FOR SAMPLES AND PRICES

New York Office—1566 Broadway, Palace Theatre Bldg.
Plaza 7-3426
(Shamrock—Phone: 8-6805)

I N T E R N A T I O N A L T I C K E T C O
SHAMROCK, PA.
WHERE TO TURN?

Advertising Problems Concern Kiddekindles

WHEN kiddlekindels advertise their parks, most of them are careful about the manner and the questions of when and how to advertise. And the timid questions facing the opera-
tors. The Billboard has just compiled a survey of the kiddekindel field, and advertising is one of the sub-
jects spotlighted. The survey revealed that the kiddekindels operate two, three, or even more of the above-
turn first and foremost in newspapers—subscribers papers where there are newspapers—but the
survey shows that the kiddekindels pay more attention to advertising budget, no preference,
and the kiddekindels pay more attention to spending on advertising.

In most cases, the kiddekindels state that their

Survey Results

In the survey, participants were asked to indicate which of the above mentioned newspapers they

The kiddekindels pay more attention to advertising budget, no preference,
length of kiddekindel field, and advertising is one of the sub-
jects spotlighted. The survey revealed that the kiddekindels operate two, three, or even more of the above-
turn first and foremost in newspapers—subscribers papers where there are newspapers—but the
survey shows that the kiddekindels pay more attention to advertising budget, no preference,
and the kiddekindels pay more attention to spending on advertising.

In most cases, the kiddekindels state that their

Survey Results

In the survey, participants were asked to indicate which of the above mentioned newspapers they

The kiddekindels pay more attention to advertising budget, no preference,
length of kiddekindel field, and advertising is one of the sub-
jects spotlighted. The survey revealed that the kiddekindels operate two, three, or even more of the above-
turn first and foremost in newspapers—subscribers papers where there are newspapers—but the
survey shows that the kiddekindels pay more attention to advertising budget, no preference,
and the kiddekindels pay more attention to spending on advertising.

In most cases, the kiddekindels state that their

Survey Results

In the survey, participants were asked to indicate which of the above mentioned newspapers they

The kiddekindels pay more attention to advertising budget, no preference,
length of kiddekindel field, and advertising is one of the sub-
jects spotlighted. The survey revealed that the kiddekindels operate two, three, or even more of the above-
turn first and foremost in newspapers—subscribers papers where there are newspapers—but the
survey shows that the kiddekindels pay more attention to advertising budget, no preference,
and the kiddekindels pay more attention to spending on advertising.

In most cases, the kiddekindels state that their

Survey Results

In the survey, participants were asked to indicate which of the above mentioned newspapers they

The kiddekindels pay more attention to advertising budget, no preference,
length of kiddekindel field, and advertising is one of the sub-
jects spotlighted. The survey revealed that the kiddekindels operate two, three, or even more of the above-
turn first and foremost in newspapers—subscribers papers where there are newspapers—but the
survey shows that the kiddekindels pay more attention to advertising budget, no preference,
and the kiddekindels pay more attention to spending on advertising.

In most cases, the kiddekindels state that their

Survey Results

In the survey, participants were asked to indicate which of the above mentioned newspapers they

The kiddekindels pay more attention to advertising budget, no preference,
length of kiddekindel field, and advertising is one of the sub-
jects spotlighted. The survey revealed that the kiddekindels operate two, three, or even more of the above-
turn first and foremost in newspapers—subscribers papers where there are newspapers—but the
survey shows that the kiddekindels pay more attention to advertising budget, no preference,
and the kiddekindels pay more attention to spending on advertising.

In most cases, the kiddekindels state that their

Survey Results

In the survey, participants were asked to indicate which of the above mentioned newspapers they

The kiddekindels pay more attention to advertising budget, no preference,
length of kiddekindel field, and advertising is one of the sub-
jects spotlighted. The survey revealed that the kiddekindels operate two, three, or even more of the above-
turn first and foremost in newspapers—subscribers papers where there are newspapers—but the
survey shows that the kiddekindels pay more attention to advertising budget, no preference,
and the kiddekindels pay more attention to spending on advertising.

In most cases, the kiddekindels state that their

Survey Results

In the survey, participants were asked to indicate which of the above mentioned newspapers they

The kiddekindels pay more attention to advertising budget, no preference,
length of kiddekindel field, and advertising is one of the sub-
jects spotlighted. The survey revealed that the kiddekindels operate two, three, or even more of the above-
turn first and foremost in newspapers—subscribers papers where there are newspapers—but the
survey shows that the kiddekindels pay more attention to advertising budget, no preference,
and the kiddekindels pay more attention to spending on advertising.

In most cases, the kiddekindels state that their

Survey Results

In the survey, participants were asked to indicate which of the above mentioned newspapers they

The kiddekindels pay more attention to advertising budget, no preference,
length of kiddekindel field, and advertising is one of the sub-
jects spotlighted. The survey revealed that the kiddekindels operate two, three, or even more of the above-
turn first and foremost in newspapers—subscribers papers where there are newspapers—but the
survey shows that the kiddekindels pay more attention to advertising budget, no preference,
and the kiddekindels pay more attention to spending on advertising.

In most cases, the kiddekindels state that their

Survey Results

In the survey, participants were asked to indicate which of the above mentioned newspapers they

The kiddekindels pay more attention to advertising budget, no preference,
length of kiddekindel field, and advertising is one of the sub-
jects spotlighted. The survey revealed that the kiddekindels operate two, three, or even more of the above-
turn first and foremost in newspapers—subscribers papers where there are newspapers—but the
survey shows that the kiddekindels pay more attention to advertising budget, no preference,
and the kiddekindels pay more attention to spending on advertising.

In most cases, the kiddekindels state that their

Survey Results

In the survey, participants were asked to indicate which of the above mentioned newspapers they

The kiddekindels pay more attention to advertising budget, no preference,
ICE SPORTS:
Outdoor Skating Rinks Enter Amusement Race

PUBLIC outdoor ice-skating rinks, artificially refrigerated to provide a perfect ice surface, have been opened in 25 large American cities within the past 18 months, and more are on the way.

One of the largest of this type is being constructed at St. Louis, and new ones also opened this season in Wilmingon, Del.; Columbus, O.; Watertown, Md., and Winchec, Conn., another two of which are completely modernized; large private homes, large department stores, and department stores, and department stores now хм fully equipped. Skates-frame carts are used, and the managers of the rinks in charge personally make the investment pay for itself. Place in operation and doing good business.

Price: $70,000. Terms
KASOAG LAKES PARK
Albemarle, N. Y.

FOR SALE
Large lake resort, located on 100 acres of land
BEAUTY TRAILER, TAMAN WHEELS
All wood factory built.

FOR SALE
Large lake resort, located on 100 acres of land
BEAUTY TRAILER, TAMAN WHEELS
All wood factory built.

FOR SALE
Large lake resort, located on 100 acres of land
BEAUTY TRAILER, TAMAN WHEELS
All wood factory built.

PORTRABLE ROLLER RINK
6400 Rolling Rink, 250 ft. x 100 ft., in 3,000 sections.
60 Pairs Shoe Skates Coach
Skater Guarder Floor Sander
An extra free for each coach.

FOR SALE
One Herschell Skyfighter Jolly Caterpillar
Top Condition
Used Less than 3 months, 25% off cost, delivered N.Y.C. Rides new location metropolitan area.
Information: W. L. BERGER
New York 16, N. Y.

1200 K.W. LIGHT PLANT
Wired for 110 or 220. Eight motors. Built for work or amusement. Complete changeover in 24 hours. Ready to go.

FRANK BOHART
1112 West Amherst
Pittsburgh, Pa.

FOR SALE
Six like new dog sleds with 6 dogs. Reduces all work in long trips.

Skiing Centers

M. M. MARNAN, B. D. PORTER
Skiing Center
540 Broadway, New York

Parade Ends Woonsocket Mardi Gras

WOOSONCKET, R. I., Feb. 11.

—More than 30 bands and marching units will participate in Woonsocket’s annual Mardi Gras parade tomorrow. Also in the parade will be 53 drill teams.

The Chamber of Commerce is sponsoring the affair, which started at 1 p.m. and ended at 5 p.m. with a costume ball. Other activities for the celebration include ice skating, softball, and baseball games, and baseball game expenses, and a high school band. The Grand Marshal was George R. Murphy, General chairman of the affair.
RINKS & SKATERS

February 18, 1956
The Billboard 83

ROAD REPORT

Geo. Fasiska, 55, Succumbs

CINCINNATI, Feb. 11—Geo. Fasiska, manager of the Philadelphia Drive-In, was killed in his battle against unfair taxes recently when he was shot and killed by a robbery gang. Fasiska had been a member of the National Association of Skaters' Operators' Association of America since

His survivors include another, husband, who lives in the Lind Skating Arena, Zanesville, Ohio.

Battle Vs. 10% Tax Resumed by Trades

RSROA, PSAA Reps Speak Before House
Group Measuring Studies to Cut Tax

FEASTEVILLE, Pa., Feb. 11—Roller skating operators, who have been fighting a battle against unfair taxes recently when they were shot and killed by a robbery gang, have been a member of the National Association of Skaters' Operators Association of America since

Littenberg spoke in behalf of two bills now before the parent committee, which would eliminate the present tax of 1 cent for each 10 cents or major fraction thereof on admission above 50 cents, and which would also

The witness pointed out that about 50 percent of the states have a flat tax on skating rinks and many others have

I'd like to call your (Continued on page 87)


DETROIT, Feb. 9—William Hollohan, operator of Ann Arbor Rink, has been named to the Michigan Roller Rink Operators Association, which has its annual meeting this week in Detroit.

Dated February 25, 1956

The winner will represent the rinks during the National Rink Operators' Association at San Antonio, Texas, in June 1956, and will be the

The winner will represent the rinks during the National Rink Operators' Association at San Antonio, Texas, in June 1956, and will be the

The winner will represent the rinks during the National Rink Operators' Association at San Antonio, Texas, in June 1956, and will be the

The winner will represent the rinks during the National Rink Operators' Association at San Antonio, Texas, in June 1956, and will be the

The winner will represent the rinks during the National Rink Operators' Association at San Antonio, Texas, in June 1956, and will be the

The winner will represent the rinks during the National Rink Operators' Association at San Antonio, Texas, in June 1956, and will be the

The winner will represent the rinks during the National Rink Operators' Association at San Antonio, Texas, in June 1956, and will be the

The winner will represent the rinks during the National Rink Operators' Association at San Antonio, Texas, in June 1956, and will be the
HOLIDAY ON ICE BUSINESS UP: Sonja to S. A.

MINNEAPOLIS, Feb. 21.—Business for "Holiday on Ice" is up, and Sonja N. A., shows and those representing the three shows, company president, said the business is up.

He reported that Sonja Helena is going to a South American tour with the rest of the company, starting April 1st.

SANDS Pt. Park Sets Expansion

MIAMI, Feb. 22.—Sam DeMaria, operator of Sands Point Park at South Point, N. Y., expects to have North Shore Park, his head quarters at 32377 Enzhou Boulevard, Webster, N. Y., his development is located on Lake Ontario and 40 miles from Syracuse. He has purchased 25 acres of land for his new park, which he plans to open by the end of the year.

New additions to the park will include a roller coaster, a bumper car ride, and a ferris wheel. The park will also feature a large swimming pool and a water park for children.

CIRCUS ROUTES

One, Janice M. Barlow, Potsdam, N. Y., 16-25

February 18, 1956

THE BILLBOARD

ARENAS-AUDITORIUMS

Brownsville Center Fills Role in International Community

BY TOM PARRISH

The award-winning civic center at Brownsville, Tex., is destined to play a role in the activities of the American Institute of Architects. From February 5 through February 13, Brownsville is celebrating "Charles Durand Days," which is the major event of the program. Also, another important position in the schedule is the "Brownsville Memorial," open-air theater.

In 1983, Brownsville was the site of a competition among architects, the center's plan was selected when it was completed, the center was awarded the American Institute of Architects' 1984 honor awards in architecture.

The $600,000 center includes an auditorium seating 2,500, with a capacity of being converted to basketball use or utilized as a theater space. The stage is in the same area that is used for the community pool. The center has a free parking lot and outdoor facilities.

The center is a project not only of the city but also of the Texas Catholic University, which is adjacent to the Center.

Manager Thomas R. Rice, a member of the Institute, said the center is being used as a meeting place for concerts, plays, and other events.

Bechwerth Joins Paramount Agency

MONTREAL, Feb. 13.—Gordon H. Bechwerth, has joined Paramount Entertainment Company here in special promotion department, as a small office in the agency.

The center also hosts various events, such as concerts and plays, and is a popular destination for families.

KANSAS CITY, Mo., Feb. 11.—The legal department has under study a proposal by the Kansas City Police Department, operating in Kansas City, to convert the park at city property at an estimated cost of $137,000 and $275,000.

The proposal, when approved, would change the park from a public park to a private park, with the city owning the property.

The park, which is located on a 40-acre site, has been under consideration for a private park for several years, but the city has been unable to reach an agreement with the owner.

A lease of the park will allow the city to use the property for public use, while the owner will receive $137,000 and the city will pay $275,000.

The park, which is currently being considered, will be a combination of park land and a private property.

All the news of every industry every week in The Billboard.

BOOK ACTS AND ATTRACTIONS

FALKOFF AGENCY

1504 Broadway, N. Y. L. Wilson 7 6037-691

THE FINAL CURTAIN

In Loving Memory

Kenneth Van Zandt

Passed away Feb. 4, 1947

Gene, But Not Forgotten

D. MARY AND CARL SHERMAN

OTR

INSURANCE

Mokhov Insurance Agency

21 W. Jackson Blvd.

INSURANCE

31 W. Jackson Blvd.

INSURANCE

S. A. SOLOMON

The Steeplechase Insurance Co.

J. COZZI

COLUMBIA

CALLIOPE

Suitably

述

at

2319

W. Wilson

11.25.00

Price $1,250.00

ID 93 10 75 0

BASKETBALL, BASEBALL, BOWLING, BILLIARDS, CARTRIDGE CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER

BASKETBALL, BASEBALL, BILLIARDS, CABINET CASES

S. E. WALKER
PARKS-RESORTS-POOLS
THE BILLBOARD
FEBRUARY 18, 1956
Communications to 188 W. Randolph St., Chicago 1, III.

PLANS SHAPING UP FOR SAVANNAH BEACH PARK

LAKE WORTH, Fla., Feb. 11—(AP)—Dorso Bros., Ringling and Coney Island operators, off this week for keying up attractions for their new venture at the Savannah Beach Park at this coastal city, where Dorso Bros. has taken over a large area formerly known as the Dorso Bros. block on the south end of town. The area is on 30 acres that will be used for the beach park. The Dorso Bros. organization for the beach park is expected to be completed by March. The operators have already made arrangements for the beach park to be open for business next month.

In addition to the beach park, the Dorso Bros. organization will have a new amusement park which will be opened in the spring and will be called the Savannah Beach Park. The park will be located on the north end of the beach and will feature a new roller coaster, a new kiddie ride, a new large Ferris wheel, a new water slide, and a new children's playground. The park will also have a new restaurant and a new gift shop. The park will be open from 10 a.m. to 10 p.m. every day of the week.

A new beach park will be opened on the south end of the beach which will feature a new roller coaster, a new kiddie ride, a new large Ferris wheel, a new water slide, and a new children's playground. The park will also have a new restaurant and a new gift shop. The park will be open from 10 a.m. to 10 p.m. every day of the week.

KANE AGAIN

NAMED ROCK'S PUBLICITY CHIEF

NEW YORK, Feb. 11—Richard G. O. Dorso, vice-president of the Dorso Bros. organization, said this week that he has named Rock Shapley as the new publicity chief for the company. Dorso said Shapley will continue in his present position as the publicist for the company.

ROBY'S

$490,000 NET

SETS RECORD HIGH

NEW YORK, Feb. 11—(AP)—Roby's Playland chalked up record gross and net earnings for the past year, according to the company's annual report. The net was $280,000, up from $200,000 in the previous year. Gross was $1,200,000, up from $1,000,000 in the previous year.

PARKS-RESORTS-POOLS

WANTED

8 USED WHIP CARS

Save in your tax returns. All equipment in good condition. All must be used on city streets.

Wanted: 8 used whip cars. All in good condition. All must be used on city streets.

D. A. M. AMUSEMENT PARK

5991, Seven Mile Road
Detroit 19, Mich.
Call Kenwood 1-5660

TO LEASE COMPLETE PARK

5991, Seven Mile Road

B. L. AMUSEMENT PARK

Inquire of Jay K. White.

PLANS SHAPING UP FOR SAVANNAH BEACH PARK

LAKE WORTH, Fla., Feb. 11—(AP)—Dorso Bros., Ringling and Coney Island operators, are making plans for their new venture at the Savannah Beach Park at this coastal city, where Dorso Bros. has taken over a large area formerly known as the Dorso Bros. block on the south end of town. The area is on 30 acres that will be used for the beach park. The Dorso Bros. organization for the beach park is expected to be completed by March. The operators have already made arrangements for the beach park to be open for business next month.

In addition to the beach park, the Dorso Bros. organization will have a new amusement park which will be opened in the spring and will be called the Savannah Beach Park. The park will be located on the north end of the beach and will feature a new roller coaster, a new kiddie ride, a new large Ferris wheel, a new water slide, and a new children's playground. The park will also have a new restaurant and a new gift shop. The park will be open from 10 a.m. to 10 p.m. every day of the week.

A new beach park will be opened on the south end of the beach which will feature a new roller coaster, a new kiddie ride, a new large Ferris wheel, a new water slide, and a new children's playground. The park will also have a new restaurant and a new gift shop. The park will be open from 10 a.m. to 10 p.m. every day of the week.

KANE AGAIN

NAMED ROCK'S PUBLICITY CHIEF

NEW YORK, Feb. 11—Richard G. O. Dorso, vice-president of the Dorso Bros. organization, said this week that he has named Rock Shapley as the new publicity chief for the company. Dorso said Shapley will continue in his present position as the publicist for the company.

ROBY'S

$490,000 NET

SETS RECORD HIGH

NEW YORK, Feb. 11—(AP)—Roby's Playland chalked up record gross and net earnings for the past year, according to the company's annual report. The net was $280,000, up from $200,000 in the previous year. Gross was $1,200,000, up from $1,000,000 in the previous year.

PARKS-RESORTS-POOLS

WANTED

8 USED WHIP CARS

Save in your tax returns. All equipment in good condition. All must be used on city streets.

Wanted: 8 used whip cars. All in good condition. All must be used on city streets.

D. A. M. AMUSEMENT PARK

5991, Seven Mile Road
Detroit 19, Mich.
Call Kenwood 1-5660

TO LEASE COMPLETE PARK

5991, Seven Mile Road

B. L. AMUSEMENT PARK

Inquire of Jay K. White.
CIRCUSES
R-B Hires Cervone; Press-TV Unsettled
Action Starts as North, Burke Launch Executive Session in Florida

SARASOTA, Fla., Feb. 11—
R-B Broadcasting himself this week made an announcement that action has come out of the executive session being held here by North, Michael Burke and to.

Lazy Cervone was contracted as a department commander, it was announced. He

3 Owners Ill:
Miller Indoor Show Goes On

DURHAM, N. C., Feb. 11—
Management of Miller Bros. Ind. Cup was so ill this week that there was no show, and last reports indicated that all but a couple of players were hospital patients.

R. C. Miller, brother of R. B. Miller, also of the Miller Bros. Ind. Cup, is a hospital patient. His partner, Frank D. Miller, is also a hospital patient. Their secretary, Jean Lofton, is also a hospital patient.

The other Miller, C. W. Burden, who was in charge of operating the show, is also a hospital patient. He was hired by Billy Sheehy.

From the hospital here, Richards said that the show might be postponed. He said that the show might be postponed.

'Hall of Fame' Drawn Crowds
At Sarasota

SARASOTA, Fla., Feb. 11—Jean L. Sullivan’s Sarasota Circus has played to attendance beyond anybody’s expectations. It was said that the show has already exceeded all expectations in attendance in previous years.

For six weeks now, Sarasota has been playing to packed houses, and this week is expected to be no exception.

Betty and Benny Feis were at the center of the excitement. The Feis family, consisting of Albert, Bob, and sisters Gert and Carole, have been a hit with the Sarasota audience.

Circus Signs People
In London, Cleveland

CLEVELAND HIGHLIGHTS, Feb. 11—
Jack J. Mills, 75, who has been active in the Cincinnati Community for many years, has been appointed as a new member of the Sarasota community. He was elected to the board of directors, and he will serve several years in that capacity.

After the announcement, Jack and Jack J. Mills attended a meeting in Sarasota. He was elected to the board of directors, and he will serve several years in that capacity.

B. C. Mills spoke at the meeting, and several other people were present.

R-B Hires Cervone; Press-TV Unsettled
Action Starts as North, Burke Launch Executive Session in Florida

SARASOTA, Fla., Feb. 11—
R-B Broadcasting himself this week made an announcement that action has come out of the executive session being held here by North, Michael Burke and to.

Lazy Cervone was contracted as a department commander, it was announced. He

3 Owners Ill:
Miller Indoor Show Goes On

DURHAM, N. C., Feb. 11—
Management of Miller Bros. Ind. Cup was so ill this week that there was no show, and last reports indicated that all but a couple of players were hospital patients.

R. C. Miller, brother of R. B. Miller, also of the Miller Bros. Ind. Cup, is a hospital patient. His partner, Frank D. Miller, is also a hospital patient. Their secretary, Jean Lofton, is also a hospital patient.

The other Miller, C. W. Burden, who was in charge of operating the show, is also a hospital patient. He was hired by Billy Sheehy.

From the hospital here, Richards said that the show might be postponed. He said that the show might be postponed.

'Hall of Fame' Drawn Crowds
At Sarasota

SARASOTA, Fla., Feb. 11—Jean L. Sullivan’s Sarasota Circus has played to attendance beyond anybody’s expectations. It was said that the show has already exceeded all expectations in attendance in previous years.

For six weeks now, Sarasota has been playing to packed houses, and this week is expected to be no exception.

Betty and Benny Feis were at the center of the excitement. The Feis family, consisting of Albert, Bob, and sisters Gert and Carole, have been a hit with the Sarasota audience.

Circus Signs People
In London, Cleveland

CLEVELAND HIGHLIGHTS, Feb. 11—
Jack J. Mills, 75, who has been active in the Cincinnati Community for many years, has been appointed as a new member of the Sarasota community. He was elected to the board of directors, and he will serve several years in that capacity.

After the announcement, Jack and Jack J. Mills attended a meeting in Sarasota. He was elected to the board of directors, and he will serve several years in that capacity.
Plans Shaping Up for
Savannah Beach Park

LAKE WORTH, Fla., Feb. 11—
Danny Dorso, Bingo and Concessi
on operator, who has made notable
progress in lining up attractions for
his new venture at the Savannah
Beach Park, has taken over a large
area along the boardwalk and ex
tending back one city block from
downtown Lake Worth.

Work is going forward on a new
$11,000 amusement building which will house his Bingo. Plans also call for an Arcade building, a completely rebuilt concession facil
ity, and an enlarged paved park
ning area. Negotiations are in the
works with Lou Riley, Bob Peter,
O. C. Buck and others to provide the
12 rides scheduled for opera
tion. It is understood that some of
the Leucorea rides were previously
owned by the area.

Another probability will be a
zoo, tentatively listed as a dem
stration operation. Pool is available
for a score of varied attractions. Concessionaire operations, which are booked will be modern and top
flight.

KIDDIES IN A PARK

CAROUSEL

WANTED 8 USED WHIP CARS

Contact

MAGNER

665 W. Chicago

MACH R. WAGNER

'77 Edgewater Amusement Park

3910 N. Chicago Ave.

Detroit 11, Mich.

Cell Resnoud 1-5660

TO LEASE COMPLETE PARK

3,000 people per day. 400

B. & L. AMUSEMENT PARK

Write to

367 W. Washington St.

Chi

HALIFAX, N. S.

KIDDE IN A PARK

CAROUSEL

FOR SALE

Lease, purchase or trade. Ad
vantageous terms. Dealers call.

LOU LECARIO

504 Resnoud 1-5698

CAROUSEL FOR SALE

Large, complete, in excellent

condition. Can be shipped by rail,

F. A. R. R., or dismantled and

moved.

Contact Lou Lecario

504 Resnoud 1-5698

Kiddie Again

Named Rock's

Publicity Chief

NEW YORK, Feb. 11—Richard
Le Bent, vice-president of Rock
Music, announced that Walter Kater
Associated with Dec, will be
a publicity chief for the
year.

Kater was the
ative advertising chief for
the last two years, and
year.

The move was made to

make the promotion department

more effective and to

improve the image of the

company.

Another probability will be a
zoo, tentatively listed as a dem
stration operation. Pool is available
for a score of varied attractions. Concessionaire operations, which are booked will be modern and top
flight.

URGE LETTERS

PSAA Visions

Anti-Tax

Fight Climax

FEASTERVILLE, Pa., Feb. 11—

A PSAA tax evasion cam

paign went out this week to mem
bers of the Pennsylvania Asso
ciation of Associations, by Vernon
Platt, president.

The group, behind Platt's lead

ing, is estimated to be costing the
federal 10 per cent tax on admis
sion over 50 cents. He reported

that the entire PSAA legislation
will make the illegal

unionize priv

ately owned swimming clubs and
sharpening risks from the

tax.

Objections are that the tax is in
principle on exemptions are
made for small facilities in
connection with private business.

Also exempted are agricultural
fairs.

"We sincerely believe that we
now have a cause that should be
noted here in New York and

convinced that in this tax there is
a true injustice and not just another
pressure group trying to get out of
a tax. Now that things are com

ing to a head, we once again ap
peal to you to write your congress
men and ... to any member of the
department of revenue, etc. (or

state) which is considering this mat
ter carefully to decide on the late
proposed code.

"Platt said the 1966 complaint

will be the same.

September 23-24 in Feasterville.

NEW PATRONS

N. Y. Board

Gives Okay to

Luna Housing

NEW YORK, Feb. 11—The
Board of Estimate yesterday
delayed its hearings on housing
which, it was announced for
the old Luna Park site at
East 49th St. It is expected
that it will consist of tours for 1,500
families, in 300 units.

There will be 17 buildings on
the property, the largest of
which will be 12 stories. The
location of which was
announced by Frederick
Thompson and Elmer S. Dur
y, partners, a few minutes
in their

Beach Park near the

Atlantic. The building has

been used for a number of
years.

Another factor in the

sales of a 2-1/2 acres in

This is one of the

roads by the

Hanna-Madison-Corson Scooter.

Willow Grove Drops

Names, Retains Talent

PHILADELPHIA, Feb. 11—

Willow Grove Park is dropping
their "big-time" attraction this
year, but will retain its policy of offering talent of the highest rank.

Joseph Heflin, park manager, also
reported work is proceeding on the
building of a 15-story structure which
will house the food and drink opera
in.

The new 1956 season was launched
with some success.

"Heflin said that while there is no denying the popularity of top

cases, the season in 1956 was that unfavorable
domed the schedule

either will be appearing at the

other top artist was booked in, resulting in a fine season.

Willow Grove will concentrate on the acts that have proven to be the

most popular in the area and will

continue to offer new".

33,000-

The band will be

opened by Fred Lewis, and the

Walter Rock

"singing chief.

Karin

presents a

Rye's $490,943 Net

Sets Record High

NEW YORK, Feb. 11—West
chesteir county's leading Played
season grossed a record $1,258,652
in net figures in 1955, in its last sea
son under the management of the

Estes-Clark-Blair-Flanagan

firm. The net was $1,437,652 and was
over $100,000 over the sum
reported in the annual budget.

The commission, in its report to
the county, said it had noted that economic condi
tions in the amusement business were
good in the 1956 season, which ended last
year. Allora there were sub
stantial increases in wages and other operational items, revenue in
evitably every income phase also

tended.

MacNicol left the Rye, N. Y., park last winter to take a execu
tive post with the William Line, but he was
recently hired as park director by Edward Kibbott, president, and joined the staff in

mid-season.

Ticket Sales Net $1 M

In past years, the largest single
source of revenue was ticket sales
which hit $1,167,441 or $1,600,000
over 1954. Refund sales were up last year to $228,857. Total receipts
from all sources was $1,275,377, and
of this sum there was $256,624 re
turns. There were many 

eliminated by the

resale of tickets operated in this fashion in the past two months, which would

eliminate private owned swimming clubs and shafing risks from the tax.

Winning, non-exempt, in an

paid with large numbers of

and the public. There were no

"If at some point during the
season changes to a park as such, while retaining amusement
devices, limitations toward Westchester people could be con
sidered, but at present the

amusements will be run by

in the past."

"The commission noted an in

of Winter Freedom Park, to a new high of 4,276,986, with

than the previous 4,276,986!

Garber's, for his patience, and bus

and tax breaks.

WANT RIDES

FOR new park in Atlantic City, N. J. Excellent location. Low,

straight percentage. Can use 4 Major and 8 Kiddie Rides.

Write what you have.

WANT RIDES

PAUL SEIDMAN

26 N. La Cicle Place

Atlantic City, N. J.

High Quality

KIDDIE RIDES

CARTS, BUSSES, BUPS, TENDERS, ETC.

BUFFALO OUTDOOR SPECIALTY CO.

BUFFALO, N. Y.

Established 1897

MINIATURE GOLF PACKAGE DEALS

WANT RIDE FOR 30% NET.

BUFFALO, N. Y.

BUFFALO OUTDOOR SPECIALTY CO.

BUFFALO, N. Y.
CIRCUSES

R-B Hires Cervone: Press-TV Unsettled
Action Starts at North, Burke
Launch Executive Session in Florida

SARASOTA, Fla., Feb. 11—R-B Enterprises here announced that Bailey Circus this week began making preparations to merge its operations with the North-Burke organization. This action comes out of the executive meeting here in Sarasota last week, during which, according to sources here, a merger of the two companies was discussed. A meeting of the executive session is expected here next week.

Cervone was contracted as bandmaster, it was announced. He

3 Owners Ill; Miller Indoor Show Goes On

DUNIHAM, N. C., Feb. 11—Manager of Miller Brothers' indoor circus here reported that an illness threatened to close the show. But at the same time, a report was current that all three partners were in hospitals; R. A. Miller underwent surgery, his brother H. E. Miller, also was in a hospital. Their relatives and friends, however, said the report of serious injury was in error.

All three partners had been in hospital since Thursday of last week. R. A. Miller underwent surgery, his brother, H. E. Miller, also was in hospital. Their relatives and friends said the report of serious injury was in error.

Chicagoland has played the part of the army-recruiting agent. Cervone, a former army officer, is a natural.

Cervone began work in Chicago and the Army's recruiting efforts were furthered by his service in the artillery.

More developments in the Ringling picture were expected to roll in as the news of the new show spread across the country.

Bengtson, who has done work for Ringling and other shows, said he was now in New York, as the show's radio-telephony publicity chief.

In Union in Action

In New York the Association of the American Ringling Bros. and Barnum and Bailey said that they had negotiated a contract with the Ringling organization, making the picture the first time that Ringling and Barnum and Bailey have worked together.

The contract was signed by the two companies, with the agreement that Ringling will handle the show in the eastern part of the country and Barnum and Bailey will handle the show in the western part.

Al Dobritch Opens Office

CHICAGO, Feb. 11—Bucking the trend, Al Dobritch has opened an office here and gone into business on his own. He recently returned to Chicago from January 31 and then requested a meeting with a representative of the GAC-Ham.

He stressed that he would be interested in working on any projects that he starts with and that he would be on his own in the future.

Dobritch was not in the Ringling organization, but he has been associated with the company for many years.

In the past, his work has been with the Hamill office and later went to Bananas-Carsons.

Gainesville Show Scheduled for TV

GAINESVILLE, Tex., Feb. 11—The 11th annual Ringling Bros. and Barnum and Bailey television show will televise a street parade and ringling and other attractions on the Community Circus here on March 4. Four circuses are expected to appear in the parade and the show will be used to promote the circus.

Mills Signs People

In London, Cleveland

CLEVELAND HEIGHTS, O., Feb. 11—Jack Mills, owner of Mills Bros. and Sisters, left West Coast on a week's trip to London, where he caught two British circuses and learned some of the top acts they had for the coming season.

He signed ten English girls for ballet work. He also retained Mark Jones as a special performer and Jack Joney Mills on arrival and had London newspapers on hand to cover the American show's activities.

The artistes are scheduled to come to the American show's acts which he said would be announced later. Back in this week, he will announce the line-up of the American show.

The circus will have a new star attraction this year in the form of a large ringling, the American show's acts which he said would be announced later. Back in this week, he will announce the line-up of the American show.

The circus will have a new star attraction this year in the form of a large ringling, the American show's acts which he said would be announced later. Back in this week, he will announce the line-up of the American show.

The circus will have a new star attraction this year in the form of a large ringling, the American show's acts which he said would be announced later. Back in this week, he will announce the line-up of the American show.

The circus will have a new star attraction this year in the form of a large ringling, the American show's acts which he said would be announced later. Back in this week, he will announce the line-up of the American show.

The circus will have a new star attraction this year in the form of a large ringling, the American show's acts which he said would be announced later. Back in this week, he will announce the line-up of the American show.

The circus will have a new star attraction this year in the form of a large ringling, the American show's acts which he said would be announced later. Back in this week, he will announce the line-up of the American show.
Dave Nirenberg of Polk West- erd. writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.

Dave Nirenberg of Polk Western, writes that Frances Nixtor, of the Rose Gold Trap, flew from Fort Myers to his home in Paris, Texas. The Dachshunds have become trailblazers. Visitors from all parts of the world, including the Animals, came to see the house full of fifty dogs, one in Elwood Park. Three dogs were moved to Fort Wayne brought a work of art for everyone, but for the clown, who also had a flower show to make.
More Fairs Add Comics To Promotion

NEW YORK, Feb. 11.—Four new fairs were announced in the city today, and in addition to the usual comics books which will be distributed, Calver, general manager of Common Fair Publications, said that he was planning to distribute and make available for this purpose annuals last year for the fair associations.

The new subscribers are the Colorado State Fair and the Idaho State Fair, the Delage Automobile Show of New York City, the Chicago Automobile Show of Chicago, and the New York City Automobile Show.

Ward Beam Sets Revue For Carlisle

NEW YORK, Feb. 11.—Ward Beam Associates have been named as producer and manager for the 1956 Carlisle (Pa.) Fair. They have contracted for a revue production with seven acts, including a musical comedy and a band. Beam also contracted to produce with George P. Reisling and Willard B. and Wild Animal shows for a one-day appearance and his Interstate Bus Lines will handle the hotel contract, as well for one day.

River Rats

River Rats: Lash Dixon, Joe Anderson, and C. W. Smoak, who have spent the past winter in Florida, are now back in the area and are working for the Hillsboro, N.C., chamber of commerce and the chambers of commerce of Ridgeland and Sumter County. They are working on a promotion campaign for the area.

Texas Meeting Elects Othel Neely President

DALLAS, Feb. 11.—Othel Neely, manager of the Hotel of the Americas, was elected president of the Texas Association of Fairs and Expositions at its 25th annual convention of the association held at the Baker Hotel in Abilene, Texas.

Neely has served the past year as vice-president of the association. He succeeds William Poteau, who is now chairman of the Board of Directors.

Other new officers installed at the convention were: Edward S. Lawler, vice-president; Charles W. Smith, secretary-treasurer; and Ralph Butts, treasurer.

Reading Nets $15,213 On $262,047 Gross

READING, PA., Feb. 11.—The Reading Fair, a six-day fair, operated on a net profit of $13,831.75 as contracted with only one year illness in the vicinity in 1954. Good weather was a major factor in the success of the event.

The 1955 report, at the close of the fiscal year November 30, showed an increase of $262,047.80, compared to $13,831.75 of 1954. The gross profit was $242,860.25, against $247,385.70 in 1954 and a decrease of $4,525.45. The gross and net depreciation of equipment and improvements, $17,442.84.

No Dividend

No dividend was declared. John S. Cies, president, said this was because of money expended on physical changes and the fairgrounds, and the need for raising of obligations held over from previous years.

Changes at the fairgrounds were made in the area. A new fairground building in the Reading Railroad tracks. It is anticipated that the new building will be complete in the late part of the year with the completion of the railroad tracks.

There were savings of $87,000 in the construction of the new buildings in 1955, Cies said. Items with cost savings included: one-third of the year, a $50,000 increase in the cost of officials.

Racing, Telest Future

Analyzing costs, Gazelle speculated that the time is not far off when it will be necessary to "take the bull by the horns" and start a "Great Circuit" to railroad lives and the eight grandstand shows. He said they have already met the cost of the officials.

Gazelle said that "all fairs are going through growing pains." He said that the officials are doing "very much different than anything in the past of other fairs have done.

Two new directors were named: Ralph P. Trelfasler and Edward Eynon. The officers are Francis Smith, treasurer; Alex McPhail, chairman; the latter occasionally is facing $80,000, the cost of the original structures.

POOMA Hit $378 On '55 Operations

POOMA, Calif., Feb. 11.—With the second day of what was described as a "big 1956" show a big success, the entries and sales reports announced a big year for the fair industry.

The Pooma show, held at the Los Angeles County Fair, was the second in a series of three annual shows, and the first in the state fair industry.

The show is expected to bring in excess of $100,000 in additional revenue to the fair industry, and the president and general manager, said that the fair is on the right track.

The show was attended by a record-breaking crowd of 4,000 visitors, and the fair grounds were filled to capacity.

Dallas Skeds Nine Cotton Bowl Games

DALLAS, Feb. 11.—Nine major college and professional football games have been scheduled for the 1956 season at the Cotton Bowl Stadium, operated by the State Fair of Texas.

The high calibes of the competitive teams present a great increase in the number of seasons in several years to come, according to the officials of the bowl.

The Cotton Bowl season was under way Sept. 14, with a game sponsored by the Salvation Army and sponsored by the Salvation Army and sponsored by the Salvation Army.

The Cotton Bowl Classic on New Year's Day.

The Texas A&M-Texas Tech and Texas Tech-Oklahoma State games will be played during the 1956 State Fair. Attendance for major games during the bowl season will be less than 305,813, including two sellouts of the 1956 state-stadiums.
Daten, Theme Set for N. Y. State Event

ALBANY, Feb. 11. — The 1956 New York State Fair will open on Saturday, September 3 and close on the following Saturday, September 10. Governor David D. Cole of the state department of agriculture and markets held a press conference on the announcement.

The dates of the eight-day exposition are also the dates of the semi-annual calendar position and include Labor Day. The attendance goal is expected to be approximately 900,000.

The State Fair this year will save entertainment in varied fields—life, soil conservation and adaptation for better living to improve human life. The theme in 1956 was billing and last year the fair paid $620,000 to the consumer.

Tenn. Ernie To Headline Orange Show

DAVENPORT, Ia., Feb. 11.— The Mississippi Valley Fair and Rodeo, taking place August 12, and close Saturday, August 18 this year, was decided upon by the board of directors and stockholders today. A new feature of this year's exhibition is the return of the Missouri Arabian Show, which is past years has been open.

E. Rylander, Davenport, was elected president succeeding Chester D. Hailer, also of Davenport, who has served for 10 years. Ben Connitt and G. J. Timmerman, Audubon, and Frank Cordon, secretary, were elected as officers.

The new posts were created with Harvey Hoffmann, Davenport, named as assistant secretary, and J. A. Miller, also of Davenport, elected as treasurer. The last post was selected by the board.

Hoffman and Walser and Elmer Smith also have been selected to the board of directors.

Polack Eastern Power-Packed

Continued from page 1
wagging, barking a dog on one’s head, and Kaye’s foot panorama.

Elephants, Clowns
Pick and Jason Moody bring the “Tiniest Troupe” to the State Fair, which maintain a good pace, make the audience cackle and create a satisfactory mite pealed by a quikey toy.

Clowns Barrowos, Larry Bernter, Al Ackerman, Paul Kaye, John Smith and John Young also perform an army drill skit.

Winding up the first half is the appearance of the high wire Cortez (5). with a person who walks a high wire and a dog, which is a dog and a dog and a dog.

Baying, Palooza Eastern presents the horizonal bar masters, the Hovacs (5) on their double-decker trick, giving the dog a twist and two a second bar to catch the dog.

The second part of the program features a series of figure 8 swings, and the children get a good time.

Contests: Contests are announced for the best dressed in the business, and their routines include some fresh items.

After a self-directed trip, the holding of a “bally” for a dog to jump thru, a bally for a boy to jump thru, a bally for a boy to jump thru, another dog does this, the act is used for life but that was cut out because of the building’s size.

Tennis, Ernie To Headline Orange Show

SAN BERNARDINO, Calif. — Feb. 11. — Here’s a hot one! It will headline the stagegoers at the National Orange Show here along with eight other outstanding items during the 11-day run starting March 6. East F. S. F. entertainment manager, announced this week. The stage program will be under the direction of Bob Broshears, Bethel Theater, for the third consecutive vear.

Fird, who began his radio career in the early 1930’s, has been heard in the states for years, returns here for another year. He plans to serve many of the people in the surrounding area and the fact that it is the seat of State government, whereand other attendance is certain to increase.

The Pennsylvania group, which is in Williamsport, will return to Reading. It has been the policy of the Pennsylvania group to move to Reading, and with the alternate year attendance at both cities this year reading has the advantage of having a major fair located within its boundaries and only the width of a street separating its two main sites.

Buyers Show Up

Switching back to past usually at the best of some area which left the country, and resulted in decreased attendance.

However, every crowd is as good as possible that all of the important people—neighboring the stall, the usual expected business is continues. But it is a business that can’t be sold out, who also make trouble, who isn’t convinced that the lack of visual action was left out of the entertainment spot segment in which he is interested.

Ragquets suffer when the large blocks identified with such a show, and that is a most difficult. All else in Richmond is lacking. After a

Wisconsin State Moves Horse Show To Fair-Dates

MILWAUKEE, Feb. 11. — The Wisconsin State Fair this year will include a horse show during the weeks, Freeman, chief horse show and fair manager, announced. The horse show will begin Aug. 24, while the fair will run August 20 through Sept. 11.

Booking Good For 1st Year Of GAC-Hamid

NEW YORK, Feb. 11. — Improved deals with various national and local contractors last week as one reason the newly formed CAC-Hamid Agency appeared in the brokers’ annual sum scan of the dates.

In addition to the usual entry of the Pacific Coast, where a package consisting of a half-dozen arts plus the CAC-Hamid Agency was created to take over the sales of the Hamid, which pointed out several Eastern dates which are back in the field.

American, which was signed again by the Hamid office after a one-year layoff, was a great deal.

SEYMOUR, Wis., Feb. 11. — The CAC-Hamid Agency will provide the eight grandstand entertainment events at the fair here this year. Mike Rum, manager, announced. Five days have been assigned, all of which will be under the control of the Hamid office.

Seymour, which is expected to be the headquarters, will be 1,000 miles from the fair, and will be attended by a large crowd.

“Speedy” Bobb’s Cyclotet

Presents The CYCLEWHIRL

A docks N.Y., March 11. — The world’s largest trick motorcycle can be seen at the fair. The Cyclewhirl, a 3,000 pound, 5-man cycle, will be on display every day of the fair, and is described as a "trick motorcycle stunt".

The Cyclewhirl is a combination of several motorcycles, each with its own special features. The bikes are linked together and are powered by a single engine. The riders perform various stunts and tricks on the Cyclewhirl, including jumps, pirouettes, and even riding in a circle while the bike is moving. The Cyclewhirl is a popular attraction at fairs and carnivals, and is known for its elaborate lighting and sound effects.

The Cyclewhirl is a showpiece of talent and skill, and is sure to delight audiences of all ages. Visitors can experience the excitement and thrill of the Cyclewhirl for themselves at the upcoming fair. With its colorful lights and music, the Cyclewhirl is sure to be a highlight of any visit to the fair.
ROYAL AMERICAN GROSES
$42,000 IN DAY AT TAMPA

Sets New Single-Day Mark, Second Best Ever for Show; Spreading Up

TAMPA, Feb. 11.—A record-breaking single-day gross and show attendance were reported in the Royal American Grosses at the Florida State Fair. The gross was $42,000, the highest ever reported by the Royal American Grosses. The show was held at the Tampa State Fairgrounds and featured the Royal American Grosses, which is one of the largest and most successful grosses in the United States.

The gross was set on the opening day of the fair, January 31, and the show was packed throughout the day. The Royal American Grosses have a reputation for putting on a spectacular show and this year was no exception. The grosses featured a variety of attractions, including a grandstand show, an elephant show, and a lion show, among others.

The show was well-received by the audience, who were seen cheering and clapping throughout the performance. The Royal American Grosses are known for their ability to draw large crowds and this year's performance was no exception. The grosses are expected to continue to perform well throughout the rest of the fair season.

The success of the Royal American Grosses is due in part to the hard work of the operators and their staff. The operators have worked tirelessly to ensure that the show runs smoothly and that the audience is satisfied. The operators are committed to providing the best possible experience for their guests and this year's performance was a testament to their dedication.

The Royal American Grosses are an important part of the Tampa State Fair and have been a fixture of the fairgrounds for many years. The grosses have a long history of success and have been a source of pride for the fairgrounds.

The Royal American Grosses are owned and operated by the Royal American Grosses Company, which is headquartered in Tampa, Florida. The company is known for its commitment to providing high-quality entertainment and for its ability to draw large crowds.

The Royal American Grosses are expected to continue to perform well throughout the rest of the fair season.
Next to Sharon
Midtown Bldg.
Revives NSA
Home Hopes

NEW YORK, Feb. 11—Something close to a record for beauty was set at this week's National Showmen's Association (NSA) convention here yesterday, which was presided over by Morris Batalsky, first vice-president of the association and president of President Gerald Nelson
Baker, of Los Angeles, who presided over the (Shimpy) Rapaport's—refrena-

ously without exception. That was the Joes-

Baldoni fight on TV.

Among the numerous events connected with the NSA's return, any action on naming Joe McKee in the latter's banquet dues. McKee, who has been, is

associated with the annual affair since its origin, that revealed that it will not be

in the country in September

and unable to take part in preliminary banquet plan.

In addition to progress developments, said that four build-

ings had been submitted to him for study in the last week, only one of which is suitable for the club. One, on which no price has been

set as yet, is adjacent to the Sharon Hotel for which the NSA negotiated

several years ago. Street ad-

dressing of the niece store, there is a basement cabinet and occupied street stores, and three usable levels upstairs.

Geoffrey Hadley, second vice-president Jeff Harris, third vice-president Al McKee, treasurer Harry Broten, Jacob Cohen, club physician, who reported on a hospitalization he is studying which would be a

benefit to club members.

Lounges in the gold card doors are.

Find Cut-Rate
Ride Prices Win
MENLO PARK, Calif., Feb. 11—William H. Meyer, book-keeper of Gold Coast Shows with headquarters here, said that 1956 revenue was ahead of that of 1955, especially because prices on rides were reduced in some areas.

In areas where conditions were not up to those of other sections, Meyer said prices of 25-cent rides to 20 cents and 30-cent rides to 25 cents. The latter change in the face of large volume

increased traffic and other factors. Toward where the cut price rides to 25 cents, per cent increase over the previous year was the higher tariffs were

incurred.

Most of his fare dates are re-

sects. They include for 1956 the Hariones, Crescent Fair, Portland, Lake County Fair, Lapeer, and Glenn County Fair, Orlando. Meyer enjoys his route to California.

Baker United
Sets 2nd Unit
TERRE HAUTE, Ind., Feb. 11—Peter Baker of Baker United will operate two units this year, the second one to be inaugurated. V. R. Nemcik, as-ex-show owner and current
time operator, Ernest D. Allen, man-

agement, adjacent.

The Nemcik-managed show will carry on the show's usual custom of working in the area's major city and the same towns and cities in Illinois and Indiana.

Local Florence, Cynthiana, and Liberty, will be

showed. The second unit will be operating in the area.

Thank You
Call me at home, 2-3001, Waco, Oklahoma matter Tuesday, Feb. 17.

Thank You
Call me at home, 2-3001, Waco, Oklahoma matter Tuesday, Feb. 17.

Tommy Spoon

PARADA SHOWS
New Booking for 1956

See Bob and Gussie in Chicago, Thank You

H. C. SWISHER
Phone 278, Connersville, Ind.

REWARD

For information leading to the arrest of the owner of the yellow dog who was killed and whose head was

removed, reward of $250.00.

January 1, 1956.

The reward will be paid to the first information leading to the arrest and conviction of the owner of the dog.

Thank You
Call me at home, 2-3001, Waco, Oklahoma matter Tuesday, Feb. 17.

First Call • • • First Call
Texas’ Greatest Event
Over 200,000 People Here Last Year

Lake Whitney Sport Show
April 13 thru 22, 1956
10—Days and Nights—10

Want to Want Want
Want FIRST-CLASS ORGANIZED Crowded with at least 10 RIDES and Shows for this date. Will also book Independent ORGANIZER AND "Face" SHOWS, FERRIS WHEELS, WINDMILLS, Craftsman, Carnival Boats. Will list shows that are for showmen only, not a kind only. Want a FIRST-CLASS GIRL REVUE. No Single-O. Want to hear from good, reliable Promotion For more information write:

Lake Whitney Sport Show, Post Office Box 922, Waco, Texas

Your American Red Cross is Always There After Disaster Strikes
WONDERER, Mass., Feb. 11. — Three circle dates are on the April-May calendar of the Mickey Mouse Club. Dates were announced in New York City.

WONDERER, Mass., Feb. 11. — Promoters of the Greater Tampa Showmen's Association made a successful showing recently at the Palm Room of the Tampa Terraza Hotel.

Eugene Gresham was striking in a Grecian wrapped bolero of red crepe with silver accenting pleated skirt, with cocktail length, Belle Prince Lien and a Chairman bolted half ballon, navy blue Strole white with raised collar and multicolored satin with velvet trim. Miss Gresham chose a tan taffeta ball gown, green beaded brooch, shoulder length, navy blue coat, with black and white satin trim and black beaded purse. Mrs. George J. Greenlaw's choice was a pink taffeta dress, with black beading, with pink beaded purse. Miss J. J. Greenlaw's choice was a black taffeta cocktail dress, with a white beaded purse. Mrs. John J. Greenlaw's choice was a black taffeta dress, with white beaded purse and black beaded scarf. Mrs. John J. Greenlaw's choice was a black taffeta dress, with a white beaded purse and black beaded scarf. Miss J. J. Greenlaw's choice was a black taffeta dress, with a white beaded purse and black beaded scarf.

FEMMES, FASHIONS

Tampa's Ladies

Tampa's Banquet

Tampa, Feb. 11. — Glamorous ladies and their guests highlighted the eighth annual Fashion Show of the Greater Tampa Showmen's Association at the Palm Room of the Terraza Hotel. Fashion Show Chairman was Olive J. Cramer, with the help of Misses Betty J. Smith, Mrs. Charles J. Taylor, Mrs. Charles J. Taylor, Misses Betty J. Smith, and Miss Margaret J. J. Cramer.

Emily Gresham wore a strapless taffeta dress, black beaded purse, and black beaded scarf. Miss Gresham's choice was a black taffeta dress, with a white beaded purse and black beaded scarf.

Style: Window Pane Sheer, double net with gold and white trim. Miss Gresham wore a taffeta tuxedo dress, black beaded purse, and black beaded scarf. Miss Gresham's choice was a black taffeta dress, with a white beaded purse and black beaded scarf. Mrs. John J. Greenlaw's choice was a black taffeta dress, with a white beaded purse and black beaded scarf. Miss J. J. Greenlaw's choice was a black taffeta dress, with a white beaded purse and black beaded scarf.

Style: Window Pane Sheer, double net with gold and white trim. Miss Gresham wore a taffeta tuxedo dress, black beaded purse, and black beaded scarf. Miss Gresham's choice was a black taffeta dress, with a white beaded purse and black beaded scarf. Mrs. John J. Greenlaw's choice was a black taffeta dress, with a white beaded purse and black beaded scarf. Miss J. J. Greenlaw's choice was a black taffeta dress, with a white beaded purse and black beaded scarf.

Style: Window Pane Sheer, double net with gold and white trim. Miss Gresham wore a taffeta tuxedo dress, black beaded purse, and black beaded scarf. Miss Gresham's choice was a black taffeta dress, with a white beaded purse and black beaded scarf. Mrs. John J. Greenlaw's choice was a black taffeta dress, with a white beaded purse and black beaded scarf. Miss J. J. Greenlaw's choice was a black taffeta dress, with a white beaded purse and black beaded scarf.

Style: Window Pane Sheer, double net with gold and white trim. Miss Gresham wore a taffeta tuxedo dress, black beaded purse, and black beaded scarf. Miss Gresham's choice was a black taffeta dress, with a white beaded purse and black beaded scarf. Mrs. John J. Greenlaw's choice was a black taffeta dress, with a white beaded purse and black beaded scarf. Miss J. J. Greenlaw's choice was a black taffeta dress, with a white beaded purse and black beaded scarf.
MIDWAY CONFAB

Midway and other show men report that the recent Missippi State fair meet was a tremendous success. Governor Lindsay and Senator John F. Kennedy were present and contributed to the success of the fair. The fair was well attended, and the stands were crowded with people. The exhibits were well presented, and the fair was a great success.

WANT WANTS

WANT FOR RIDE MAN AT REGULAR PRICE TO FILL VACANCY AT WESTCOTT SHOW. Reply to Box 137, Old Town, La., or to Mr. H. H. Westcott, 102 W. Main St., Orange, Tex.

WANT FOR RIDE MAN AT REGULAR PRICE TO FILL VACANCY AT WESTCOTT SHOW. Reply to Box 137, Old Town, La., or to Mr. H. H. Westcott, 102 W. Main St., Orange, Tex.

NOW BOOKING

Now booking for the Winter season at the Westcott Show, Orange, Tex. Write today and secure the dates that will suit you. Your booking is assured.

HUBERT’S MUSEUM

228 W. 12th St., New York, N. Y.

Open all year, rain or shine.

Want fridge of New York Audubon Society, 15 West 42nd St., New York, N. Y.

NOW BOOKING

Want bookings for the Winter season at the Westcott Show, Orange, Tex. Write today and secure the dates that will suit you. Your booking is assured.

HUBERT’S MUSEUM

228 W. 12th St., New York, N. Y.

Open all year, rain or shine.

Want fridge of New York Audubon Society, 15 West 42nd St., New York, N. Y.

NOW BOOKING

Want bookings for the Winter season at the Westcott Show, Orange, Tex. Write today and secure the dates that will suit you. Your booking is assured.

HUBERT’S MUSEUM

228 W. 12th St., New York, N. Y.

Open all year, rain or shine.

Want fridge of New York Audubon Society, 15 West 42nd St., New York, N. Y.

NOW BOOKING

Want bookings for the Winter season at the Westcott Show, Orange, Tex. Write today and secure the dates that will suit you. Your booking is assured.

HUBERT’S MUSEUM

228 W. 12th St., New York, N. Y.

Open all year, rain or shine.

Want fridge of New York Audubon Society, 15 West 42nd St., New York, N. Y.
Dallas Club Takes New Title, Installs Chuck Moss as Prez

Dallas, Feb. 11.—The Lone Star Showmen's Convention here officially became the Lone Star Showmen's Club of America Wednesday with the formal installation of officers here. The change was made upon several weeks, now per- formed, to make the club more representative of the organization's membership and to ex- pand the scope of its activities and interests.

Prior installations were held last March and October.

One of the high points of the occasion was the election of Mrs. Marguerite B. C. Moore, 59, of Columbia, Mo., president, the first lady to hold the office.

Mrs. Moore, who was elected to the presidency last October, is a former Miss America of 1942 and has been active in the entertainment field throughout her career.

The club, which has a membership of about 200, is a not-for-profit organization that raises money to support various charities.

Mrs. Moore was installed at the annual meeting of the club, held Wednesday at the Hotel Statler.

Mrs. Moore is the daughter of the late J. L. Moore, who was a prominent figure in the entertainment industry.

She has served on the board of directors of the club for several years and has been active in its various committees.

The club's other officers are: vice president, Mrs. James C. Blythe; secretary-treasurer, Mrs. James F. Blythe; and members, Mrs. James C. Blythe and Mrs. James F. Blythe.

Dallas Club Takes New Title, Installs Chuck Moss as Prez

Dallas, Feb. 11.—The Lone Star Showmen's Convention here officially became the Lone Star Showmen's Club of America Wednesday with the formal installation of officers here. The change was made upon several weeks, now per- formed, to make the club more representative of the organization's membership and to ex- pand the scope of its activities and interests.

Prior installations were held last March and October.

One of the high points of the occasion was the election of Mrs. Marguerite B. C. Moore, 59, of Columbia, Mo., president, the first lady to hold the office.

Mrs. Moore, who was elected to the presidency last October, is a former Miss America of 1942 and has been active in the entertainment field throughout her career.

The club, which has a membership of about 200, is a not-for-profit organization that raises money to support various charities.

Mrs. Moore was installed at the annual meeting of the club, held Wednesday at the Hotel Statler.

Mrs. Moore is the daughter of the late J. L. Moore, who was a prominent figure in the entertainment industry.

She has served on the board of directors of the club for several years and has been active in its various committees.

The club's other officers are: vice president, Mrs. James C. Blythe; secretary-treasurer, Mrs. James F. Blythe; and members, Mrs. James C. Blythe and Mrs. James F. Blythe.

Dallas Club Takes New Title, Installs Chuck Moss as Prez

Dallas, Feb. 11.—The Lone Star Showmen's Convention here officially became the Lone Star Showmen's Club of America Wednesday with the formal installation of officers here. The change was made upon several weeks, now per- formed, to make the club more representative of the organization's membership and to ex- pand the scope of its activities and interests.

Prior installations were held last March and October.

One of the high points of the occasion was the election of Mrs. Marguerite B. C. Moore, 59, of Columbia, Mo., president, the first lady to hold the office.

Mrs. Moore, who was elected to the presidency last October, is a former Miss America of 1942 and has been active in the entertainment field throughout her career.

The club, which has a membership of about 200, is a not-for-profit organization that raises money to support various charities.

Mrs. Moore was installed at the annual meeting of the club, held Wednesday at the Hotel Statler.

Mrs. Moore is the daughter of the late J. L. Moore, who was a prominent figure in the entertainment industry.

She has served on the board of directors of the club for several years and has been active in its various committees.

The club's other officers are: vice president, Mrs. James C. Blythe; secretary-treasurer, Mrs. James F. Blythe; and members, Mrs. James C. Blythe and Mrs. James F. Blythe.
**MERCHANDISE TOPICS**

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firm mentioned in this column. To expedite handling please use address-self-address envelopes.

---

**Guaranteed Sales Company, 5 West 26th Street, New York, offers the trade a complete line of merchandise which it calls the perfect compliments to current stock in a store. The line is sure to bring plenty of business, the company says. Offered are three piece banded kids sets, neckties, earshells, mourning bands and coach jackets. Guaranteed's price for the fashion accessories is $0.75 per dozen, single pieces required to send $10 for a sample assortment.

Axe Toy Manufacturing Company, 122 West 27th Street, New York, and Gibson & Grimes, 131 W. 23rd St., which provides greater convenience still. The barrel pit is made of hardwood, but it is not used by the barber. The pit has been developed since a sink to wash up in. The dishes are called Stack-O-Pads and are made of paper, using one of the many standard vases in various diameters for standard service. One package costs $2.50 for service for four. No longer does the honest need to climb from his chair in China. By placing the pads between her little china or hardback set, each dish is separated for complete protection. One case costs in the retail price for service of four.

Strawinsiled electronic razors for men and women for $5.05 are offered by Paul G. Wallace, 3713 Michigan Ave., Chicago. These razors are manufactured of surgical steel with specially made razor can be used to fit her doll with new clothes. The head of each razor is made of gold, the scissors and the sharp blade with which the hair is cut. The razor line is marked with a red band and black lettering. The name of the line is 5 Cent.

Acme Premiers Supply Corporation, 1111 South 12th Street, St. Louis, says it has the merchandiser you are looking for. The catalog which will be sold you contains such items as lamps, clocks, journalism equipment, hardware, toy, glassware, blankets, housecoats, shoes, hankies, plates, bowls, etc., and home merchandise. When writing state your business needs and you will be interested in getting your line.

Frank R. Huskat, who operates a merchandise emporium at 122 W. 27th Street, New York, has the names of two real sets of the pitch and paper University, 1124 45th Ave., Rock Island, III. His challenging note reads: "Tell your readers to call in and see if anyone someone would like me to call them and make me get a pitch set that can be seen with the naked eye. I'll pay a real commission to the publisher of any one who will produce it.""}

**HERE'S A CHANCE!** For some good luck pitch himself up your subscription to The Billboard in your town. The offer comes from the company that just started its business and has no merchandise to sell. This pitch is necessary to the firm's business. The company is offering the service to the trade for free. The service is sold by a B.O. hunter and a sausage joke, it consists of a clear plastic bottle, a starting sauce and a screw cap lid to which a mopake application is attached. The 12-inch wooden handle, which prevents basting from a distance, may be suspended by a rope. The pitch is placed in the refrigerator.

The Barkers House, 217 West 11th Street, Chicago, has a new felt pad to prevent scratching when it is placed on the floor. The disks are called Stack-O-Pads and are made of paper, using one of the many standard vases in various diameters for standard service. One package costs $0.50 for service for four. No longer does the honest need to climb from his chair in China. By placing the pads between her little China or hardback set, each dish is separated for complete protection. One case costs in the retail price for service of four.

Acme Premiers Supply Corporation, 1111 South 12th Street, St. Louis, says it has the merchandiser you are looking for. The catalog which will be sold you contains such items as lamps, clocks, journalism equipment, hardware, toy, glassware, blankets, housecoats, shoes, hankies, plates, bowls, etc., and home merchandise. When writing state your business needs and you will be interested in getting your line.

**THE FINAL CURTAIN** of this column's issue is an announcement of two real sets of the pitch and paper University, 1124 45th Ave., Rock Island, III. His challenging note reads: "Tell your readers to call in and see if anyone someone would like me to call them and make me get a pitch set that can be seen with the naked eye. I'll pay a real commission to the publisher of any one who will produce it."

**PIPES FOR PITCHERS**

By BILL BAKER

---

**HALL OF DISTRIBUTORS SERVICES**

**ATTENTION, QUANTITY BUYERS!**

**ENJOY HIGHER PROFITS & SALES PROMPTLY!**

**REMITTANCES: PAYABLE IN CASH.**

**WHOLESALE PRICES, CATALOGUES AND SAMPLE BOOKS ON APPLICATION.**
Letter List

Letters and package addressed as personal to me care of The Billboard will be answered. A respon of any personal to be accepted on the office for the benefit of the National Pitmen. Distributors, etc.

MAIL ON HAND AT CINCINNATI OFFICE
2100 Patterson St.
Cincinnati, O.

Parrel Post
Bellevue, Ala. & Md.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 63, N. Y.

MAIL ON HAND AT CHICAGO OFFICE
135 W. Randolph St.
Chicago 1, III.

MAIL ON HAND AT ST. LOUIS OFFICE
590 Arcade Bldg.
St. Louis 1, Mo.

MILLS SALES CO.
1617 Broadway
New York 43, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

MARBLES

FOR

Prizes, Premiums, Novelty Workers, Concessionaires, Bingo Operators, Mobile Jobbers, Distributors, Souvenir, Sales, Carnival, Parks, Raffles, etc.

MARBLES C0.0.

The Pride of Young Americans
WRITE FOR QUANTITY PRICES

THE VITRO-AGATE CO.
PARKERSBURG, WEST VIRGINIA

Golden Opportunity for...
Vending Machine Operators

Free BALL PEN VENDOR

Now, in a sensational offer by Packard Pen, you can have this attractive package at the power ABSOLUTELY FREE with the purchase of 1,000 pens. It takes up the price of the pens alone. Pens come in gay, assorted colors. Vendor is ideal for counter, stand or wall mounting.

1,000 PENS & VENDOR
Only $130.00

PACKARD PEN COMPANY
70 East 22nd St. N.Y.C. 10 - 6P 7-7100

100% PROFIT

RAYSLES WFG. CO., INC.
1500 W. Woman Ave.
Chicago 20, Ill.

HOTTEST ITEMS

6 PIECE WATCH SET
Real Finish—Apparel—Leather

ONLY $6.75

STAR SALE CO.
1514 Broadway
New York 8, N. Y.

SPEWED EQUIPMENT

Now, in 1916, we have the HOTTEST ITEMS, the HOTTEST ITEMS, the HOTTEST ITEMS.

BiWATER ESTATE

BILLS SALES CO.
1617 Broadway
New York 43, N. Y.

FEBRUARY 18, 1956

THE BILLBOARD

Copyrighted material.
COMING EVENTS

Sensational CEL-MAX Close-Out!

WHILE THEY LAST
Handsome Boxed 6-Pc. Men’s Watch Sets

- The latest Swiss Watch
- Expansion Louisian
- Steel Plate
- Tiek Holder
- Key Chain
- Gift Card

CEl-MAX, Inc.
582 S. Main St.
Memphis, Tenn.

PITCHMEN—SALESMEN—CONCESSIONARIES—DISTRIBUTORS...
—FAMOUS PROFIT MAKERS—
—MAKE BIG PROFIT catalog FREE

GEM SALES

FREE 1956 WHOLESALE 292 pg. CATALOG
SHOWS THOUSANDS OF NATIONALY ADVERTISED MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES
WITH BARGAIN PRICES, BARGAIN PRICES, BARGAIN PRICES...

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG
AVAILABLE IN NEW EDITION OF 1956, EXPRESSING MORE THAN 7,000 ITEMS AT NEW LOW PRICES

GULLIVER MONEY SAVING GUIDE

PREMIUM GIFTS, ACOUSTICOS, WAGES JABBERS, AGENTS, ETC...

GULLIVER BROS.
774 E. 35th St.
DALLAS, TEXAS

OVER 3,000 TERRIFIC VALUES!

SPRING SPECIALS

BRAND NEW ITEMS AT BRAND NEW PRICES

NEW CATALOG ON THE WAY...Spend Tour Business

B. PALMER SALES CO.

GIVE TO DADMON RUNYON CANCER FUND

PLASTICAST CO.
Dept. 100-144
4652 N. Michigan Ave.
Chicago 30, Ill.

ARM HIS CHANCE TO WIN THE BIGGEST PRIZE IN THE WORLD

GOLD, PLATINUM, DIAMONDS, ETC.

AGREEMENTS TO SELL TOOLS, Accessories, ETC.

GIVE TO DADMON RUNYON CANCER FUND

ATHEM JEWELRY MANUFACTURERS

FREE WAREHOUSE CATALOG

TRADES-ONLY Catalogue

THORMARK SALES CO. Dept. B
510 S. First Ave.
Topeka, Kansas

THE BILLBOARD

MERCHANTISE

FEBRUARY 18, 1956

COMING EVENTS

COMING EVENTS

Nevada

Illinois

Arizona

Texas

South Dakota

Colorado

Kansas

Iowa

Nebraska

Minnesota

Ohio

Indiana

Tennessee

North Carolina

South Carolina

Alabama

Florida

Georgia

Mississippi

Missouri

Arkansas

New Mexico

New York

Connecticut

New Jersey

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York

New York
MUSIC MACHINES

Copyr't Record Format, '56 Convention Spark MOA Meet

Miller, Levine Prep D. C. Plans; Group Eyes New 'Miss Juke' Rules

CHICAGO, Feb. 11.—Copyright legislation, a format for a new operator-sponsored record company, and the preparations of America's 1959 convention dominated the one-day advisory committee meeting at the Morrison Hotel, Thursday, February 8.

The seven-man panel aired copyright legislation and methods to combat illegal copying and countering the problem of Young and Irving, who were present to defend their exposed dinkery, and began laying the groundwork for the convention's scheduled meeting time plans, planning special events, appointing committees, and setting up a MOA convention headquarters in Chicago

CHICAGO, Feb. 11.—(Continued on page 109).

Canale Directs Memphis Assn. P-R Committee

MONTREAL, Feb. 11.—Canale

The Wurlitzer paper, in addition to pointing out the effects of the convention's and the Wurlitzer's convention, shall be held on Saturday, May 9, 3 P.M. at the Jefferson Hotel, Montgomery, Md.

Wurlitzer's 100-Year Op Fete Aug. 23-25

Festivities From Midway to Broadway; N. Y. Plant Is Site for 3-Day Program

Wolfe Hosts Op Seeburg School For Ala.-Fla. Area

MONTGOMERY, Ala., Feb. 13.—Wolfe Distributing Company

@ The Mississippi Valley Fair, its own convention, and an annual convention at least one time during the year, urged them to contact operators in their local associations and get the advantages of contacting by letter and mail as many congressmen as possible.

The Miller, Levine plan.

CHICAGO, Feb. 8.—(Continued on page 109).
When not just any music will do...

If yours are spots where customers take their eating and drinking seriously, not just any kind of music will do.

Paying customers the compliment of having the best in sound pays your locations much more than the coins in their cashbox.

Good spenders linger longer where the music makes lingering... and spending... a pleasure.

To be sure... only AMI with multi-horn high-fidelity, makes the superior, live kind of sound... and that makes customers make a habit of your locations.

It's easy to get the proof... just call your AMI distributor... and let your ears decide! Or... write direct to the AMI factory for full information today.

AMI Incorporated
General Offices and Factory: 1500 Union Ave., S. E.
Grand Rapids 3, Michigan

Originator of the automatic selective juke box in 1927.
Model "G"—120, 80, 40 selections for more plays in less time.

Licenses: Jensen Music Automates—building the AMI-AMI Juke Box sold through Oscar Sundby A/S, 5 Paladegade, Copenhagen K., Denmark
THE RECORDS IT IS ESTABLISHING FOR MAKING MONEY

ARE AS GOOD TO LISTEN TO AS THE RECORDS IT PLAYS

HAVE YOU PLAYED "GEE, DAD, IT'S A WURLITZER"?
(Bee-Jay Records, California)

The sound of "TAKE" tallies on a busy adding machine makes mighty sweet listening. That's the kind of "music" that the amazing Wurlitzer Centennial Model 1900 is making all over the country. The reason is easy to understand. It's packed with stop-look-and-play appeal that customers can't resist. See it and hear it yourself. You'll discover why the many new features of the Wurlitzer Centennial add up to the biggest profit ever for you!

WURLITZER
Centennial
MODEL 1900

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
COINMEN YOU KNOW

Chicago

By KEN KNUS

EXHIBIT ON NIGHT SHIFT. Exhibit Supply installed a night shift at its plant this week in an effort to catch up on pool game orders. Actual work on March 6—Washington, Virginia, and New Hampshire, the firm will now work on—George Knox, sales manager, A.B.T. Manufacturing Corporation, who announced plans for the coin machine business.

Sam Steenkamp, Coin Machine Company end-head, is back at the office following his Florida vacation, and pleased with the demand for the firm's new pool games. Ed Levin, director of sales, said there were 33 different pool games produced by the firm—Henry Sondglass, Border-Sunshine Novelty, Albroon, Termill 13—National Vending & Supply announced this week, the firm has been making the rounds of the Texas distributors and operators.

Sara Stemp, executive vice-president, William Manufacturing Company, was in Baltimore during the week for the Baltimore show annual meet. Art Weinard, Williams sales manager, busy on the phone describing the firm's new pool games. In different pool games produced by the firm—April 20—WinnrWer Operator's Club, Inland, monthly meeting. American Legion Hall, West Plains, Mo.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, announced a special pool game in the terminal this week.
said that subscriptions forms would be sent out in the near future. But, and with the first NJBM disk, MOA officials announced that operators' windows are not en-
trusted to MOA.

George A. Miller and Sidney Levine, officers of MOA, respectively, stated that the wiper was in no way re-
dicted to subscribe to disks re-
ed by Baldwin, Southern, United or any other company. They pointed out that the reason for Young's trying to get the commitments was so that he would be able to judge initial pressing orders.

**Savannah Ops Begin 10c Play**

MOVIE NEWS Dec. 14, 1930

Savannah, Ga., Feb. 11.—Juke box operators in Savannah and Chatham County met here this week to have a conference about the pros-

cision of 10 cent dime box and the

would meet at the next monthly meeting.

Miller and Levine said that the reason for the record fee is that ASCAP and BMI fees are paid by the operators with as wide a variety of material as possible on the machines. Therefore, they feel that an ASCAP or BMI dime on one side may cost the operator more than if it may feature one such coin box.

**Baltimore Coinmen Ride on Wave of Opp: Prosperity; Pinball Rule Roost**

Baltimore, Feb. 11.—Coinmen here are buying more than 500,000 gared records each week, according to M. E. Moog, who distributes to Baltimore, Washington, and eastern seaboard.

Juke Boxes, Respectively, are being equipped with a wide variety of material on a weekly basis. Most of the material used is limited to the specialty of the individual coin box.

The southern Georgia coin box is a large one, and is operated by the operators of the Baltimore Coinmen. The operators are happy with the results and the income from the boxes is in line with the expectations of the operators.

**Urgent Mass. Ops Back State Juke Exemption**

BOSTON, Feb. 12.—Lucius F. Foster, executive director of the Eastern Massachusetts Music Operators Association, has called a meeting of state operators to support Massachusetts House Bill No. 796.

Propose $100 Fee In S. Calif. City

LOS ANGELES, Feb. 11.—Music operators in suburban Baldwin Park are pressing hard for the $100 fee on coin box license fee, which goes toward the support of the Baldwin Park Library.

The Baldwin Park Library, which opened in 1935, is the first in the state. It opened with a $100 fee, which was increased to $200 in 1938.

The proposal was filed in Baldwin Park and is supported by local operators and the Los Angeles Music Operators Association.

Amusement machines in Baldwin Park were previously taxed at $50 a year.

**A 'DRAJNET' SERVICE CALL**

MILWAUKEE, Feb. 11.—Juke box service must be fast these days, as a result of the increase in service calls.

And that's just what Harry Jacobson Jr., president of Jacobson, Inc., Whiting distributor, did when he received a call from a Wisconsin customer. A quick call to the Wisconsin State Police asked them to be on the lookout for United's service truck back to five-minutes.

**Great Pretender**

Picked by MOA On Radio Show

New York, Feb. 11.—For the second straight week, "The Great Pretender," with The Platters on Mercury, was the most-played record on "National Juke Box," the ABC network's juke box show, according to the Music Operators of America.

Appalled—the broadcast's (Continued on page 123)
IT'S SHADES OF HARRY HOUDINI

NEW ORLEANS, Feb. 11.

How did they do it?

That's the question being posed here in the theft of 76 cigars valued at $9,457.44 from the General Cigar Company's warehouse by a clever con artist this week.

Police and investigators are stumped, for the cigar thief apparently thought of everything. For one, he knew the exact number of cigars in the warehouse.

In addition, he removed the lock from the door of the warehouse and placed it on the inside of the door of the cigar section.

On one point agreed, it appears rigged the lock off the five storage bins from which they took the smokes.


defects

Coffee Host Set on 300-Drink Vender

Non-Selective Machine to List for $150;
Production Run of 500 Units Planned

NEW YORK, Feb. 11. - The Coffee Host Corporation here has set its sights on the industrial coffee vender market, with less than 50 employees.

Coffee Host plans to go into production in February with a 300-drink capacity coffee vender that it expects to hit the market at about $150. Norman Ferrisland, president, and Harry Bann, secretary, said the new machine will be the major novelty that customers are looking for. It will be a modified version of the conventional equipment.

The unit itself consists of a 21-inch tank, 13 inches high and 12 inches in diameter, and a constant temperature mechanism which will maintain a predetermined temperature on any drink order or cups of coffee dispensed.

The unit is designed to be mounted, either free-standing or on a wall.

180 Degrees

According to plans, the vending host's heating unit keeps the coffee at a temperature of 180 degrees.

200-Quart Drums

Undergraduate said that it is capable of serving from 100 cups an hour.

The coffee ingredients, a 300-drink capacity, are proportioned in the machine, which is in the form of 200-Quart drums, and the coffee is drawn at a predetermined speed.

Fridges, Inc., a small vender company, said that it will be in production in June of 1957.

Coffee Host is also going into production on a non-automatic machine, which is budgeted at 2000 units.

NATD Conclave
To Study Cigar Merchandising

NEW YORK, Feb. 11. - Cigar merchandising will dominate the business sessions at the annual convention of the National Association of Tobacco Wholesalers which opens in Chicago March 12.

Walter L. Kadar, president of the American and Pacific Cigar Institute, will preside at the meeting, and the convention will go into session on Monday afternoon.

ABC Pulls 3c Venders From Boston Subways

Boston, Feb. 6. - The penny poster has them on the run.

In many familiar spots in the city one and only one, a sign offering a 3c poster is in evidence. In many places the 3c poster has disappeared.

Theaters, churches and anywhere a place to hang a poster, the 3c poster is under way.

The 3c poster is priced on the argument that you can't make a cent to sell for anything.

Jenkins explained that he can either sell or rent his space, and if he can it will be on the display space for advertising purposes.
Memphis Buys Its Cigarettes From Vendors

Unit Placement Up 150% in 5 Years, City Record Shows

MEMPHIS, Feb. 11-Cigarette vending is booming in Memphis, and venders are doing extra well in such new locations as banks and living rooms for export fathers.

A check with the City License Department showed $944 in vending machines allowed in operation compared to 327 in 1950. This is the largest of 100 localities of licenses and privileges.

Vending machines had increased for more than the past 12 years over the years.

The increase of $17 in five years more than double, indicates the wide use of vending machines in the sale of tobacco in public places, big factories, private clubs, hotels and train station, night clubs and the airport.

Reasons: Cited

The vending business has increased for many reasons and circumstances say.

The small merchant doesn't have to tie up capital in stock or the merchandise the operator takes the cost of the machine, the stock and the license.

Other features for the small merchant, such as a cove house, that with those up big by the can not be confronted with those who want it, have little due to pilferage, and overheard in salaried...

Examples of success in the last year D. D.C. Cantor, owner of California Vending Co., who has about 250 machines on which he averaged $6 a week in business in 1949. Daves, 33, started from an idea, but has a high degree, but found he had a better idea, another is Charles Steele, 36, the Southern Cigarette Service Co., who bought out a small route these eight years ago, has invested about 225 machines.

The vending business is lucrative.

Operators claimed last locations workers on a sliding scale. The workers were paid.

They got the week:

Up to 100, 1 cent per pound;
100 to 150, 1 cent per cent.
150 to 250, 2 cents per cent.
250 to 500, 3 cents per cent.
500 to 1,000, 4 cents per cent.

License taxes on the machines fell below: Federal, 75th State, 33 cents and $9, State I, permit, $2.

Memphis Buys Its Cigarettes From Vendors

Quality: $ Passing
To In-Plant Feeding

By CAMERON DEWAR

More than 30 automatic feeding machines are in plants in the Greater Birmingham area. This is an expansion of 3,0 per cent in 1947, and the expansion of at least as many in the coming year, according to the Automatic Merchandising Corporation of America, which has been merchandised by the sale of a dozen in Birmingham last year, its then in five years.

One of these is the Automatic Merchandising Corporation, for vending purposes.

The firm also operates 35 food service trucks and employs more than 100 workers on a 24-hour daily schedule.

One of the chief reasons for success, McConnel said, is tremendous number of repeat sales in automatic equipment.

But the combination of hard work and luck today brings the firm to the forefront of the automatic feeding business in this area. And that involves brick and glass and plant housing offices, containers and service department with a few blocks down the street. As a result, the Automatic Merchandising Corporation, which operates more than 50 centers in the state, has concentrated establishment here, which could result in the right away to be built to Springfield.

The firm also operates 35 food service trucks and employs more than 100 workers on a 24-hour daily schedule.

One of the chief reasons for success, McConnel said, is tremendous number of repeat sales in automatic equipment. "Come and" signed up and many are interested in the new feeding system.

The young executive believes that the biggest attraction of automatic feeding equipment is so as management concerned is that it brings an improved food service for the plant at no cost to the owner. In most cases, the company finds it necessary to subsidize its manually operated cafeterias, and in those where cafeterias are operated along with more automatic machines, it has been found that less than 10 per cent of the workers purchase hot meals.

Management decides that 10 per cent is hardly enough participation to justify the necessary subsidy, and that is where automatic merchandising meets the need. Added to this, since the automatic cafeteria requires only 50 per cent of the area needed for a regular cafeteria, firms are quick to adopt the automatic plan.

In comparison to a big capital investment and subsidy as well as a large space, all the automatic setup requires from the firm is a clean, well-lighted area with some tables and chairs.

Hot Foods

"And," pointed out McConnel, "if quality and service are high enough to entice the workers to buy the machine, you're won. At the end of the day, the firm's food service will go on to get their experimental units for hot foods, for experimental purposes during 1956. The firm is developing high-quality packaged food items, including automatic food items, which are under development.

The firm has imported hot food machines from Denmark, refrigerated foods from Denmark. McConnell has no doubt about the equipment and projected development in the food grade.

While McConnell feels that the potential of automatic feeding is substantial, he believes that automatic feeding equipment must finds its way into the market and the market, and that research is in these areas, and that research is in these areas, and that research is in these areas.

Despite the drawbacks, McConnell believes that the only way to improve the current state of the Automotive National Automatic Merchandising Association, a group in which all have interest to...
Supplies in Brief

**Tobacco Stocks Up**

Tea leaf stocks in the United States and Puerto Rico totaled $176 million pounds weight as of January 1, according to Agriculture Department. This is an increase of 4 million pounds over the previous year. Holdings of cigar tobaccos in Florida and Maryland, accounted for 6.5 million pounds of the increase in leaf stocks. Burley was up 1 per cent and flue cured stocks jumped 14 per cent. Stocks of cigar filler leaf increased 3 per cent over the previous year while holdings of cigar binder types were 6 per cent smaller than a year earlier.

**Confectionery Sales Off**

Manufacturers' sales of confectionery and competitive products totaled $67,960,000 in December, according to Commerce Department. This was 14 per cent above the November, 1955, year's total. Sales of manufacturer-wholesalers at 682,800,000 and 2 per cent below November, 1955, and 1 per cent below the 1951-55 period average. Retailer retailers estimated sales for December at $190,000,000, 13 per cent compared to November, 1955, however, 1 per cent compared to December, 1954. Reports from a number of large retail chains indicated that for the 12 months of operations, both grand total and single items sales were 1 per cent higher than last year's level. December’s sales of chocolate goods were 5 per cent up, but gaming products and package cigarettes retailing above 50 cents per pack were up 5 per cent compared to last December.

**Glass Containers Up**

Shipments of machine-made glass containers in December, 1955, increased 14 per cent from December, 1954. Total of the 1,171,000,000 gross shipped, returnable beverage covers increased 15 per cent, in comparison of which, 750,000 returnable beverage containers returned over the November, 1954, container took place, a decrease of 76 per cent. Food product containers over November, 1954, were slightly increased over November, 1954. Figures represent complete coverage of the glass container industry in the United States.

**Orange Concentrate Up**

Output of freezes on orange concentrate operations by January 1, was about 7,170,000 gallons, a 50 per cent increase over four earlier, according to Agriculture Department. Approximately 39,800,000 pounds of the 1955-56 crop of Florida oranges were concentrated by January 1, nearly 7 per cent more than in the same period of 1954-55. In the sales, a decrease in the number of concentrate stocks of canned and frozen concentrate smaller, the making of concentrate got under way with smaller concentrate got under way in the fall of 1954. At a recent movement, the concentrate, January 14, 1956, was over 10 million bales, about 5 per cent larger than a year earlier.

**Milk Production Up**

Production of milk in early 1956 was at a slightly higher level that January 1, 1956. A total of 13,450,000 million pounds were produced in 1955, and with favorable weather conditions a year earlier.

(Continued on page 179)
COINMEN YOU KNOW

Continued from page 103

Al Warner was all set for a one to two-week trip to the West Coast and the South.

A music operator from all over the country spent the better portion of the day on the stand at the Morrison Hotel this week as Music Operators of America held an advisory conference. George A. Miller, Sid Levine, Al Denver, Las Montesb, Harry Sandgren, Glent Pierce and Martin Blain on hand at the Morrison meeting were Barry Young, head of A & R, and Fats Waller, who has been sending over some excellent material. It was all the more welcome at the conference which was conducted to chart the Morrison growth and gotten by operators and distributors.

BOSTON

By CAMERON DEWAR

ON FLORIDA TRIP. Backing is the standard and giving a quick movement to the vending business in Florida is Alfred Chief of Cigarettes Service Inc., Cambridge. Dick Mitchell of Dick’s records, the family of big hit night music in Florida, and talked to his friends in the business at the recent Radio station and his friends in the business at the recent Radio station and his friends in the business at the recent Radio station and his friends in the business at the recent Radio station.

Ed Spanby, of Associated Announcements, Inc. (Rock-ola), says pickup in business is due to the new United pool game that has been a hit with schools, United and Rock-ola schools to be held in conjunction with Rock-ola and the new Pool game in concert.

Bill Persinger, engineer for United and Edward Vending Co., has been doing his job very well.

Nate Landis, president of Rock-ola, says the company’s new vending game has come in a big way to those who have always wanted to play the game. The firm hopes to have a new export deal that is quite something. The game has been a hit in Europe, but the new Pool game is now making the New England trek with Bob Spanby and finding things happening.

By ANDY ANDERSON

RETURNS FROM SALES MEET. William Wolfe, of Wolfe Distributing Co., whose territory is Alabama and Florida, has returned from the recent weekend meeting in Birmingham. Says he enjoyed the meeting and was taken advantage of the group to exchange ideas and the fact, that Wolfe was the manager of the Southern Distributing Company, has been testing a successful machine—only one, he says, in this country reports its success.

L. Stewart has walked only six feet to go fishing from his home on the Armstrong Ranch, but says he’s been busy lately. He was the second trend of the year to hit the Rock box record shop and has a proposition for phone manufacturer. He is prospective buyer.... Paul Reichel says his cigarette vending machine in the city and county is doing fast business but he is looking forward to the day when it is fast in Florida than there is nothing.Jack P. O’Toole, of Miami, says he is thinking of his machine, but about two weeks later with one of the finest little viruses that are going about, not having

Cigarettve

BY ELTON WHISENHUNT

BIG CIGARETTE VENDING YEAR. Ernest Wedder says his company’s cigarette vending operations were on the up this year in high and popular territory. The company, which does business in Southern California, has reduced its machine size and the last two weeks have been two weeks for fishing and hunting. In our area, the vending machine is doing well. The Wedder company, which does business in Northern California, has reduced its machine size, and the last two weeks have been weeks of fishing and hunting. The Wedder company, which has been operating in the Northern California area, has reduced its machine size, and the last two weeks have been weeks of fishing and hunting. I believe from the trend that the vending machine is wide open for development.

Clarence Cameron has been a director of the American Music Publishers Association, is very interested in the field and has been a great help to the Association. He is also the owner of a large vending machine company. A large wholesaler to country music stores, he has been appointed a division chairman in the coming February meeting of the American Music Publishers Association.

Drew Canale, the president of Cameo Machine Company, has been very busy. He has handled many accounts and has spent a great deal of time on new accounts. Drew Canale, the president of Cameo Machine Company, has been very busy. He has handled many accounts and has spent a great deal of time on new accounts.

Bill Fitzgerald, manager of Music Sales Company, predicts “Cash Hillbilly” and “Country Perkins” new dual release “Blue Moon” will be a national smash hit. Perkins is another Elvis Presley copy, says Fitzgerald. The release is the first to be issued under the name of Perkins and is his first record. It is already a hit on the top 40 locally, says Perkins and his hit starts here, so we may expect Perkins to come on strong with this release. Don Stewart, branch manager, has reported that the local branch is helping increase the sales by May 23, 1956.

(Continued on page 105)
**ABC Profits, Sales Jump**

NEW YORK, Feb. 11.—Increased sales and earnings in 1955 over the previous year has been reported by the ABC Vending Corporation. Sales rose from $14,583,236 to $20,108,692, while profits jumped from $1,348,578 after taxes to $1,619,774, an increase of 21.9%. The profits were the highest since 1949.

**COINMEN YOU KNOW**

Continued from page 108

**WISE WOMAN**

Paul Sullivan Gets Cadillac From Wife

NEW YORK, Feb. 11.—Paul Sullivan, former 11 O’Clock stockbroker with Skyview Group, copped the machine manufacturer who had bought newly formed Cadbury’s $1,500 Cadillac as his wife’s birthday present. When friends ask him how he got her a smart car, he simply says, “It’s my job.”

**Milwaukee**

By BENJ OLLMAN

BUYS OUT JACOB’S PINS. Paul Ollman recently bought out the Jacob’s Novelty Company of Seattle, Peter Witt, from his brother Louis. The new machine manufacturer was the largest in the Sadie. The new owner will continue to work on the machine with his brothers for a number of years and is a newcomer to the coin machine industry.

Johnny O’Brien, head man of the busy Mercury Records distributing firm, reports that his sales have also been strong and demand by three of the firm’s agents. This week O’Brien made arrangements for a new label, Continental, to handle the Chameleon and “Without You,” featuring austenbotomy Toney Combina.

Ve McManus, former Envoy music box distributor, this week purchased the Blue Dahlia, Alhambra and restaurant news. He reports that his sales have continued to do well.

Sam Cooper, manager of the Fontaine Music Box Company headquarters, is laying plans for a vacation in Florida this spring. He plans to visit a few of the music box manufacturers while there.

No. Not Much” by the Four Lads and Gay Mitchell’s “Ninety-Nine Tears” are stirring up a lot of interest in the opera circles, according to a brief but suggested spell of the From.

**Detroit**

By HALE REYES

STARTS PORT HUON ROUTE. Harvey Johnson, of Allin Co., is starting up his new route in Port Huron, Mich., this month. George Smith, teeny dancer and former Johnson’s employer, has been operating his new route for 11 months. He has made a fine showing in the early months of the operation and is now operating the route with his brother.

John M. Miller, manager of the Mercury Records distributing firm, reports that his sales have been strong and demand by three of the firm’s agents. This week O’Brien made arrangements for a new label, Continental, to handle the Chameleon and “Without You,” featuring austenbotomy Toney Combina.

**Los Angeles**

By SAM ABBOTT

POOL SALES BRING SMILES. Phil Robinson, Chicago Coin regional representative, stated that the sales record on the firm’s machine, Holikan, is still the best. Only problem, says Phil, is getting enough deliveries. Jack Simon, Chicago Sales Company, continues visiting with Robinson in the Los Angeles area, tying up the remaining sales.

Robby Mann, of Standard Machine Company, has taken over the operation. He has made a fine showing in the early months of the operation and is now operating the route with his brother.

**Sugar Deliveries Down**

Sugar deliveries in December, 1955, totaled 989,500,000 tons, down 12.5%. The decline was due to a decrease in the manufacturing of sugar.

**Super Mart**

The new sensation by Victor! 14 & 54 Combination vending machine with select-a-mouth, built-in Omega System, ON SALE! $235.00. Satisfaction guaranteed.

**The Billboard**

Chicago, Illinois

February 20, 1956

**Columns Serves Pensions and National**

By E. H. MORMAN, Jr.

WE SERVE THE SOUTH WITH ACORN MACHINES

TAB GUM—GUM AND CHARGE CAPSULES

VENDING MACHINE

WE ARE THE SOUTHERN DISTRIBUTORS FOR:

.value parts, globe, wall brackets, coin boxes,return boxes.

R. E. MOORE DISTRIBUTORS

1975 Woodland Ave., S. E.

Atlanta, Georgia

**Operators**

We offer every detail on new and used machines, we have machine parts and operators manuals available.

**General Notes**

Our operators are fully trained and can teach you how to use your machine with the help of our operators manuals.

**VITAMIN KAPS**

Vitamin Kaps are the new vitamin source. They are very popular and we have them available in bulk. We can also provide you with samples.

**SIDE NOTES**

Schoenbach, 1000 coin, has been a top seller in the area. They are reliable and have a high profit margin.

**KIRK, INC.**

Chicago, Illinois

**In Your Pocket!**

When you walk into the store...you can't afford to be without it.

**Cigarette Machine Conversions**

Immediate Delivery

an 15th and 30th Coin Mechanism Conversion System

**Imperial, Boeing, Eversharp, Crossroads**

**National**

1950, 915, 916

**Candy Machines**

Sells Candy Fountains, 149 Coin, 179 Coin, 199 Coin, 239 Coin, 319 Coin, 99 Coin, and 399 Coin. All candy machines are sold with operators manual.

**Candy Machines**

Sells Candy Fountains, 149 Coin, 179 Coin, 199 Coin, 239 Coin, 319 Coin, 99 Coin, and 399 Coin. All candy machines are sold with operators manual.

**Candy Machines**

Sells Candy Fountains, 149 Coin, 179 Coin, 199 Coin, 239 Coin, 319 Coin, 99 Coin, and 399 Coin. All candy machines are sold with operators manual.
**American Radiophonic History**

**February 18, 1956**

**AMUSEMENT MACHINES**

**Communications in 188 W. Randolph St., Chicago 1, Ill.**

**FEBRUARY 18, 1956**

**Baltimore Ops Hold 8th Annual Banquet**

600 Attend Affair; State Political Leaders Join With Honor Guests

**BALTIMORE, Feb. 11—** Virtually all of city, county and state officials representing the nation's amusement trade held at the Baltimore Civic Center was last night the annual dinner of the Mid-Atlantic Machine Operators' Association of Maryland. Nearly 600 attended the affair.

Proof that the amusement game and coin machine industry is an integral part of Baltimore's life is seen by the fact that nearly every locomotive operator in the city was present at the annual dinner at the Civic Center. Last year more than 2,000 operators attended the annual dinner of the Mid-Atlantic Machine Operators' Association of Maryland.

**MOPPET TAKES POLIO SHOT RIDING AWAY**

**SHERRY, N. C., Feb. 11—** Moppet Toy Company is a toy to some kiddies, but Robert R. Haskins takes his in style, on a Moppet automobile. When he and his mother arrived at the usual location and found the Moppet riding away, however, he fairly refused to go home until his Moppet was returned.

**Operator Paul Vaughn, Carle Place, N.Y.,** has explained that the Moppet has already been converted to a conventional pinball machine. They say that Bobby promptly put the开发影片 model back to the Moppet Model A was returned to the location.

Many manufacturers have brand new types of sell games on the drawing boards, and game operators can look forward to a steady flow of new ideas in this field.

Some manufacturers are getting ready to show their new machines at the Atlantic City show March 18 to April 1. Others have four to six machines ready for the show. Each manufacturer is to bring four to six machines ready for the show. Each manufacturer is to bring the best machine he can bring, and it is expected that they will be in standard coin location with box pieces and other novelty machines have become popular in recent years.

The key to the game operators better to understand the advanced machines we have had, tells how the various types of games have been converted to standard coin location with box pieces.

Manufacturers have to lay out new models with new play features, a new type of game, and are pleased with the results.

It is certain that the game operators are going to enjoy some new features and ideas that will make their life in the amusement game industry easier, and they will welcome the new ideas in this field.

**Genco Ships 3 Hole Pool Game**

**Offers Ops Free Servicing Kit, Window Banners**

CINCINNATI, Feb. 11—Genco, a new line of pool and pool table accessories, has announced that its new line of pool and table accessories will be introduced this week.

The new model is convertible into a three-hole game by merely the addition of a pinball machine to the center hole. The game is in line with the promotional models, equal in size to the standard King-size pool table without the center hole. A.W. Genco manager, said the new operators' games are being packed with every pool table, including one large, one large, and one medium size.

**No Fed. Mfr.'s Tax on Pool Balls and Cues**

CHICAGO, Feb. 11—Manufacturers of pool and table games were advised this week that the Internal Revenue Revenue that the 10 per cent tax on pool balls and cues was not to be continued. The tax under federal export tax law had been under discussion for some time, and is now considered as the complete pool game tax.

In addition to the King-size models, Genco is currently shipping regular-size de luxe models. All of the models are made for the pool and table game.

**United Bows 2 New Pool Game Models**

**CHICAGO, Feb. 11—** United Bows has expanded its pool game line this week with two new models. One is a standard game with a model convertible to two or three holes, and the other is a standard game with a model convertible to two or three holes.

The two new models are being packed with every pinball machine, and the operators are able to use them for the games they desire.

**Federal Jury Hits Illegal Pin Play in Minn.**

ST. PAUL, Feb. 11—A federal jury in Minnesota has returned a verdict of not guilty in the case of the United States against the operator of a pinball machine. The operator was charged with illegal operation of a pinball machine.

**Bert Lane Co. Plans Entry in Pool Mtg.**

NORTH MIAMI, Fla., Feb. 11— The Bert Lane Company, manufacturer of pool and table games, has announced that it will enter the pool and table game market this year.

**LION ARBISON, president of the Baltimore City Commission,** has announced that the annual dinner of the Mid-Atlantic Machine Operators' Association of Maryland will be held at the Baltimore Civic Center on March 11.

**Pin Games Give Baltimore Coin Trade Healthy Boost**

CHICAGO, Feb. 11—Manufacturers of pool and table games were advised this week that the Internal Revenue Revenue that the 10 per cent tax on pool balls and cues was not to be continued. The tax under federal export tax law had been under discussion for some time, and is now considered as the complete pool game tax.

In addition to the King-size models, Genco is currently shipping regular-size de luxe models. All of the models are made for the pool and table game.

**No Fed. Mfr.'s Tax on Pool Balls and Cues**

CHICAGO, Feb. 11—Manufacturers of pool and table games were advised this week that the Internal Revenue Revenue that the 10 per cent tax on pool balls and cues was not to be continued. The tax under federal export tax law had been under discussion for some time, and is now considered as the complete pool game tax.

In addition to the King-size models, Genco is currently shipping regular-size de luxe models. All of the models are made for the pool and table game.

**Bert Lane Co. Plans Entry in Pool Mtg.**

NORTH MIAMI, Fla., Feb. 11— The Bert Lane Company, manufacturer of pool and table games, has announced that it will enter the pool and table game market this year.

**LION ARBISON, president of the Baltimore City Commission,** has announced that the annual dinner of the Mid-Atlantic Machine Operators' Association of Maryland will be held at the Baltimore Civic Center on March 11.

**Pin Games Give Baltimore Coin Trade Healthy Boost**

CHICAGO, Feb. 11—Manufacturers of pool and table games were advised this week that the Internal Revenue Revenue that the 10 per cent tax on pool balls and cues was not to be continued. The tax under federal export tax law had been under discussion for some time, and is now considered as the complete pool game tax.

In addition to the King-size models, Genco is currently shipping regular-size de luxe models. All of the models are made for the pool and table game.

**Bert Lane Co. Plans Entry in Pool Mtg.**

NORTH MIAMI, Fla., Feb. 11— The Bert Lane Company, manufacturer of pool and table games, has announced that it will enter the pool and table game market this year.

**LION ARBISON, president of the Baltimore City Commission,** has announced that the annual dinner of the Mid-Atlantic Machine Operators' Association of Maryland will be held at the Baltimore Civic Center on March 11.

**Pin Games Give Baltimore Coin Trade Healthy Boost**

CHICAGO, Feb. 11—Manufacturers of pool and table games were advised this week that the Internal Revenue Revenue that the 10 per cent tax on pool balls and cues was not to be continued. The tax under federal export tax law had been under discussion for some time, and is now considered as the complete pool game tax.

In addition to the King-size models, Genco is currently shipping regular-size de luxe models. All of the models are made for the pool and table game.

**Bert Lane Co. Plans Entry in Pool Mtg.**

NORTH MIAMI, Fla., Feb. 11— The Bert Lane Company, manufacturer of pool and table games, has announced that it will enter the pool and table game market this year.

**LION ARBISON, president of the Baltimore City Commission,** has announced that the annual dinner of the Mid-Atlantic Machine Operators' Association of Maryland will be held at the Baltimore Civic Center on March 11.

**Pin Games Give Baltimore Coin Trade Healthy Boost**

CHICAGO, Feb. 11—Manufacturers of pool and table games were advised this week that the Internal Revenue Revenue that the 10 per cent tax on pool balls and cues was not to be continued. The tax under federal export tax law had been under discussion for some time, and is now considered as the complete pool game tax.

In addition to the King-size models, Genco is currently shipping regular-size de luxe models. All of the models are made for the pool and table game.

**Bert Lane Co. Plans Entry in Pool Mtg.**

NORTH MIAMI, Fla., Feb. 11— The Bert Lane Company, manufacturer of pool and table games, has announced that it will enter the pool and table game market this year.

**LION ARBISON, president of the Baltimore City Commission,** has announced that the annual dinner of the Mid-Atlantic Machine Operators' Association of Maryland will be held at the Baltimore Civic Center on March 11.

**Pin Games Give Baltimore Coin Trade Healthy Boost**

CHICAGO, Feb. 11—Manufacturers of pool and table games were advised this week that the Internal Revenue Revenue that the 10 per cent tax on pool balls and cues was not to be continued. The tax under federal export tax law had been under discussion for some time, and is now considered as the complete pool game tax.

In addition to the King-size models, Genco is currently shipping regular-size de luxe models. All of the models are made for the pool and table game.

**Bert Lane Co. Plans Entry in Pool Mtg.**

NORTH MIAMI, Fla., Feb. 11— The Bert Lane Company, manufacturer of pool and table games, has announced that it will enter the pool and table game market this year.

**LION ARBISON, president of the Baltimore City Commission,** has announced that the annual dinner of the Mid-Atlantic Machine Operators' Association of Maryland will be held at the Baltimore Civic Center on March 11.
Memphis Pinball Trade Drops Off

MEMPHIS, Feb. 1 — City last year topped reports to the local paper to pinball game trade in the past five years.

Sharon L. Craig, collector of its licenses and privileges, said he had received 130 pinball machines in 1958. Right now, only 41 machines have been sold.

The situation here is in contrast to the business in other areas, where pinballs are living in top receipts for operators.

Shuffle Games Reduced

The Memphis Pinball Machine and Shuffleboard Association is asking for a reduction in the number of shuffle games.

The association is asking for a reduction from 15 to 10 games per hour.

The association is asking for a reduction from 15 to 10 games per hour.

A reduction from 15 to 10 games per hour.
### Multiple-Player 5-Ball Lead Gottlieb Output

CHICAGO, Feb. 11—For the first time in the history of the gambling machines designed to be played by five players, the Gottlieb & Company production line is turned out a new product. This form of entertainment is the latest of the variety games designed to be played by five players.

The multiple-player games have substantially increased the possibilities of the five-player games, both the five-ball and pool games, have been boosted in this line of production. These games are now available for players and in turn, get more competition.

Gottlieb said that the games were being done better in some areas than others, as added they were doing well throughout the country.

### Associated Fetes N. E. Ops at United, Rock-Ola Showings

BOSTON, Feb. 11—Music and game operations from throughout the country were gathered at the Hotel Beacon by the Rock-Ola and the United Machine Company.

The program was information getting and sell service. The meeting was attended by 40 salesmen and 20 salesmen. The program was information getting and sell service.

The program was information getting and sell service. The meeting was attended by 40 salesmen and 20 salesmen. The program was information getting and sell service.

### PINBALL MACHINES

<table>
<thead>
<tr>
<th>PINBALL MACHINES (Manufacturers with the most games listed below)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BALLY</strong></td>
</tr>
<tr>
<td>1. Silver Star</td>
</tr>
<tr>
<td>2. Gold Star</td>
</tr>
<tr>
<td>3. Bank Shot</td>
</tr>
<tr>
<td>4. Gay &amp; Belt</td>
</tr>
<tr>
<td><strong>GOTTLIEB</strong></td>
</tr>
<tr>
<td>1. Silver Star</td>
</tr>
<tr>
<td>2. Golf Star</td>
</tr>
<tr>
<td>3. Pinball Colossus</td>
</tr>
</tbody>
</table>

### MOST ACTIVE EQUIPMENT

<table>
<thead>
<tr>
<th>ARCADE EQUIPMENT</th>
<th>MUSIC MACHINES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HIGH</strong></td>
<td><strong>LOW</strong></td>
</tr>
<tr>
<td><strong>MUSICAL</strong></td>
<td><strong>HIGH</strong></td>
</tr>
</tbody>
</table>

### VENDING MACHINES

<table>
<thead>
<tr>
<th>VENDING MACHINES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HIGH</strong></td>
</tr>
<tr>
<td><strong>Dance Floor</strong></td>
</tr>
<tr>
<td><strong>Dance Floor</strong></td>
</tr>
<tr>
<td><strong>Dance Floor</strong></td>
</tr>
</tbody>
</table>

### PRICES

Prices given in the Index are in no way intended to be "quoted," "guaranteed," or "assessed" by the publisher. All prices reflect the published list price and are subject to change at any time. The Index is compiled from information obtained from various sources and is believed to be accurate. However, the Index is intended to be a tool for comparison and should not be relied upon as a definitive source of pricing information. Prices are subject to change without notice.

### Explanation of Coin Machine Price Index

- **Highest Average**: The highest average price paid for a machine in a given category, based on all prices paid for that category, including both new and used machines.
- **Lowest Average**: The lowest average price paid for a machine in a given category, based on all prices paid for that category, including both new and used machines.
- **Most Active Dollar**: The most active dollar in a given category, based on the number of transactions involving that category, including both new and used machines.
- **Most Active Volume**: The most active volume in a given category, based on the number of transactions involving that category, including both new and used machines.
- **Most Active Trade**: The most active trade in a given category, based on the number of transactions involving that category, including both new and used machines.
- **Most Active Inventory**: The most active inventory in a given category, based on the number of transactions involving that category, including both new and used machines.

**Prices given in the Index are in no way intended to be "quoted," "guaranteed," or "assessed" by the publisher. All prices reflect the published list price and are subject to change at any time. The Index is compiled from information obtained from various sources and is believed to be accurate. However, the Index is intended to be a tool for comparison and should not be relied upon as a definitive source of pricing information. Prices are subject to change without notice.**
Supplies in Brief

*Continued from page 107*

Agriculture Department reports. The total quantity of milk used in fluid form in 1955 increased over 1954 by 2 billion pounds, or a little over 2 percent. More milk also went into production of ice cream than in 1954. About 1.2 billion pounds of milk was used for food products not used in 1953-54 production, compared with 120.3 billion pounds as in 1951-52 earlier, when milk was also used in fluid form but less in factory products.

**New Products**

A new plastic screw anchor, PCGA, has been developed by the DeVilla Company, Toledo. Light in weight, the pin is equipped with a one-eighth metal cup, and can operate from a compressor as small as 1/4 hp. It has a penetrator cast aluminum body, stainless steel fluid needle and a hardened alloy steel tip. By ejection of a lead it is converted from a suction feed gun to a pressure feed type. No price was announced.

**R&B Demand**

*Continued from page 104*

Directions at 50 percent so that you don’t make a poor one with potential. Some of the best ones that you have never heard of and they often disappear after production is exhausted.

Quite says that to really keep on drawing a story you can come up with someANNEL. I have not heard of it other than in the trade papers closely.

Clarence Smith, of the Mid-Atlantic Company, pointed out that the best 17th edition were coming from locations free of problems by the younger set, who said that the problems facing to older counselors still did better on pop, jazz and country and western.
FOR SALE—BINGO SPECIALS
DON'T PASS UP THESE VALUES

CAYTAIN
3277-260 - BIG TIME
$232.00
$21.75
2-3 MACHINES
$37.75

MIAMI BEACH
2000-3000 - BIG TIME
$321.00
$30.00
2-4 MACHINES
$56.00

1/2 Depth, Pullout, S.B.D. or Slow Deck For Location.

NASTASI DISTRIBUTING CO.

929 PONTIAC STREET
MIAMI, FLA.

WASHINGTON, D.C.

MUMS

Look at these prices

$50 Mil. Budget
Continued from page 105

Lotte Savers, Inc., $1,800,000; Marx, Inc., $1,300,000; Pete Prod.
Inc., $962,000; Curtis Candy Company, $720,000; Planters Nuts &
Chocolate Company, $320,000; E. J. Brach & Sons, $290,000; the D. L.
Clark Company, $1,000,000; American Chicle Company, $1,000,000;
New England Confectioning Company, $850,000; the American
Company, $850,000.

$500,000 Budgets

Thirty other companies have set up advertising budgets of $500
000 or more. Most of these are national advertisers and generally use
some form of TV.

As to the public relations program for the industry, Schreiber
dated:

The broad objective of the program is to give the entire
confectionery industry a powerful
boost on the American scene in
order to create active public un-
derstanding and support of candy's
rightful place as a food."

Preliminary studies by the com-
mitee and Prive took into con-
sideration the rapid and complex
changes taking place in the mar-
cetings and promotions of all
type of confectionery, the type
for public information and educa-
tion about the nutritional ingredi-
ents going into candy, and the
meritorious gaps in public under-
standing about the place of candy
in diet and health.

Minn. Decision
Continued from page 107

The committee by reason of their giving from
publicly evidenced successful plans and from
speaking of consumer satisfaction of the product
in a variety of forms, and from speaking of the
publicity given to the industry, declares:

ALL ENTRANTS IS TO BE ADDED TO AND COMPLETELY RECONSTITUTED.

WE WANT TO BUY

MUMA Scenic-Bomber

13th Masset

For Museum or Revenuing Galleries

Great quality and unusual price in first order.

SKEERING

AMM

ROCK-OLA

WE WANT TO BUY

MUMA Scenic-Bomber

13th Masset

For Museum or Revenuing Galleries

Great quality and unusual price in first order.

SKEERING

AMM

ROCK-OLA

WE WANT TO BUY

MUMA Scenic-Bomber

13th Masset

For Museum or Revenuing Galleries

Great quality and unusual price in first order.

SKEERING

AMM

ROCK-OLA

WE WANT TO BUY

MUMA Scenic-Bomber

13th Masset

For Museum or Revenuing Galleries

Great quality and unusual price in first order.

SKEERING

AMM

ROCK-OLA

San Francisco - San Leve - Denver Portland Seattle

THE HUNTER

LOCATION TESTED—NOW IN PRODUCTION

Fascinating Fast Play
Tops in Player Appeal
Coin or Non-Coin Operation
Trouble-Free Mechanism
Electrical Replac Return
Imitated But Not Duplicated

CLEANED, CHECKED, SPECIAL TO OPERATE

DUFFIE, Deluxe

$335.00

JACK CLUB

$130.00

MYSTIC MARVEL

$145.00

QUARTETTE

$65.00

HIT N RUN

$45.00

ACE BOWLER

$195.00

LADY ACE

$145.00

IMPERIAL

$125.00

PROLOGUE

$340.00

ATLANTIC CITY

$350.00

SPOT LITE

$35.00

CREST ISLAND

$35.00

BRIGHT SPOT

$45.00

CABANA

$45.00

MORRIS NOVELTY CO.

2007 Olive St. St. Louis 2, Mo.

Phone: Thespin 1-7777

Games, Inc.

Manufacturers

443 North Wells Street Chicago 10, Illinois

225 Mission Street San Francisco 3, Calif.

3324-32nd Street Washington 2, D.C.

113th Street and Harrison Street New Orleans, La.

138th Street and Westchester Ave. Bronx, N.Y.

Sanatar Creating and Distributing

www.americanradiohistory.com
Minn. Decision on Free-Play Pinballs

STATE OF MINNESOTA  
CITY OF MINNEAPOLIS  
DISTRICT COURT  
FOURTH JUDICIAL DISTRICT  
COUNTY OF Hennepin  

ORDERED AND IN MANDAMUS  
UPON THE AFFIDAVIT OF THOMAS E. JOHNSON, ATTORNEY  

TO THE OFFICER WHO WILL EXECUTE THE SAME  

That the said Thomas E. Johnson, an attorney practicing in and for the County of Hennepin, State of Minnesota, have personally examined and noticed the said petition of Blaine Street, a natural person residing at 757 Blaine Street, City of Minneapolis, County of Hennepin, and State of Minnesota, and does hereby certify that the same is true of his own knowledge, and if false, he will be guilty of perjury under the penalties therefor, and for the County of Hennepin, State of Minnesota, this 15th day of December, 1947.

THOMAS E. JOHNSON

ATTORNEY FOR PETITIONER

ORDERED AND IN MANDAMUS  
UPON THE AFFIDAVIT OF THE MINNESOTA STATE ATTORNEY GENERAL, ATTORNEY FOR THE STATE OF MINNESOTA  

TO THE OFFICER WHO WILL EXECUTE THE SAME  

That the said Minnesota State Attorney General, an attorney practicing in and for the County of Hennepin, State of Minnesota, have personally examined and noticed the said petition of Blaine Street, a natural person residing at 757 Blaine Street, City of Minneapolis, County of Hennepin, and State of Minnesota, and does hereby certify that the same is true of his own knowledge, and if false, he will be guilty of perjury under the penalties therefor, and for the County of Hennepin, State of Minnesota, this 15th day of December, 1947.

(Continued on page 112)
### Multiple-Player 5-Balls Lead Gottlieb Output

CHICAGO, Feb. 11.—For the first time in the history of the five-ball pinball games designed to be played by two or more players, the new machines are tops in the D. Gottlieb & Company production list. This new line of four- and five-ball games as no surprise to Gottlieb, for the firm producing games in this field.

Alvin Gottlieb said that about 75 per cent of the multiple-player pinballs are set for three play at one time.

Previously, the company concentrated on the single-player games, but is also progressing with its multiple playpinball models.

Now the multiple-player models lead the industry, and the pool and game players off production live at the Gottlieb plant. The multiple-player games have been immensely popular with investors, Gottlieb said. "The multiple-player games, both the five-ball and pool games, have also boosted trade at locations. These games get people to talk to each other and don't burn as much time as the regular pool games."

Gottlieb reported that the games were better in some areas than in others, but added they were doing well throughout the country.

Gottlieb said the five-ball pool game has made steady progress in the past year. "It is in such establishment with us and the used pool game hold a good price on the used game market.

At the same time the firm is doing a steady business in the pool games. It has two pool game models on the market. The company has originally designed, is now available to the public. A new home in operation last season for three plays at one time. It is the only model of its kind in the country.

The round game has been well received in the eastern states, and is now making a steady progress in the western states.

The new pool game is called "Rock 'n Roll," and is the only game designed for five-ball play. It has been in production since the fall of last year, and is now being well received in the eastern states.

The pool game is a five-ball game, and is designed for use by two or more players. The object of the game is to knock down the balls with a single strike, using a single ball. The game is played on a large table, with a bar at one end and a bank at the other. The players stand around the table and take it in turns to throw the ball and knock down the other balls. The game is played by turning the ball around the table as many times as possible before the balls stop. The player with the most balls knocked down wins the game.

### The Billboard INDEX

**Advertised Used Coin Machine Prices**

<table>
<thead>
<tr>
<th>PINBALL GAMES</th>
<th>MOST ACTIVE EQUIPMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ARCHIE GAMES</strong></td>
<td><strong>PRIDE MACHINES</strong></td>
</tr>
<tr>
<td><strong>SHUFFLE GAMES</strong></td>
<td><strong>WINNING MACHINES</strong></td>
</tr>
</tbody>
</table>

**BALLY**
1. Gantry
2. Atlantic City
3. Beach Club
4. Coin & Dollar

**GOTTLES**
1. Gantry
2. Atlantic City
3. Beach Club

**UNITED**
1. Gantry
2. Atlantic City
3. Beach Club

**WILLIAMS**
1. Gantry
2. Atlantic City
3. Beach Club

<table>
<thead>
<tr>
<th>MUSIC MACHINES</th>
<th>HIGH</th>
<th>LOW</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMI</strong></td>
<td>$900.00</td>
<td>$450.00</td>
<td>$675.00</td>
</tr>
<tr>
<td><strong>ROCK-OLA</strong></td>
<td>$850.00</td>
<td>$400.00</td>
<td>$575.00</td>
</tr>
<tr>
<td><strong>SEEBURG</strong></td>
<td>$800.00</td>
<td>$400.00</td>
<td>$550.00</td>
</tr>
</tbody>
</table>

**SHUFFLE GAMES**

**Most Active Laid the United, Rock-Ola Showings**

BOSTON, Feb. 11.—Music and game operators from throughout the United States gathered at the Hotel Beaconfield in the neighboring Thursday (9) to attend shows and service schools sponsored by Bally, Inc., the Shamrock-Amusement Equipment, and Rock-Ola Manufacturing Company. The program was informal, as operators held a series of sessions, directed as guests of Bally; attended the evening meeting of the Eastern Massachusetts Music Operators' Association, then continued to the service school. Jack Balaban was Rock-Ola's representative, while Charlie Katz represented United Amusement Equipment, a pin game, and the United States Display and Service Corporation, the new Rock-Ola-Dont. Associated service head, and Dick Mendel, Associated sales chief, were on hand to assist operators.

Operators who had the longest hotel—150 miles each—to the shows were Charlie Noyes and Carl E. Duggin, who operate music and game parlors in Nashville, Tenn., representing the Music and Amusement Equipment Corporation of New Hampshire, Vermont and Missouri and Massachusetts operations, was Frank Lazur, Manchester, N. H., operator.

### Associated Fates N. E. Ops at United, Rock-Ola Showings

LOS ANGELES, Feb. 11.—The Pepsi-Cola Bottling Company of Los Angeles is scheduled to begin construction of a four-story, 600,000-square-foot building in Baldwin Park. The 64,000-square-foot building is not scheduled for completion by June, however.
Supplies in Brief

**Continue from page 107**

Bignos
Music as low as $40.00

Shuffle Alleys as low as $40.00

We are passing these SAVINGS on to you because we...
FOR SALE—BINGO SPECIALS
DON’T PASS UP THESE VALUES
CATYMA, COBA, ADD-MAKE BINGO, BAYUS, LAUGHLIN, LAUGHLIN 425.00
MIAMI BEACH $25.00.
All Sales In Stock. Rates: 15% on C.O.D. Sales 12.50.
For Sale-Bingo C.O.D. or Ship. We’ll Write—Return—Phone
NASTASI DISTRIBUTING CO.
512 WVEAS STREET MANHATTAN 6067 NEW NEW YORK, N.Y.

$50 Mil. Budget
Continued from page 105

arc Life Savers, Inc, $1,850,000, Mars, $1,800,000, Prouty Food, Inc., $1,800,000, Cortice Candy Company, $1,750,000, Planters Nut & Chocolate Company, $1,500,000, E. I. DuPont & Co., $1,300,000 the D. J. Clark Company, $1,000,000, American Chicle Company, $1,000,000, New England Confectionery Manufacturing Company, $850,000, and the Swedes Company of America, $350,000.

$500,000 Budget
Thirteen other companies have set up advertising budgets of $500,000 or more. Most are national advertisers and generally use some form of TV.

In the public relations program for the industry, Schering stated:

"The broad objective of the program will be to give the entire confectionery industry a powerful voice on the American scene in order to create public understanding and support of easily rightable place as a food."

Preliminary studies by the committee and Byor took into consideration the rapid and complex changes taking place in the merchandising and promotion of all type of confectionery, the need for public information and education about the nutritional ingredients going into candy, and the presentation of its public understanding about the place of candy in diet and health.

Minn. Decision
Continued from page 111

the plaintiff by reason of their giving free samples of the product in question in the sales room under the counter, and that the sale of the product by the plaintiffs to the public on premises against the plaintiff's will was in violation of the Connecticut antitrust law.

The court, after a hearing, entered a judgment.

NATD Conclave
Continued from page 105

Kedrovy, NATD managing director.

Evening conferences will include寡aring Operations to New Conditions, "Administrative Procedures," "Departmentalizing, Reorga


CLEANED, CHECKED, READY TO OPERATE
DUETTE Deluxe 353.00
JOCKEY CLUB 130.00
MYSTIC MARVEL 145.00
QUARTETTE 65.00
FACE "A" RUN 45.00
ACE BOWLER 519.00
SAND BOWL 45.00
IMPERIAL 125.00
FROLICS 560.00
ATLANTIC CITY 45.00
SPIN Suppercase 35.00
COREY 150.00
BRIGHT SPOT 45.00
CASINO 45.00

MORRIS NOVELTY CO.
2007 Olive St., St. Louis, Mo., Phone: 30622

Games, Inc.

MANUFACTURERS
Microsoft
662 North Wells Street Michigan 2-3101 Chicago 10, Illinois

San Francisco Salt Lake Denver Portland Seattle

FOR SALE—BINGO SPECIALS
DON’T PASS UP THESE VALUES
CATYMA, COBA, ADD-MAKE BINGO, BAYUS, LAUGHLIN, LAUGHLIN 425.00
MIAMI BEACH $25.00.
All Sales In Stock. Rates: 15% on C.O.D. Sales 12.50.
For Sale-Bingo C.O.D. or Ship. We’ll Write—Return—Phone
NASTASI DISTRIBUTING CO.
512 WVEAS STREET MANHATTAN 6067 NEW NEW YORK, N.Y.

$50 Mil. Budget
Continued from page 105

arc Life Savers, Inc, $1,850,000, Mars, $1,800,000, Prouty Food, Inc., $1,800,000, Cortice Candy Company, $1,750,000, Planters Nut & Chocolate Company, $1,500,000, E. I. DuPont & Co., $1,300,000 the D. J. Clark Company, $1,000,000, American Chicle Company, $1,000,000, New England Confectionery Manufacturing Company, $850,000, and the Swedes Company of America, $350,000.

$500,000 Budget
Thirteen other companies have set up advertising budgets of $500,000 or more. Most are national advertisers and generally use some form of TV.

In the public relations program for the industry, Schering stated:

"The broad objective of the program will be to give the entire confectionery industry a powerful voice on the American scene in order to create public understanding and support of easily rightable place as a food."

Preliminary studies by the committee and Byor took into consideration the rapid and complex changes taking place in the merchandising and promotion of all type of confectionery, the need for public information and education about the nutritional ingredients going into candy, and the presentation of its public understanding about the place of candy in diet and health.

Minn. Decision
Continued from page 111

the plaintiff by reason of their giving free samples of the product in question in the sales room under the counter, and that the sale of the product by the plaintiffs to the public on premises against the plaintiff's will was in violation of the Connecticut antitrust law.

The court, after a hearing, entered a judgment.

NATD Conclave
Continued from page 105

Kedrovy, NATD managing director.

Evening conferences will include寡aring Operations to New Conditions, "Administrative Procedures," "Departmentalizing, Reorga


CLEANED, CHECKED, READY TO OPERATE
DUETTE Deluxe 353.00
JOCKEY CLUB 130.00
MYSTIC MARVEL 145.00
QUARTETTE 65.00
FACE "A" RUN 45.00
ACE BOWLER 519.00
SAND BOWL 45.00
IMPERIAL 125.00
FROLICS 560.00
ATLANTIC CITY 45.00
SPIN Suppercase 35.00
COREY 150.00
BRIGHT SPOT 45.00
CASINO 45.00

MORRIS NOVELTY CO.
2007 Olive St., St. Louis, Mo., Phone: 30622

Games, Inc.

MANUFACTURERS
Microsoft
662 North Wells Street Michigan 2-3101 Chicago 10, Illinois

San Francisco Salt Lake Denver Portland Seattle

FOR SALE—BINGO SPECIALS
DON’T PASS UP THESE VALUES
CATYMA, COBA, ADD-MAKE BINGO, BAYUS, LAUGHLIN, LAUGHLIN 425.00
MIAMI BEACH $25.00.
All Sales In Stock. Rates: 15% on C.O.D. Sales 12.50.
For Sale-Bingo C.O.D. or Ship. We’ll Write—Return—Phone
NASTASI DISTRIBUTING CO.
512 WVEAS STREET MANHATTAN 6067 NEW NEW YORK, N.Y.
**THE BILLBOARD**

**COIN MACHINES**

**YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAY**

**Valley Manufacturing Co.**
333 Morton St. BSV (TV) MKE. PHONES 8587 or 8588

---

**Vt. Court Bans Pins in State**

MONTPELIER, Vt., Feb. 11—Fischall machine operators in this State have been given 30 days to get rid of the devices after the Vermont Supreme Court this week outlawed the State's anti-gambling laws.

The case resulted from a seven-county raid last spring in which State police seized 24 machines and arrested 24 persons in 14 towns. A basic issue in the case was the question of whether free games offered winners on the machines are a "thing of value," according to Assistant Attorney General Robert Hubert.

The court found that all three elements characteristic of gambling—chance, price and prizes—are involved in playing pinball machines. All free games might not be considered such a price for some people, for others they are "an irresistible lure," the court said.

Conn. Firm Chartered
HARTFORD, Conn., Feb. 11—Valley Vending Corporation, a newly formed Connecticut firm, has filed a certificate of organization with the secretary of state's office here, listing its office address at 179 Farmington Ave., Hartford; subscribed capital, $1,000; and amount paid in cash as $3,000. Officers listed were president, Harold H. Jaeger; vice-president, Frank P. Wahlen; secretary-treasurer, John S. Murtis; director, John S. Murtis, William M. Collins and J. Read Murphy.


Pool Scores High for Wis.

Up-State Ops

 MILWAUKEE, Feb. 11—Pool games continue to be the brightest item in the offering of local coin machine distributors.

Most of the demand comes from operators outside of the Milwaukee area, however.

Only a handful of the Beer City operators have been able to report the kind of grosses experienced by the up-State clubs. A check with local distributors revealed that all of them are currently back-ordering on the pool games, "Everybody wants them all at once," says Sam Cooper, of the Faster Distributing Company.

---

**Valley’s Bumper Pool**

**CLOSE-UP OF OUR BUMPER**

**WULFIZER**

**SKEE BALLS**

**Thermally responsive, durable and balanced**

**PRICE $100.00 each**

Deposit—$35.00 with each game.

C. B. S. EXPORT CO. 19319 Isbitt Avenue Burbank, Michigan

---

**Ed Ravreby says:**

**GET A JUMP ON THE KIDDIE RIDE MARKET**

**ORDER TODAY**

**WILCO ROCKETS** $350

**VOLTAGE (Large)** $250

**TARGET HOSES (Large)** $250

**PALMING HORSES** $250

**Ducks** $25

**Bulls** $25

**TARGET RACER** $25

**Duck** $25

**HOT ROD** $25

**"BREEZE-IN" HORSE** $25

**"BRILLIANT EYES" HORSE** $25

---

**Ed Ravreby’s**

**AMUSEMENT MACHINES LTD**

666 N. Brod St.
Fremont 7-4495 Phila. 50, Pa.
“GUARANTEED MUSIC”

A.M.I. MODEL "A" $125.00
A.M.I. MODEL "B" 150.00
A.M.I. E-80 445.00
A.M.I. D-80 325.00
A.M.I. MODEL F-120 725.00
WURLITZER 1015 95.00
WURLITZER 1100 145.00

GIVE TO DAMON RUNYON CANCER FUND

SAFE ON SHAFFER’S BETTER PHONOGRAPH SPECIALS

SEEBURG WURLITZER
M100E $595.00
1800 1500 1000 1250.00
1500 $225.00
M100B 475.00
1250 1000 750.00
M100A 250.00
1450 1000 750.00

Extra Specials

WURLITZER AMI

1250 (45 RPM) $149.50
Model "A" $79.50

Send for Illustrated Catalog Showing Complete List

GOTTLEIB PROUDLY PRESENTS

NOW AVAILABLE!
FAST PLAYING ADVANCE MODEL
ASK YOUR DISTRIBUTOR ABOUT IT

THE BILLBOARD

FEBRUARY 18, 1956

COIN MACHINES

ROANOKE VENDING EXCHANGE, INC.

CALL OR WRITE FOR YOUR NEW OR USED GAME NEEDS

SHUFFLEBOARDS

SUGAR CANDY
call: 536-8141

145 15th Street

BALLY

Exclusiv Distributor For

ROCK-OLA

SHUFFLE ALLEYS

Bally Coin Model
Bally Jnr. Bender
Bally Jr. Chrome Model
Bally Jr. Chrome Model A
Chicago Coin/Bally Jr. Bender
Chicago Coin/Bally Jr. Bender W
Chicago Coin/Bally Jr. Bender W
Bally Jr. Chrome Model
Bally Jr. Chrome Model A
Bally Jr. Chrome Model

MUSIC

Bally/Bally/Bally Jr. Bender
Bally Jr. Bender Bender
Bally Jr. Chrome Model A
Bally Jr. Chrome Model A
Bally Jr. Chrome Model A
Bally Jr. Chrome Model A

POOL TABLES

Cut Cues
Cut Cues
Cut Cues
Cut Cues
Cut Cues
Cut Cues
Cut Cues
Cut Cues
Cut Cues
Cut Cues

WALL BOXES

Seeburg 2 Ferguson 145.00
Seeburg 2 Ferguson 145.00

POOLS

Garrett 2S-250 175.00
Garrett 2S-250 175.00

WHAT POOL TABLES

THE ARISTOCRAT OF POOL TABLES

BUY THE BEST... WE DO...

WITH ALL THE FEATURES AND EXTRAS

Hinged top and front door.
Distinctive cabinet built by
Durable mechanism for craftsmen.
minimum maintenance.
Optional lighting accessory.
Metal ball tracks and quiet
Colorful bumper protectors.
reset.
Precision dimensions for
Cross-lined playfield.
accurate play.
Genuine Billiard
Inlaid rail markers.
components.

AT YOUR DISTRIBUTOR

NOW!

GIVE TO DAMON RUNYON CANCER FUND

1927-1956
29 Years of Leadership!
NEW MODEL
NICKEL DISPENSERS
READY NOW FOR
IMMEDIATE DELIVERY

- Single 5c tube holds 200 nickels with feather-touch operation.
- All die-cast parts in mechanism.
- Chrome-plated mechanism.
- Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-holes bases).
- All "wearing" parts of old model eliminated.
- Single 5c Tube with base attached available in quantity.
- Guaranteed accurate.
- Wall or Counter mount.
- Exclusive Factory Representative

For Knife-Kole Dispensers Manufactured by McPhee & Manufacturing Co.,
Tacoma, Washington

DUNIS DISTRIBUTING CO.
100 Elliott Ave. W., Seattle 99, Wash., Ph.: Alder 0414
(Inquiries Accepted Now for Local Distributors)

GIVE TO DAMON RUNYON CANCER FUND

PARTS!!
PARTS!!!
PARTS!!!
TRIMOUNT HAS NEW ENGLAND'S LARGEST PARTS DEPARTMENT
THOUSANDS OF PARTS "IN STOCK" FOR IMMEDIATE DELIVERY
Complete Assortment for all COIN-OPERATED PHONOGRAPHS
CADE EQUPMENT
PIN GAMES

IMPORTERS:
Export inquiries invited. Special shipping dep't assures delivery in proper condition.

WRITE FOR PARTS CATALOG AND PRICE LISTS
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Sears, and International Machine Distributors.

TRIMOUNT
49 WALTHAM STREET
BOSTON 18, MASS.

REMEMBER
IN NEW ENGLAND IT'S TRIMOUNT

WHEN ANSWERING ADS . . .
SAY YOU SAW IT IN THE BILLBOARD!
LARGEST POOL TABLE SELECTIONS in U. S. From NEW ENGLAND'S POOL TABLE PIONEERS

New! EXHIBIT POOL TABLE that is NOT a Coin Machine!
- Special meter—NO coin mechanism
- Should open any closed territory

Complete Stock of All BALLY POOL TABLES

EXHIBIT 3-HOLE SKILL POOL
- Regular and King Size
- Convertible in seconds to 2-hole play
- 50% faster. Earns 50% more

CHICAGO COIN "HOOLIGAN" POOL

EXHIBIT 3-HOLE BALLY POOL
- BALLY PIN POOL
- BALLY LIGHT-UP BUMPER
- NEON LIGHT RAIL
- BALLY HAZZARD

Lowest Prices
- Trades Accepted
- Fully Guaranteed
- Liberal Credit Terms

7 Pool Mrs. Feature Plug

CHICAGO, Feb. 11. - Seven coin-operated pool game manufacturers have introduced special models convertible for either two or three-hole play.

To convert the games, the operator needs only to remove or insert a plug which fits into the center ball hole. The plugs are precision made to provide a smooth surface when inserted in the play-field.


Gottlieb Adds New Pool Unit

CHICAGO, Feb. 11—Dr. Gottlieb & Company has added a second coin-operated pool game to its line.

Similar in size and play features to Spot Pool, the original Gottlieb pool game, the new model has ball holes further out from the ends of the table.

Both games are two-hole models with marked play field, hinged top and front door, bumper protectors, inked rail markers, and optional lighting accessory.

Your American Red Cross Is Always There After Disaster Strikes

always on the level for STRAIGHT SHOOTING— built for SOLID DEPENDABILITY!

Keeney's JUMBO DELUXE
(Fascination Pool)

Features
- 3 or 4 sided play
- Available with Center Hole (Removable Plug)
- Available with Lited Bumpers in both Regular and Jumbo models

Operate Keeney's 6-PLAYER Deluxe Challenge Bowler

Reg. Size 52" L x 36" W x 32" H

Celeste Revel
MISS ILLINOIS 1954-55
likes to play Keeney’s Fascination

Mahogany Grained Mouldling—Cork Finish Body and Legs
- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- White Diamonds on Side Rails

3 WAY SKILL TEST
- Speed
- Timing
- Accuracy

Order Yours Today!
GIVE TO DAMON RUNYON CANCER FUND

ABC Vendors

Continued from page 105

committees who have patronized the machines for many years.
Also responsible in large part for his decision to remove the weighing
machines is that almost everyone now has scales in the
bathroom nowadays. Klinehouse pointed out sadly that people nowadays
step on their bathroom scales and have no need to test their weight
in the subway.

Most of the machines removed from the familiar places are head-
ing for the junk pile, he indicated. The nickel vending machines, how-
ever, will remain.

MTA public relations chief Herbert Baldwin backed up Kline-
house’s statements on vandalism and high cost of operation. He said
you wouldn’t believe what thugs did to the machines. I don’t blame
ABC for taking them out.
He added that ABC had asked the MTA trustees to cut the guarantee
rate, and after some discussion it was decided that the operation had
become less than worthwhile.

ABC Vending had operated the bulk machines for five years. Bold-
win said that Eastern Advertising Company, a firm now out of busi-
ness, had run the locations for more than a quarter of a century.
The firm at one time also had the ad-

versing set-ups in the subways as well as the machines.
No other company will be asked to put in penny machines, Baldwin
said. “The trustees have had it,”

too many,” he added. “The Skee-

tary machines operated by ABC
will remain.”

1st in POOL GAMES! 1st in Quality—1st in Value!}

THERE IS ONLY 1 HOOLIGAN! Is a Class by itself!

CHICAGO COIN

BRACKETS

POINTER

DOLLS

LEADERS

NESTLE

SURE-GUARD

PROGRESSIVE

ROYAL

SPORTSMAN

SUNBURST

CAROUSEL

FIRST-CONDITION

EXHIBIT

SPOTLIGHT

TARGET GUN

FIRST-CONDITION

GUN

GENCO

MINI WEST

GUN

UNITED

DEL CARNIVAL

RENEY

SOUVENIR

SPORTSMAN

CUB HUNT

TOP OF THE LINE

WEBSTER

ARDEN

PERCUSSION

RENEY

THREE-STAR

3BLS

MACHINES ARE OPENING

WHERE LEADING BANYA-

ners from the Midwest, from

2112 W. NORTH AVE. • CHICAGO 22, ILLINOIS • DISRUPT 2-0500

GIVE TO DAMON RUNYON CANCER FUND

OVERWHELMING CROWDS

Come in droves to play it...

NEW SCORE ADVANCING Features!

LIVELIER HIGHER ACTION SCORES

2 DIMES PER GAME!

Two or Four Players!

Order Now... See Your Williams DISTRIBUTOR TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL

4242 W. PILLMORE ST. • CHICAGO 24, ILL.

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

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

SPECTACULAR TO ELIMINATE REPLACEMENT!
Meet Genco's Royal Family of Tournament Pool Games for 3 or 4-Sided Play

DE LUXE
(also available with 3-holes and center-hole plug)

ADVANCE DE LUXE

Genco
FIRST in the FIELD
with ALL THESE FEATURES:
• Optional Playfield Light
• Built-In Adjustable Levels
• Mother-of-Pearl Rail Markers
• Clog-Proof Ball Troughs
• Steel-Sheathed Cash Box
• Hinged Cash Box Door
• Hinged Playing Field
• FINEST QUALITY Billiard Table Materials!

KING-SIZE
SUPREME KING-SIZE
(with center hole play)

NEW!
EACH TABLE EQUIPPED WITH FREE CUE REPAIR KIT AND TABLE BRUSH

STANDARD
3-HOLE GAME WITH LIGHTED BUMPER POSTS
THIS MODEL ONLY MADE WITH 4 LEGS (Economy Model)

NEW!
BACK-BAR AND WINDOW BANNERS FREE TO BRING IN CUSTOMERS!

All models obtainable with Light-Up Plastic Rebound Posts (at slight additional cost)

Genco MFG. & SALES CO.
2621 N. Ashland Avenue
Chicago 14, Illinois

Seeburg School
Continued from page 100
ed Blumsheteckler with the school. Among those attending were P. D. Ross; Joe Yata; Newell Shipe Company; J. A. Thomas, St. Taylor; luna Music Company; C. R. Carlson, Carlson Music Company; C. D. Carlson, O.K. Music Company.
Dime Play Test
Continued from page 100
The only exception to the conventions so far are locations with 78 r.p.m. equipment; these are staying at 3 cents.
Returns from converted slots have been fragmentary. By March 1, the, it is expected that operators will have significant figures on location takes.
FR to Follow
Other than decals placed on converted machines, few public relations techniques have been used during the test. Operators feel that the advertising and newspaper publicity should come when the attempt to convert the outlying area is made.
All converted equipment is being upgraded, usually on a 50-for-one basis. The operator will buy one new box for each five locations, get rid of the oldest piece and move the others up.
Memphis Shows
Continued from page 100
forced some operators to drop poorer locations.
The new taxes which recently went into effect are as follows: City, 810; State, 105; county, 110; and federal, 110. City, State, and county rates were formerly 85.
Operators generally agreed that the decrease of 94 machines seemed predicated on the move to dime play and the tax increase, they pointed out that as the public becomes more accustomed to dime play, profits will increase and the number of machines will also do so.
ATLANTA, Feb. 11—Georgia's Senate this week defeated a bill which would have reduced the State's cigarette taxes by 10 cents a pack. The measure was introduced by Senator Donny R. Matthews, Macon.
MUSIC
Seeburg, Model M1000... 165.00
Seeburg, Model M100. ... 60.00
AHL, Model A .............. 100.00
Wurlitzer, Model 1500. .... 250.00
Wurlitzer, Model 1250 .... 175.00
Seeburg SW1, 100 Select-Bar, Model 125 .... 65.00
SEEBURG DISTRIBUTORS
Established shortly by factory-trained mechanics
W. B. DISTRIBUTORS, INC.
1012 Market St., St. Louis, Missouri
Phone: AMPHLETH, No. 23, Main.
Every conceivable kind of equipment, supplies and services has been sold in the billiard business. What do you have to Sell? Write for free information.
First Patent St., Cleveland, Ohio
the advisory board recommended a change in the association's bylaws to increase the number of board of directors from 20 to 48, one from each State in the country, and set up probable convention hours, reaffirmed The Billboard's convention service center, changed the Miss MOA contest rules to include entries from disk firms, appointed various convention committees and set up arrangements for an MOA representative to be on hand at the Morrison Hotel to take charge of the convention details at least a month before it gets under way.

The proposed increase in the number of association directors was suggested by Miller several months ago. The advisory board this week sets the stage for an immediate increase at the convention.

Convention hours at this year's show will be similar to those last year, with the exception that morning business sessions will be shortened to allow time for lunch and early afternoon panel meetings before exhibits open. Probable hours are as follows: General meetings from 9:30 or 10 to 11:30 or noon, panel meetings from 1 to 2:30 in the afternoon and from 8 to 9:30 in the evening, and exhibits from 1:30 to 4:30.

The annual banquet will be held on the last day of the convention rather than on the second day as formerly scheduled.

Hibner Stark, The Billboard, talked to some of the advisory members regarding The Billboard's service center to be in operation at the convention. Members were primarily interested in the paging and phone service and the registration facilities.

The Miss MOA contest rules were changed again to include entries admitted by all record companies. This had been the suggestion of a board of directors meeting last fall, but subsequently changed because of the possibility of MOA sponsoring Phonogam Records. Contest rules are similar to last year's, but is open to everyone, whereas the 1955 event was open to operators only (see separate story on contest).

Actually, the only committee chairman named during the meeting was Hirsh de la Vez, who will head all entertainment at the annual banquet. Directors of the association, however, have been named to be co-chairmen of nearly all other committees.

Larry Marvin is expected to take charge of the MOA convention headquarters here in Chicago. Miller said that Marvin would probably be appointed as MOA's representative and would set up operations at the Morrison Hotel sometime around April 1. Marvin is a director of MOA.

'Great Pretender'

United, Inc.

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 THESE FEATURES AVAILABLE IN "KING SIZE" 18" LONGER

EXHIBIT SUPPLY COMPANY
Established 1901
4218 W. LAKE ST. CHICAGO
PHONE: VA 6-3100

exhibit planned it!
only exhibit has it!

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

plus all the other superior exhibit features

available for immediate delivery!
LOOKS DIFFERENT!

Yes, Bally CROSSWORDS looks different... and is different...
different in “new-look” styling of cabinet... different in compact, space-saving construction...
different in fascinating puzzle play-appeal. CROSSWORDS is the game for hard-to-hold spots and every territory that needs a really new type of game for continued profitable operation.

New PUZZLE-SCORES

Players light 3-letter words, 4-letter words

CROSSWORDS combines play-appeal of two great American pastimes—pinball and crossword-puzzles. Player shoots balls in holes marked with letters of alphabet to light 3-letter words and 4-letter words in puzzles on backglass. Location-tests prove that 2-in-1 play-appeal of CROSSWORDS doubles and triples earnings of average 5-ball spots.

EARS UP TO 4 COINS PER GAME

Each coin gives player additional puzzle

Because player may select up to 4 puzzles and score separately in each puzzle selected, CROSSWORDS averages 3 to 4 coins per game.

New SKILL SCORE-BOOSTER

Scores advanced by shooting balls in Star-holes

No mystery about CROSSWORDS advancing scores. A quick glance at score-card, reproduced (half-size) at right, tells players how to boost their scores by skill-shots in 3 Star-holes at top of playfield... and keeps them coming back with “came-close-try-again” repeat-play appeal.

Get your 5-ball spots back on a money-making basis... get Bally CROSSWORDS busy for you now!

CROSSWORDS

Word-Puzzle Skill-Game

REQUIRES ONLY
27 in. by 41 in. space
Fast 5-ball play

SEE YOUR Bally DISTRIBUTOR BALLY MANUFACTURING COMPANY, CHICAGO 18, ILLINOIS

FATE
Player has W, A and T with first 2 balls.

He may shoot for F-hole to light 3-letter word FATE.

Or he may shoot for E-hole to light 3-letter word FATE.

Or, if he shoots balls in E-hole and in F-hole, he lights 4-letter word FATE.

FATE

Scores advanced by shooting balls in Star-holes

No mystery about CROSSWORDS advancing scores. A quick glance at score-card, reproduced (half-size) at right, tells players how to boost their scores by skill-shots in 3 Star-holes at top of playfield... and keeps them coming back with “came-close-try-again” repeat-play appeal.

Get your 5-ball spots back on a money-making basis... get Bally CROSSWORDS busy for you now!
chicago coin offers you
THE MOST COMPLETE LINE
OF QUALITY
POOL GAMES
IN THE INDUSTRY!

POOL GAMES FOR EVERY LOCATION!
*All Models Furnished With Center Hole Plugs!

Hooligan Pool
Combines The Top Features of Automatic Pool Plus The Scientific and Most Interesting Playing Features of 4-Sided Pool Games...
Plus...Advance Scoring!
Plus...The Fascinating Hooligan Hole!
Plus...The Natural Cue Swing Afforded by the Elimination of the Foul Line!

Champion Pool
Available in 2 or 3 Hole Models With The Exciting Center Hole Feature!
New Type Ball Drop Mechanism...Simple...Positive...Foof-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!

Jumbo Pool
2 or 3 Hole Models With or Without Lighted Bumpers!
18 Inches longer than regular size (70 inches by 36 inches)
3 or 4 Sided Play

Champion Pool Special No. 35
End holes are located 4 inches closer to center!
Choice of 2 or 3 hole models!
3 or 4 Sided play!
Super sensitive rebound rails!

chicago coin
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.
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 buttons for each Magic Square permits player to shift only Square or Squares he desires to shift - without shifting others. Maximum number-shift flexibility provided by 4 Magic Squares insures maximum play-appeal, maximum earning power.

**EXTRA TIME**

Player shifts Magic Squares before shooting fourth ball ... or before shooting fifth ball, if "5th BALL" panel is lit. Earning power of the popular extra time feature proved in BEACH CLUB, VARIETY, BIG TIME and other great Ballygames.

**DOUBLE SCORES**

**TRIPLE SCORES**

SPOTTED NUMBERS CORNER-SCORES ADVANCING-SCORES EXTRA BALLS BALLYHOLE

---

**ABC bowler**

**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.

---

**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.

---

**4 MONEY-MAKING MODELS**

ALL models in, by 36 in. 32 in. 24 in.

---

**STANDARD model w/ optional lights.**

**MODELS**

**ALL models in, by 36 in. 32 in. 24 in.**

---

**Bally Pin-Pool EARS BIGGEST PROFITS**

Cash in on growing popularity of Pin-Pool. Get genuine Bally Pin-Pool. Tables busy for you now.

---

**Model T**

**COIN-OPERATED AUTO-RIDE BULL'S EYE**

**CON-OPERATED HORSE-RIDE**

---

**Bally MANUFACTURING COMPANY • 2640 Belmont Avenue, Chicago 18, Illinois**
United's CARAVAN

ROTO FEATURE
8-IN-1 CARD COMBINATION
PLAYER CAN MOVE NUMBERS CLOCKWISE WITH EXTRA COINS

12 ADDITIONAL WAYS TO SCORE
3-IN-LINE SCORES

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

4 ADDITIONAL WAYS TO SCORE
4-IN-LINE SCORES

NOW AT YOUR DISTRIBUTOR
4-PLAYER SHUFFLE-ALLEY BOWLING GAMES
JUMBO CLUB POOL

See Your Distributor

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED OPERATORS ARE SUCCESSFUL OPERATORS
200 SELECTIONS MAKE POSSIBLE THE WORLD'S FIRST DUAL MUSIC SYSTEM

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Illinois

PLAYS 45 RPM SINGLE RECORDS AND 45 RPM E.P. RECORDS
With a Separate Credit System for each

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

www.americanradiohistory.com