Who Said Showmen Like Big Outdoors?

When Winter Blows, They Go to Florida; States' Mighty Proud of Residents, Too

By JIM MICHUR

MIAMI, Feb. 25—A hard put in the warmest market question, as to their winter whereabouts, are the showmen who, as a group, are probably the most cosmopolitan of men, either in the world.

Estimates of the group's spending in this winter's month will be about $50,000,000, with a fair estimate that a large part of the money will be spent for food, shelter, and travel.

The showmen have been in the community for years, and their visits are now considered a regular feature of the city's winter season.

Recent Migrants

And while a great many of these showmen, who have been here before, are returning for another winter, there are also many new faces that have not been seen in Miami before.

The showmen have come from all parts of the country, and from countries all over the world, to spend their winters in Miami.

The showmen have come to Miami to enjoy the sunshine, the beaches, and the mild weather, and to take part in the social life of the city.

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NEW YORK, Feb. 25.—A climate of caution as regards the use of network TV in 1956 is beginning, to be felt in advertising circles. There are various reasons for the new hard look at advertisers and their TV efforts, but not the medium.  

1) This year is an election year and it is still far from the bag for the Republicans, with President Eisenhower's decision still in abeyance. Business has grown confidence in the change to the Republican in office.  

2) Sales in the automotive industry are far from satisfactory, with production cutbacks and inventories still high, leading to the conclusion that the entire economy may slip slightly in 1956 from its brisk performance of 1955.  

3) Good time periods on the key networks and program package deals made last fall have not been matched as quickly in the past.  

4) Continued growth of advertising media, such as newspapers and magazines, which are used to counteract network TV, as, for example, the most recent edition by Harold Barnes, president of the American Newspaper Publishers Association.

The Advertiser's Handbook. A new edition of the classic Workmen's Advertiser's Handbook, originally written by Jack White, has been revised and expanded by the late Ken Druse. The new edition, "The Advertiser's Handbook," has been updated to reflect the latest developments in advertising and marketing. It includes information on the latest marketing techniques, advertising trends, and consumer behavior. The handbook is a valuable resource for anyone involved in the advertising industry, providing practical advice and strategies for effective advertising campaigns. The revised edition includes new chapters on social media advertising, mobile marketing, and data-driven advertising, as well as updated information on advertising regulations and ethical considerations. With its comprehensive coverage of advertising topics, "The Advertiser's Handbook" is an essential guide for novice and experienced advertisers alike.
Web Winners

DECEMBER BRIDE-CBS
Its 36.8% American Research Bureau rating makes this show the second highest network situation comedy, topped only by "I Love Lucy." Additional proof, if any be needed, of the show's popularity is provided by the latest Nielsen rating for the week ending January 21, which places "December Bride" in the No. 1 spot of Top 10 shows in viewers. The poll is held high enough for it to cop the No. 10 spot. It's also apparently reaching its peak, according to the network's General Foods, is seeking. According to ABC's January report, the program averaged 2,018,000 viewers per week, enough to make it the second best network situation comedy in female viewer pulls. Here again, it's topped only by "Lucy."

GETS ABC'S "NEW LOOK"
Another show that deserves the "Web Winner" label for the job it's doing is George Cohan's half-hour Saturday evening "Hollywood, Please," which has been canceled after only nine weeks and has since been canceled.

Weekly to the client, time and program, and after the first six months of the 15-week program was figured at $20,000. The show, which was one half-hour, number of commercials, three strikes, will be shown on TM, with an average audience of 17,300,000 houses reached, 5,000,000 cost per minute, $1.34, and unlisted.

GE Gets ABC Choice Time
NEW YORK, Feb. 25--ABC is offering interested advertisers a choice of time slots in its new network, ABC, which is doing an impressive job in the premier half hour.

The network, it appears, is "Waverly House," which it will probably third. Next, it's usually ready to go by 9 p.m., from "Waverly House," which is doing an impressive job in the premier half hour.

Production Set On "Adventure"
HOLLYWOOD, Feb. 25--Production is scheduled to get under way Thursday in Los Angeles on "The Big Wheel," a new series of TV programs jointly owned by NBC and ABC, which is still under way. The show is the second of a series of "The John C. Fremont," which is the "Big Wheel," with castings soon to be completed.

ABC Plans Radical Revamp Of Program Line-Up for Fall

STARTS STEP 2 With 75% OF Shows Shifted or Dropped in "New Look"

NEW YORK, Feb. 25--ABC-TV is preparing a radical revamp of its entire network schedule beginning next season in a major bid to close the programming gap further between ABC and the other two networks. Although as much as 75% of the network's schedule will be shifted into different time slots, the network is aiming to keep the show's current ratings.

For the fall, ABC's new show is "The New Look," and the network will introduce a new series of "The Big Wheel," with castings soon to be completed.

TIME AND PROGRAM

NBC Cost Survey Shows Day's Edge

HOLLYWOOD, Feb. 25--KTLA, a 70% NBC-owned station, is planning to make an immediate comparison of daytime viewership with the network's own survey. A recent report on the network's first six months of the year was made on General Foods' stock. NBC's most important day of the year, it's been said, is the No. 10 spot. It's also apparently reaching its peak, according to the network's General Foods, is seeking. According to ABC's January report, the program averaged 2,018,000 viewers per week, enough to make it the second best network situation comedy in female viewer pulls. Here again, it's topped only by "Lucy."

KTLA Rushing Sunset Studios

HOLLYWOOD, Feb. 25--KTLA, Los Angeles' NBC-owned station and general manager, is rushing completion of the station's Sunset studios to permit KTLA to move in by April 1. The studios have been originating some of its shows from the Sunset studios while construction has been going on. The NBC station's share of its operational requirements has been coming from the ABC's Paramount Studios. The proposed station is to be constructed in Paramount Pictures' lot. The construction is expected to be completed by the end of the month. Construction will continue at Paramount's Sunset studios to ready it for the move.

NBC To Offer Culture Pkg.

NEW YORK, Feb. 25--NBC-TV is putting a cultural package of programs together for educational advertisers. The package is the initial stages of a major ad campaign that they usually must buy one at a time.

The NBC cultural programming group has already made package presentations at NBC's "First Annual" and "Elder Wise Men" and perhaps several other shows. The package will put together 10 shows which clients would like once monthly. The package is the initial stages of a major ad campaign that they usually must buy one at a time.

Clean Picking: Either Today or kangaroo

ABC's "The New Look" will be shifted to Sunday, June 16 at 9 p.m., and "Danny Thomas" will similarly be shifted to an evening period. Friday night shows will appear to be a "serious threat" on ABC's plans to strengthen its lineup. Using "Rin Tin Tin" and "The Adventures of Rin Tin Tin" in the 7:30-10 p.m. period, the network appears to be set to sweep up its general Friday night schedule clean and rebuild with the new shows. The program, "The Saturday Night Show," will stay put in the 10-11 p.m. slot.

Here and There

"Waltz 'Round The World" and "Uncle Walt" apparently will star in the network's present Tuesday night time slots, 7:30-9 p.m. But from that point onward the lineup will undergo a complete change, "Do the Cavatina," "The Actors' Spot," "The Welcome Party," and "The Six Million Dollar Man," will be replaced with "The New Look," which will replace "The Big Wheel," with castings soon to be completed.

Webs Outline Plans For Daylight Time

NEW YORK, Feb. 25--New ways of combating the daylight saving problem, which this summer will be more intense than ever, have been adopted by both CBS and NBC. The New York State is considering extending DST one month more, or extending it for seven months during the year.

The key feature of CBS plan, which was worked out by CBS's Jon Timmers, involves the feeding of CBS's "The Big Wheel," from Hollywood to the Central Time Zones via hot line, so that they can reach these markets at the same time.

NBC's plan is to feed programs to its stations in CST markets from the Daylight Saving Time Zones via hot line, after the program was aired to CST stations.

The major problem, which both networks must face, is the same in the Central Time Zone as they are in the Eastern Time Zone. The difference between daylight and CST is only one hour during the rest of the year.

CBS plan is to transmit its 9:11 p.m. EDT program directly to the network's stations, which will air 7:30 p.m. CBS 8:10 p.m. EDT shows will be transmitted to CST stations via hot line from San Diego to New York, with both time and will air all CST, 9:11 p.m. with Hollywood, 9:10 p.m. on daylight time, of course, be 7-10 p.m. on daylight time. 4:30 p.m. EDT shows, most of which are fed from the stations, will air from each of the CST stations via films shipped to them in advance.

Then this complex arrangement of combining direct network feeds from New York, West Coast remote, and network show, local origination of fill-in shows, CST stations via hot line from San Diego to New York, with network shows on the air in the CST market and CST stations on the air in the choice time periods.

In addition, some of the fill-in shows, many of the CBS shows, would have to be air at two different times in the CST market, with local programming and believe these advertisers have a less effective voice.
FOR RA RENEW RESULT

"HIGHWAY PATROL"
Starring BRODERICK CRAWFORD

"SCIENCE FICTION THEATRE"
TRUMAN BRADLEY

"Mr. DISTRICT ATTORNEY"
Starring DAVID BRIAN

"THE MAN CALLED X"
Starring BARRY SULLIVAN

An Award-Winning Performance by Academy Award Winning Star!

32.3 COLUMBUS
28.6 DENVER
26.3 DETROIT
30.3 SAN ANTONIO

Sold by your favorite dealers. This is Your Life, Arthur Godfrey and others.

Selling for Ballantine's in 23 Markets!

Champion of the people! Here's proof!

37.6 OKLAHOMA CITY
31.5 BOSTON
28.1 ST. LOUIS

Mr.District Attorney, I Love Lucy, This Is Your Life, Arthur Godfrey and others.

Renewed by Carter's in 37 Markets!
THE BILLBOARD

TELEVISION

Now! 2nd Year In Production!

26.3 INDIANAPOLIS
23.2 CHICAGO
27.7 DENVER

ALL STAR CASTS: William Lundigan, Don DeFore, Howard Duff, Pat O'Brien, and others

NEW! ZIV'S NEXT BIG RATING-GETTER!

"SCIENCE FICTION THEATRE"

RENEWED
by OLYMPIA BEER in

- LOS ANGELES
- SAN FRANCISCO
- SAN DIEGO
- SEATTLE-TACOMA

Also renewed in these markets:

- BUFFALO
- PHOENIX
- TULSA
- MILWAUKEE
- PORTLAND, MAINE
- DETROIT
- GRAND JUNCTION, COLORADO
- BALTIMORE

By these sponsors and stations:

- ARPEAKO
- ARIZONA PUBLIC SERVICE
- CENTRAL MAINE POWER CO.
- WISCONSIN OIL CO.
- MESA DRUG CO.
- BRODO SELTZER
- GLASS WAX
- KDDO-TV in COLORADO SPRINGS
- KXTS-TV in SPRINGFIELD, MO.
- AGCM-TV in ALBUQUERQUE

and others

THE HOT SHOWS COME FROM ZIV!
FALSTAFF TO AIR LIVE TV SPEC FROM FRISCO... Falstaff Beer is getting to air a 90-minute live "spectacular" March 17. The show will be put on by KGO-TV, which will originate it from the World's Fair in San Francisco. Among the talent that will appear on the show are Vivian Blaine, Ingmar Bergman, and Peggy Ryan. Host for the show will be Ray MacDonald. Don Sherwood will ensure, Nelson Case will announce and Dave Nye will produce.

'AMATEUR HIRK' TO SWITCH TO 9-10 P.M. ON ABC... ABC is in a time slot switch for "Amateur Hour," which will air from 8 to 9 p.m. until Burrel, the show's long-time host, is slated to go off for the hot months, but scheduled to return in the fall—also in different time slots—are "Do Put Cavalcade of America," "Huntington Theatre," and "Betreasury of America." Maybelle Pickup eyes BNR for a "Queen for a Day". Maybellene is for alternate time slot.

PRODUCTS

RCA Sales Up 12% Over 54

NEW YORK, Feb. 25. — The Radio Corporation of America had total sales of services and products in 1953 of $1,793,000,000, an increase of 12 percent over 1952, according to its statement to stockholders. "Chairman, the profits after taxes were $47,525,000, an increase of 12 percent. Earnings per share of common stock amounted to $3.16. It declared dividends of $1.86 per share as a dividend, as compared with $1.25 per share the previous year.

NBC-TV's total billings in 1952 increased 35 percent over the previous year, the report stated.

'RE COMEDY HOUR' SIGNS G. STORM

HOLLYWOOD, Feb. 25—Gale Storm, one of the more popular and featured women in the "Comedy Hour" schedule. She is scheduled to appear on the National Broadcasting Company's network. In addition to serving as a frequent on the program in April and in May, she will be featured also in a pilot role now being planned by Hal Roach with her TV film commitments cutting down her Sally availability for additional live TV appearances.

ABC Moves Up On 'Mightly' 90-Min. Spec

NEW YORK, Feb. 25. — ABC plans to upgrade higher budget, higher class television programs, including the network's "Frontier" series, for the new season. The new series will be produced by the "Theater Guild and KDKA-CBS" production association.

ABC will produce the "Vital Statistics" program, consisting of "spectacular" specials and "specials," which will be made available to the network.

The production of "spectacular" specials will be made available to the network.

In addition, ABC will produce "The New York Times" program, which will be a special presentation of the "New York Times" paper.

The "New York Times" program will be broadcast on the ABC network, and will be made available to the network.

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ABC Plans Revamp

Asked for I" and "Famous Film Studio" in playing out the end of 110 p.m. periods, but new programing will be added elsewhere in the season.

On Monday, ABC still is set on to continue with "Heidi Digs" and "Voice of Firestone" in the network's program lineup. "Heidi Digs" is the new programing for the ABC network, and "Voice of Firestone" is the new programing for the ABC network.

"Abbott and Costello" is pitched for the ABC network, and "The Flying Scotsman" is pitched for the ABC network.

"Frontier Judge." The new season will be pitched for fall, and the network will be made available in ABC's program lineup. The new series will be made available to the network.

One thing that's certain, however, is that ABC is in the mood to change its programming a little more in the programming line-up.

(Continued on page 17)
Thanks from KTTV, where syndicated films regularly get ratings like these (in a market where the average network show in Class "A" time rates 14.8):

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We believe fine films like these (and many others not listed) were made to be seen by the most people possible. So we schedule them in prime time—and the programs do the rest.

We thank the great television film industry for giving us such magnificent tools with which to build our program schedule. And we believe we speak for our advertisers in expressing appreciation for this source of fine quality programming available under conditions which permit them maximum use of their own best judgment in choosing markets and time periods.

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YOU'VE BEEN ASKING...YOU'VE

HOLLYWOOD

STARRING

ORSON WELLES
HENRY FONDA
RAY MILLAND
SID CAESAR
LORETTA YOUNG
BING CROSBY
FRED ASTAIRE
LLOYD NOLAN
GLENN FORD
CARY GRANT
SUSAN HAYWARD

104 FEATURES FOR
THE MOST FLEXIBLE SALES

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SCREEN
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COLUMBIA
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BEEN WAITING...NOW IT'S HERE!

MOVIE PARADE

HUMPHREY BOGART  CLAUDETTE COLBERT
  *  *
RITA HAYWORTH  RED SKELTON
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FREDRIC MARCH  IRENE DUNNE
INGRID BERGMAN  ROZ RUSSELL

...AND MANY OTHER TOP STARS!

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PLANS EVER OFFERED!

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Pick The Package That Fits Your Needs!

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www.americanradiohistory.com
1956—Year the Dam Broke
On Feature Film Releases

Any Major at Any Time Could Open Gates; M'tk Still Bullish on Movies

NEW YORK, Feb. 25.—The year 1956 will go down in TV trade history as the year the dam broke. The feature film side of the business was hit so much that fantastic developments in the past two months that buyers and sellers are beginning to look for drenches. They don't know exactly what to expect, but they don't feel completely surprised by anything. The word from Hollywood is that independent sources are here that any one of the major Hollywood producers may put pictures into TV at any moment.

M-G-M is expected to be next. By "next" is meant after Warner Bros. The Warner Bros. deal, with Associated Artists' production, is expected to be closed momentarily. The Lew Wasserman, management is expected to be in negotiations for the sale of its approximately 3,000-1948 sound pictures for TV distribution. At its stockholders meeting last week, Lew is said to have been busy, its banking, its backlog on its at-out asset and has been making an intensive study of means of deriving revenue from this source.

Market Open

Making all the excitement and uncertainty the pars have been decided to be continued. Business is moving. Most of the top feature film stations are changing their programs to keep going for another six months to a year without buying any more pictures. They are not so hellish on the values of movies that you can't keep them for a while but to keep them from being offered and in some cases paying more than ever. The market is still wide open.

Another new package is going on to properly equipped TV stations. Television is putting the final touches on a group of 19 packages distributed by the combined Hyko-Park association. This is the first feature package since April, 1955, when it released its "Showmanship" package, now sold in 110 stations and in its group of 75 Westerns in October. A Hyko official said this week he was not sold on the market; he was perhaps at a faster release rate.

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Our Sincere thanks TO THE TELEVISION FILM INDUSTRY for voting MOVIELAB

the QUALITY LEADER of EXCLUSIVE EAST COAST LABORATORIES in The Billboard's Fourth Annual TV Film Service Awards Competition.

Movielab Film Laboratories, Inc. 619 West 54th Street, New York 19, N.Y.
NEW YORK, Feb. 25. — RKO-Telstar Pictures, Inc., is reportedly "dying up" the operations of RKO-Pathe, its East Coast production subsidiary whose film activity has consisted of short subject, industrials, and commercials. Several key executives—其中包括 Burton Benjamin, a top writer, and Alan Hartman, general sales manager—have already resigned from the firm.

RKO-Pathe is expected to finish its current commitments and then go out of existence. The firm owns a fair-sized studio here and leases three floors at the Pathe building. It has produced two shows for TV; "Crunch and Des" in Bermuda and "The Big Idea," both of which have finished shooting.

Commercials made by RKO-Babe were done for Chrysler Motors, Renault, Jell-O and Johnson's Wax. Industrial films were made for Westchester farmers, the Gold Filled Manufacturers and the National Steel Company.

RKO-Telstar was an active branch of the parent company during the flourishing days of the theatrical film business when it produced many short subjects. In recent years its short subject production has been sharply curtailed. RKO-Telstar Pictures will continue short subjects in 3 studios in Hollywood when its East Coast subsidiary closes up shop.

Greyhound to Ride on "Star"

NEW YORK, Feb. 25. — Greyhound Bus this week bought half ownership of "Your Star Showcast" on WABC-TV, here, 11:30 p.m. across the board. Its co-sponsor on the strip is Carter Productions. Greyhound replaces Anahtar on this show. The studio bought the anthology series from Television Programs of America some time ago.

KFJZ, Dallas, Still in Market For Features

Enough for Year, Likes Good" Job, Wants More

DALLAS, Feb. 25—KFJZ-TV, the five-month-old independent station whose programming is firmly anchored in features, would consider increasing its feature time still further if the supply continues as good as it has been, according to a station spokesman. Should it make such a move, features would be put into time now occupied mainly by syndicated film series. The implication here is that the station is happy with the job it has done with movies but feels its half-hour shows could stand improvement.

In the past couple of weeks KFJZ has bought time to run its "Million Dollar Mailbox," which runs one picture Monday, Tuesday, and Wednesday, and another Thursday, Friday and Saturday, 7:30-9 p.m. It has not decided when it will debut the Selznicks but is considering selecting a big send off in the summer when the emotion.

(Continued on page 17)
TO: THE COUNTRY'S TELEVISION STATIONS AND ALL OUR FRIENDS IN THE TV INDUSTRY

Thank you!

For voting Official's Library Plan to the Number 1 Position in Billboard's Annual TV Film Awards.

Why did our Library Plan win? Because...

Prices are realistic -- calculated so that you have more profit protection than with other plans.

Our New York staff works with your station representative to help bring in more national spot business.

Our Research and Promotion Departments keep you up-to-date on who's buying what, when and where, so that you can program effectively and profitably.

If you have not already availed yourself of Official's Library Plan let us tell you about our PROFIT INSURED PROGRAMS!

Again, our sincere thanks.

Kindest regards,

OFFICIAL FILMS, INC.

Herman Rush

P. S. Thanks also, for giving the Number 1 nod to our Jerry Lee as the TV Film salesman giving "Best Service" ... and for your votes to Official's entire sales force as one of the "Most Outstanding".
### The Billboard Scoreboard

#### ARB Audience Composition Studies

**Web Situation Comedy Shows**

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#### Latest Network Ratings

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#### Nielsen Top 10 TV Web Shows

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#### Rank Order of TV Shows, Women & Men

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### Syndicated Film Programs

#### The Pulse Audience Composition Studies

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#### How Non-Net Films Rated

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#### Top Pick Among Women

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### The Billboard Scoreboard

**ARB Top Shows Among Women**

This week's audience composition analysis shows the relative popularity of network series according to program type, by number of viewers attracted according to sex. On completion week 0, the following information on audience sex or coverage please consult ARB, National Press Building, Washington, D.C.

#### How Network Shows Rated Among Women in January

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Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material, for advertising, promotion or other purposes is possible only with written consent from The Billboard, 1364 Broadway, New York, and from any rating service whose Research provides the basis for such material.
Commercial Cues

Rapid Moving

Rapid Film Technique, Inc., pioneer specialist in film origination and distribution, operations, and transferred its office to Long Island City, N.Y. The new location was designed to triple the film technician's output and its latest equipment to increase the speed of service. For convenience, the company has also added a service office in New York City.

UP TO HERE IN FILM

The Vickers & Benyon agency, Montreal, is working at top speed to originate Canada's new national network company of Canada. The DuPont firm's prime mover, "Father Knows Best," is on alternate weeks and wants three more one-minute commercials for each program. That's 78 new commercial ads for the year, and there are 60 days to do it.

BUDDY'S

Kenyon & Eckhardt, Inc., has formed a new Commercial Production Department. Mr. R. T. Tomassen will be in charge... Alan Basine, president of Miami Productions, Inc., will supervise commercial production in the Miami and New York offices. Bert Burn is now in charge in New York.

TV Commercials in Production

A Guide to TV Spot & Program Plans

This week's outlook calls for commercials during the last full growing period, with all indications pointing to the onset of a month's growth in the latter part of November. Production begins the day for commercials geared to autumn and fall. Special Effects: I-tunes, M-Music, S-Song, ID-Station Breaks

CBS in Market for Pix Under Costs of Live

TORONTO, Feb. 25—key film company which can undertake to provide Canadian television with a lesser price than that of live productions will have a ready listener in a subsidiary company of Canada's new Canadian Broadcasting Corporation Board of Governors.

Dixon said that the CBC's prime interest is to provide the best local service for the Canadian audience. Difficulties facing any national system include the availability of programming, quality, distribution of programs, the cost of live television, and the fact that Canada has a larger population than Detroit.

There are rather few people in Canada to support the cost of production, Dixon said. "A very genuine partnership... working through the network in the most extensive network outside the U.S. operates in Canada by the present network of eight CBC and six other stations," he said.

Dixon revealed that the CBC was interested in films, production, and the use of a Canadian special-effects operator. He could foresee some film enterprises opening up when the microwave network is constructed.

He said the corporation was willing to accept more Canadian film content with increased use of film during the next few months by the CBC.

KJFJ Features

On page 12

KJFJ is the new TV Spot Campaign

Continued from page 10

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**Trade Paper Disk Polls Accurate By RIAA Test**

Association's Report Finds Best Seller Listings Correct

By JUNE BUNDE

**NEW YORK, Feb. 25.**—The accuracy of trade paper record polls conducted by the Record Industry Association of America, Inc., this month, followed a test conducted by the marketing committee last August and September, according to an accuracy of the best seller lists as provided by leading trade publications.

The results of the test were set forth in the RIAA's annual report for 1954. The report also summed up in general other activities conducted by the Association throughout 1955.

The RIAA trade-poll test was conducted over a period of five weeks, during which time the largest record companies made up a total of 343,600 albums and singles released during the week. Each recording was purchased by factory representatives in the field reporting to their home offices.

Each company reporting was instructed to either list any records or albums released under its own label, thus assuming an impartial role.

*"At the conclusion of the test," said the RIAA report, "it was clear from the information developed that it was not substantially different from that given in past polls over the same period, except that it is a few instances in which the best sellers showed on the RIAA test chart a week or two in advance of reports by the trade papers."

**Marketing Committee**

The test results indicated that a trade paper poll, as a result of the study by the marketing committee, would produce records sold outside merchandising organizations. A RIAA board of directors apportioned $15,000, last year for the purpose of selling the theory of self-service to retailers around the country. However, the report noted self-service in the trade papers.

**Remington Bids For Pop Field**

**NEW YORK, Feb. 25.** — The competitive situation in the low-price pop field continues to be at a high point, and the market for records sold outside merchandising organizations. A RIAA board of directors apportioned $15,000, last year for the purpose of selling the theory of self-service to retailers around the country. However, the report noted self-service in the trade papers.

**Hollywood**

**NEW YORK, Feb. 25 — Blossom**

...The other companies are operating its full-length, direct mail promotions' arm (General Telezax), on the west coast, as well as in the east. The sales effort of the company. The sales effort of the company.

**Mercury Not For Sale, Says Irving Green**

**NEW YORK, Feb. 25 — Blossom**

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**H. & R. Gets Pic Score Rights**

**NEW YORK, Feb. 25 — Hill & Range has acquired the United Artists Music Publishing Co.**

**R. Kayne Paced By Frank Music**

**Hollywood**

**NEW YORK, Feb. 25 — In con-**

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**Record Racks On Agenda of 2 Conventions**

**NEW YORK, Feb. 25 — Record racks was the topic at two forthcoming conventions...**

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**Hollywood**

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Cleveland Cops Nix Disk Hops For Under-18's

Credit Switch Draws Longhair Cliffers Ire

Doblin to Help Coppyrnt Panel

Faron Young's Click Pream

Wing Label to Focus On R&B and R&R Band

Col. Adds Two New Portables To Spring Line

SPA's Prexy Takes Blast At CLGA Claim

ASCAP's Gilbert Lashes Back At Starr's Denial of Remarks

Coast ASCAP Gives Ongoing Adams Ovation

Selectivity Is Keynote In New Tape Develop'ment

Feelers Out for Abner Rights

N. Calif. Tour Set by Granz
**All the way—2 big sides from**

**Georgie Shaw**

*Singing*

**Fallen Angel**

and

**To You My Love**

---

**Review Spotlight on...**

**Georgie Shaw...** Decca 29839... TO YOU MY LOVE (Leeds, ASCAP)

**Fallen Angel**... To You My Love
Shaw spins the program ballad "To You My Love" with warmth and emotional intensity. The film shows you another fine vocal by the veteran star in a characteristically warm, homey, well-timed performance, and the plot is well-developed. Background music is pleasing, lively and well-coordinated.

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**America's Fastest Selling Records**

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**DECCA**

DECCA 29839
9-29839

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*THE BILLBOARD*
JANUARY 25, 1956
Up Price of Col. Kid EP's; Open Branch

REYNOLDS A.R. Mgr. of RCA Jazz Dept.

NEW YORK, Feb. 23, - RCA Victor shook up its jazz department today by naming J. Reynolds as manager of the department. Free from the confines of the studio, Reynolds as manager will have complete control of the department. The idea was "Take Five," to be released by Atco.

* * *

Mercury Has Illustrated LP Disk Catalog

NEW YORK, Feb. 23.—In line with its decision to go all out on album production and promotion of its LP line, Mercury Records this week began its first LP picture campaign in New York with the release of the Mercury album catalog. Mercury album catalogs have carried illustrated disk listings since the beginning of the company.

The new catalog is a four-color, heavy gloss piece which will list Mercury's 12-inch LP recordings both for the home market and the EmArcy jazz packages. The catalog also lists 11 new EmArcy and Paramount releases, the latter being those for release in March-including such famous jazz names as Thad Jones, Kenny Dorham, Stuff Smith, Dizzy Gillespie, and Hayman, Lawrence Web, and the 50s stars, Patti Page and Rudy Draper.

Ferris Label Gets Under Way

NEW YORK, Feb. 23—Broz Young's Ferris label, described as the first in the retail chain business, is selling. Young revealed yesterday that his firm's future to reach agreement two weeks ago with Irving Covitz on the label's future, Young's plan moved fast in making contact by Covitz on the label's new firm, and in issuing a record of a label, and in issuing a record.

While title clearance on the proposed Ferris label is still being arranged, Young's label will come out on a subsidiary label, "Gray," which his being prepared. The label was cut by Lippa Barker and Herb Chappell, who are preparing a new label, and will issue the label's first records during April.

Cadence Sets Shirley Bash

NEW YORK, Feb. 23—Cadence Records will sponsor a concert by Queen of Swing, Shirley Bass, Don Shirley, at Town Hall here Monday, Feb. 25.

Shirley, who plays in jazz in the United States, where the name of the material contained in two best-selling Cadences and the national, and with an original impersonation tagged "Ophelia in the Underworld," has appeared on the entire concert, and if it clicks, she will soon a new role to replace the Stella in a new role on the show.

Coral Clarified

NEW YORK, Feb. 23—Bob Thiele, artist and repertoire chief of Coral Records, this week clarified the status of the group of artists and the Coral Records. Thie said, Thiele, will not function on the artist and repertoire director level, but only as an artist, signing for both Coral and Brunswick, as reported in The Billboard last week.
MUSIC RADIO
MARCH 3, 1956

Support by Adams 'An Affront'

Continued from page 18

Stevens had previously wired Wurl that he had been quoted in the trade press as having told a group of ASCAP board members that the Composers and Lyricists’ Guild is engaged in a war of destruction against ASCAP. Nothing could be further from the facts, Wurl said.

No attempt was made to substantiate the result of the misunderstandings. Further, the Guild stated that it had not ever had any contact with any ASCAP group or individual. It then stated, "We operate in two entirely separate fields of endeavor. We are in the business of writing and performing music, and you in the business of the exploitation of their performances..."

The Ballad of Djibouti—Disney

When the semi-annual dinner meeting of ASCAP was marked by the absence of any activity, there was little doubt that the subject of the meeting and the Saunders’s suggestion that President Stanley Adams be removed from the podium would be up for discussion.

Wolfe Gilbert told the board that he was prevailed upon to go to the meeting. He was told that the group was invited to discuss the meeting, that "this be a semi-annual review of the organization and the changes that have been made." Other writers noted that it was the group that had made the meeting "one of the greatest meetings of record.

In addressing the meeting, Mr. Sourne touched lightly upon what he considered the important remarks of a speaker at the Congress' previous meeting. He made a number of references to the speaker’s statements concerning ASCAP’s policies and that ASCAP operated under a consent decree.

Gene Buck, president emeritus of ASCAP, mentioned the meeting that would propose Wolfe Gilbert for the ASCAP presidency to the board. The discussion centered on the question, "Who shall be the next president of ASCAP?

The board was asked whether or not the Society must keep up with progress or be abandoned to any system of speculation, referring to the means of organizing and maintaining a network.

Opinions Voted

Numerous opinions were voiced. In the matter of a change in the manner in which the Board of Directors was in favor of the suggestion that Herman Stearns’ declaration that the Guild is not engaged in a war of destruction against ASCAP is engrossed in the ASCAP policy..."

Stations, which is a number of Heron the Board of Directors.

The ASCAP Board has received a letter from Mr. Adams, which he states, says that the Guild represents the Warner Bros., movie publishing interests, and that the ASCAP Board is considering the Guild’s position in the matter of whether or not the Guild would form an alliance with the ASCAP Board. Mr. Adams recently appointed an Allied Artists’ Board, with the Music Publishing Holding Corporation representing the Guild.

The President then directed that the ASCAP Board issue a letter to the Board of Directors, the letter stating that the Guild represents the Warner Bros., movie publishing interests, and that the ASCAP Board is considering the Guild’s position in the matter of whether or not the Guild would form an alliance with the ASCAP Board. Mr. Adams recently appointed an Allied Artists’ Board, with the Music Publishing Holding Corporation representing the Board.

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Billboard Cash Box

THE BILLBOARD

MARCH 3, 1956

Wing Label to Focus on R&B

Continued from page 18

Wing Stevens reports to David Carroll, who in turn reports to Talmage. He believes that speculation has paid off in the case of the label. The Wing will maintain a separate sales promotion and merchandising staff, with Johnny Sippey continuing as sales manager, Warren, in charge of merchandising, and assisted by Ed Matthews. Field representatives and their advertisements are, for the most part, handled by the Intertown Wing.

Anything With A Beat

"The Wing, Mervyn’s new agency chief, is using Wing’s new policy as "something with a beat." He en- courages that roll and rock, which is something the industry will put in as a marketing tool.

Bob Shad, a. d. manager of Mervyn’s R&B activities, will head up Wing’s A&R activities, while Clinton Steel, who formerly held the post, takes over supervision of all records released and production for Mercury and R&B.

Wing's current signing from Mercury will be Buddy Johnson, Ella Johnson, Roberta Flack, Red Pryor, and Joe Sample, the Spencer, the Pinnells, Joe Liggins, and the Coolies. Wing will switch his music to Mercury and Sunset in the case of record launches.

In some cases, Mercury artists may record an R&B. Wing’s mainstay continues on Mercury, David Carroll says, but Wing’s role is a strong R&B. Following, is an idea of some of his activities in that capacity, as well as a "little thing" that Wing will do to issue 12-inch LP’s in all categories, with forthcoming first of other long-playing albums, jazz, and mood music.

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"10,000 YEARS"
Featuring WIN STRACKE AND CHORUS

"FIDDLE DEE DEE"
(Sparkling Instrumental)

Bally 1002 (7-1002)

Bally RECORDS
203 N. WABASH AVE.
CHICAGO 1, ILL.

Andover 3-4677
The report, which is integrated with the RIAA's annual survey work for radio manufacturers, will be con-
tinued this year in a more detailed breakdown of sales is now under consideration, with a probability being that "the data now furnished will be extended to distinguish between records sold as 'singles' and those intended to be used as package merchandise." A study is also under way to secure a further analysis of sales showing the various categories of music—classical, popular, and juvenile.

The report also referred to the RIAA's federal excise tax report program, established last year, when it retained tax report Lowell H. Parlier to explain the merits of the position of the industry to the House Ways and Means Commit-
tee. "The Association has collected a large amount of data and exhibits demonstrating that the record industry has been unfairly singled out for the imposition of this tax," the report said. "It is our hope that 1956 will see the repeal of the law, or, if not, the excise tax imposed on record.

Record Piracy

The report mentioned the RIAA's long-standing and as yet unsuccessful battle to push thru a bill prohibiting record piracy in New York State. "There seems to be concern in some quarters that a punishing of an Anti-Piracy Act will in some way secure an unintended result by which the copyright owner of the music which is pirated will benefit from a longer protection than is afforded them by the Federal Copyright Act. A further study is being made of possible changes which may overcome this opposition, and members of the RIAA legal committee will meet with the Counsel of the Governor (Harrington) to examine the whole matter.

On the subject of RIAA legal activities, the report commented:

Buy or Sell?

The report would-be agents who would like to call in for 10 per cent of the price, it's possible that someone will come up with a buyer yet. This week, we're making it a point not to report that Win-
ning may be willing to sell off a $2,000 plus piece to the "proper" parties for a mere $500,000. The story of how dealers in industry people and trade paper re-
ports that the claim has been confirmed, but purchase rumors have been flying so fast and so persistently in recent months and that from a financier's standpoint almost every major music company stands to profit from the deal.

And some say, there is no more logic than a story or two about the deal. In the disk business, an inside label which has had more than its share of hits cannot continue as such a successful band, if the party which is attempting to obtain any large share of the profits. He must either ex-

Trade Paper Polls Accurate

Continued from page 18

Trade Paper Polls Accurate

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Col. Sales Up 50%

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Col. Sales Up 50%
Here is

**rca Victor's Operation**

**Counter Attack**

a daring new concept
in record merchandising
that enables
you, the dealer
to meet
and beat
the record clubs...

**Right over your own counter!**

*Your future depends on the next two pages. Read them NOW!*
Here's what this exciting new plan gives YOUR CUSTOMERS!

**BETTER SAVINGS** than a record club through you!

**GREATER ARTISTS** than a record club through you!

**MORE EXCITING FREE BONUSES** than a record club through you!

**RCA VICTOR** "New Orthophonic" High Fidelity recordings in advance of the regular release date!

It all adds up to the greatest dealer opportunity. This is your chance to do more than talk back...

For complete details of strategy on the Save-On-Records Coupon Book be sure to see your RCA VICTOR distributor salesman!
MARCH 3, 1956
THE BILLBOARD
MUSIC-RADIO

CONTAINS COUPONS WORTH $1.40, PLUS 3 BONUS COUPONS, EACH ENTITLING BEARER TO A FREE 12" RCA VICTOR ALBUM, AS SPECIFIED INSIDE.

$3.98

Here's what this "Over the Counter" profit program brings YOU!

TRAFFIC BUILDING OFFER with free records plus big savings that cost you nothing!

PRE-SOLD CUSTOMERS returning to YOUR STORE month after month!

SIMPLE, WORKABLE PLAN! Takes no bookkeeping on your part!

NO DEALER BY-PASS EVER!

Complete, hard-working ADVERTISING BLITZ in national magazines and local newspapers!

...more than ever the dealer's choice
**Alums**

**Jazz**

**GERRY MULLIGAN QUARTET**

**CERT (GER-1)-PACIFIC JAZZ P1216**

"Serenade" and "The Lady Is a Tramp" included, are also in the Mulligan Sextet copy. This last label will probably welcome the different ads of solos by the baritone and trombonist Bob Brookmeyer. Also the trumpet and tenor are here, the electrical performances is a big plus. No Mulligan album for many months, and now two top-flight LP's in two weeks—and both still sell very well.

**BLUES AND OTHER SHADIOS OF GREEN 14-71**

Utah Phillips and J. A. C. Ryan for Paramount ABC 101

This is the first jazz release. Paramount ABC-Paramount has hit paydirt. Even a listener with a tin ear will savor the result of this fine twanging twingling. From the first notes of his own "Reminiscing Blues" and "Old Schoolhouse" and "downtown" horn fed theirhit. Mark. Besides others ("Dirty Dollars" and "One for Don", Goves saddles in a definite country Western mood and modern jazz standards that impress for their facility and relaxed mood. Coax's happy, congenial sound is echoed in his rhythm section, outstanding group of instrumentalists that includes Jimmy Bailey, Perry Heath, Kenny Clarke and Dave McKenna. A wide cross section of the public will find it easy to dig into their pockets for this LP.

**Reviews and Ratings of New Popular Albums**

**BRAHMS: HUNGARIAN DANCE (COMPLETE 1-12)**

Vincent Mejia (acoustic guitar), Stokowski (conductor)

This is Brahms's masterpiece, his 15 Hungarian Dances. With the exception of Nos. 1 and 15, the dances are all easily performed and enjoyed. Stokowski is in his element here, as are Mejia and his orchestra, which is well balanced. The results are a success. No record of these dances can be complete without a recording by this famous conductor and orchestra. It is a fitting reminder of the power and beauty of this music.
DOT AMERICA'S HOTTEST LABEL
comes up with
THE FIRST BIG INSTRUMENTAL OF 1956

Mystic
Midnight

DRAMATICALLY-recorded
by...

Marc
Fredericks

his piano and orchestra

b/w

Symphony to Anne

Both composed by Chick Thompson

15446

Dot Records • • • Gallatin, Tennessee • • • Phone: 1600
THE NATION'S BEST SELLING RECORDS
DEALERS!

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

750 Record-Phono Dealers are already investing in these Billboard Merchandising Services they pay off!

Get the customers into your store!

TODAY'S TOP TUNES

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

Painted as a 4-page folder (8 1/2" x 11") it contains the Billboard HONOR ROLL OF HITS to 25 weeks with the best selling records of each line.

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

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

AVAILABLE WEEKLY . . .
TWICE A MONTH . . .
OR ONCE A MONTH

MERCHANDISING SERVICES THE BILLBOARD PUBLISHING CO.
2160 Patterson St., Cincinnati 22, Ohio

TODAY'S TOP TUNES

Please print and mail today's Top Tunes as follows:

1 week issue
Twice a month
Monthly

Name
Address
City and State
Phone

Send name, address and phone printed as shown:

NAME OF COMPANY
Address
City

DISK DERBY PROMOTION KIT

Please send me 10 weeks DISK DERBY promotion kits plus 1 week free (introduction offer)

Send me kit

Send me:

NAME OF COMPANY
Address
City

FREE SERVICE

One each month to users of either or both of the other services.

USE THIS HANDY ORDER BLANK TODAY TO START YOUR MERCHANDISING SERVICES
Swing into Spring Phonograph Sales

COLUMBIA PHONOGRAPHs offers two great profit-makers to double your sales of the world's finest phonographs!

 THESE ACTUAL SIZE DEALER CO-OP ADS TELL THE STORY!

$149.95 BUYS $200.00 WORTH OF HIGH-FIDELITY!

COLUMBIA 360K Table Phonograph
- Fine Finish
- Jazzy Automatic Interchanging Changer
- 4 Hi-Fi Speakers
- Enameled Hi-FI Cartridge

Columbia Diamond Lp Needle ........ 25.00
Matching "Super-Surface" Table ........ 25.00
TOTAL VALUE $200.95

For only $149.95 (in quantities blind higher)

Win a trip to Mexico! Come in for details
Hear COLUMBIA PHONOGRAPHs at DEALER'S NAME

BUY COLUMBIA portable phonograph and GET a matching record carry case FREE!

GORGEOUS COLOR COMBINATIONS
Black & White
Charcoal & Pink
Charcoal & Gray

LARGE CAPACITY
FAMOUS "GREENSTOCK" INDEX INCLUDED

LIMITED TIME—BUY ONE NOW!
Win a trip to Mexico! Come in for details
Hear COLUMBIA PORTABLE PHONOGRAPHs at DEALER'S NAME

Columbia Phonographs offers you these items at less than cost—PLUS these great co-op ads—PLUS an extensive national consumer advertising campaign!

SEE YOUR LOCAL DISTRIBUTOR FOR COMPLETE DETAILS, YOUR ALLOCATION, AND TO ARRANGE YOUR CO-OP ADS:

Alford Appliance Co.
Buffalo, N.Y.

Beck Distributing Co., Inc.
South Bend, Ind.

H. R. Goldstein Co.
New Providence, N.J.

Budiden Stores Co.
Detroit, Mich.

Columbia-Columbia of Cincinnati
Cincinnati, Ohio

Columbia-Columbia of Detroit
Detroit, Mich.

Columbia-Columbia of Houston
Houston, Tex.

Columbia-Columbia of San Diego
San Diego, Calif.

Columbia-Columbia of Southern California
Los Angeles, Calif.

Columbia-Columbia of Western New York
Buffalo, N.Y.

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Columbia Electric & McF. Co.
Chicago, Ill.

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Berg. E. Ogum Co.
Chicago, Ill.

Home Phonographs

Allentown, Pa.

COLUMBIA PHONOGRAPHs

102 West 40th Street
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35 South Wacker Drive
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1021 Indiana Avenue
Indianapolis, Ind.

1125 Broadway
New York, N.Y.

907 West Sixtry Street
Chicago, Ill.

3044 East 9th Street
Cleveland, Ohio

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H. S. Wright Co.
Cleveland, Ohio

C. A. L. Distributors, Inc.

Samuelson Electric Co.

R. C. DeGrazio Co.
Philadelphi, Pa.

Sidney Jacobson & Co.
Baltimore, Md.

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<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist/Group</th>
<th>Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rock and Roll Waltz</td>
<td>Dick Wore and股市 Allen—Published by Invitations (BMI)</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>Lisbon Antigua</td>
<td>gasoline Van, published by Southern (ASCAP)</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Great Pretender</td>
<td>Dick B. Book—Published by Southern (ASCAP)</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>Memories Are Made of This</td>
<td>Gilgiggal Dela-Mite—Published by Montecito (BMI)</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>5</td>
<td>No, Not Much</td>
<td>By Stillman &amp; B. Allen—Published by Beavis Music (ASCAP)</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>He</td>
<td>Richard Hollen &amp; Jack Robyn—Published by Arts (BMI)</td>
<td>11</td>
<td>24</td>
</tr>
<tr>
<td>7</td>
<td>I'll Be Home</td>
<td>By Wurzburg &amp; Les. Book—Published by (BMI)</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>8</td>
<td>Sixteen Tons</td>
<td>Mike, Tony, published by American Music (BMI)</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>9</td>
<td>Dungaree Doll</td>
<td>Ben Raleigh &amp; Sherman Edwards—Published by E. B. Morris (BMI)</td>
<td>14</td>
<td>23</td>
</tr>
<tr>
<td>10</td>
<td>Why Do Fools Fall in Love?</td>
<td>By Lawson Golden—Published by Pablo Music (BMI)</td>
<td>20</td>
<td>2</td>
</tr>
<tr>
<td>11</td>
<td>Eleventh Hour Melody</td>
<td>By King Pearson-Cat Sagan—Published by Pearson (ASCAP)</td>
<td>21</td>
<td>2</td>
</tr>
<tr>
<td>12</td>
<td>Go On With the Wedding</td>
<td>By Arthur Koth, Charley Parker, and Bill Takay—Published by Tate (ASCAP)</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>13</td>
<td>Lullaby of Birdland</td>
<td>By George Shearing—Published by Francis Music (BMI)</td>
<td>21</td>
<td>2</td>
</tr>
<tr>
<td>14</td>
<td>Mr. Wonderful</td>
<td>By Back-illustrator—Published by Valerie Music (ASCAP)</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>15</td>
<td>Seven Days</td>
<td>By Carlton—Published by Progressive (BMI)</td>
<td>22</td>
<td>5</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist/Group</th>
<th>Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Tutti Frutti</td>
<td>By La Bierce Lonestar—Published by Venice (BMI)</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>17</td>
<td>Teen-Age Prayer</td>
<td>By Ricchez &amp; Jake—Published by La Salle (ASCAP)</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>18</td>
<td>Chain Gang</td>
<td>By Dick Geller—Published by Paine (ASCAP)</td>
<td>19</td>
<td>7</td>
</tr>
<tr>
<td>19</td>
<td>Angels in the Sky</td>
<td>Dick Gill, published by Benjamin (BMI)</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>20</td>
<td>Are You Satisfied?</td>
<td>By Watson &amp; Van—Published by Goldielocks (BMI)</td>
<td>24</td>
<td>9</td>
</tr>
</tbody>
</table>

**Third Ten**

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<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist/Group</th>
<th>Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Lipstick, Candy and Rubber Soled Shoes</td>
<td>By Bob Harris—Published by Jacky Music (BMI)</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>27</td>
<td>Tender Trap</td>
<td>By Sonny Colai and J. Van Höv—Published by Barnes (ASCAP)</td>
<td>22</td>
<td>11</td>
</tr>
<tr>
<td>28</td>
<td>Nineteen-Nine Years</td>
<td>By Warner A. B. Brand—Published by Oxford Music (ASCAP)</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>29</td>
<td>Only You</td>
<td>By Bill White—Published by Wildwood (BMI)</td>
<td>29</td>
<td>23</td>
</tr>
<tr>
<td>30</td>
<td>Ask Me</td>
<td>By Morgan &amp; Scully—Published by A. B. C Music (ASCAP)</td>
<td>26</td>
<td>5</td>
</tr>
</tbody>
</table>

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.
Introducing

Carole Bennett

HE LOVES ME, HE LOVES ME NOT

BEYOND THE SHADOW OF A DOUBT

Record No. 3365
Currently Riding the Charts with
"IT'S ALMOST TOMORROW"

the
Dreamweavers
now their newest release

INTO
THE
NIGHT

YOU'RE
MINE

DECCA 29818
9-29818

America's Fastest-Selling Records

Copyrighted material
MARCH 3, 1956
THE BILLBOARD
MUSIC-RADIO 35

BILLY'S BIGGEST

No. 1 IN BOSTON and BUSTIN' EVERYWHERE

"IMMEDIATE LISTENER REACTION ON FIRST PLAY OF CRAZY LITTLE PALACE. BILLY WILLIAMS QUARTET ON WAY WITH BIG HIT."
Roy Leonard
WKEZ, Framingham

"BIG HIT TO A WONDERFUL GUY." Bob Morgan
WTAB, Cambridge

"LOOKS LIKE BILLY WILLIAMS HAS FOUND A HIT "HOME" IN CRAZY LITTLE PALACE."
Frank Avrich
WHER, Worcester

"CRAZY LITTLE PALACE IS BOUND TO ESTABLISH BILLY WILLIAMS AS THE TRULY TOP ARTIST HE IS."
Ed Penney
WTAB, Cambridge

"VERY EXCITING RECORD SHOULD APPEAL TO TEEN-AGERS."
George Fennell
WHJ, Medford

"WHAT CAN I TELL YA—THIS RECORD IS TOO MUCH."
Stan Richards
WCOR, Boston

"THE GREATEST ROCK AND ROLL SONG OF WEEK—GIVING INDICATION OF GOING ALL THE WAY."
Tel Hood
WGH, Fitchburg

"A GREAT GUY FINALLY HITS."
Joe Smith
WYDA, Boston

"GREAT RECORD—GREAT GUY—BIG HIT ALL THE WAY."
Charlie Jetter
WHRM, Providence

"MY BOY HAS REALLY GONE WILD ON THIS ONE."
Dave Maynard
WROL, Boston

"FABULOUS RENDITION—DEFINITELY ONE OF THE TOP 3 IN WEEK."
Alva Berry
WROL, Boston

"THIS SOUNDS LIKE THE RECORD FOR ONE OF THE GREATEST SINGING GROUPS AROUND—SHOULD DO ALL THE WAY."
Greg Finn
WROL, Boston

"A SMASH HIT AT ALL RECORD SHOPS AND HIGH SCHOOL POLLS."
Jay McMaster
WHIE, Boston

"A MOST DESERVING GUY WITH A DESERVING HIT."
Larry Welch
WSEP, Boston

"FOR MY MONEY, BILLY WILLIAMS CAN SWING IN HIS PALACE ASSURED OF A CRAZY HIT!!"
Bill Marlowe
WSEP, Boston

S. R. O. AT BILLY WILLIAMS CRAZY LITTLE PALACE ... LOOKS GREAT."
Fred Powers
WIDD, Boston

"I THINK CRAZY LITTLE PALACE SENDS BILLY WILLIAMS HOME WITH A HIT."
Bob Clayton
WIDD, Boston

CRAZY LITTLE PALACE

Coral Records
America's Fastest Growing Record Company

Corporation of Coral Records, Inc.
**Best Sellers in Stores**

For survey week ending February 22

**THE BILLBOARD Music Popularity Charts**

**Most Played in Juke Boxes**

For survey week ending February 22

**POPULAR RECORDS**

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

**JUKE BOX BARY (Vivastone, BMI)**

**HOT DINNER CONCERTS (ASCAP)**

**FOUR VICTORY 6822**

In two weeks this disk has propelled to a mighty lofty position with "Juke Box Baby" getting most attention. Compo's latest has tricked up to near top sides in Boston, New York, Philadelphia, Buffalo, Cleveland, St. Louis, Baltimore and Milwaukee, to mention from this cities. Some areas indicated that "Hight Diggity" was also earning excellent activity. A previous Billboard "spotlight" pick.

**WHEN YOU LOSE THE ONE YOU LOVE**

(Chappell, ASCAP) - David Whitfield-London 1617

This is shaping up as Whitfield's most successful disk in some time. In St. Louis it is already on the territory chart and is a very good seller in number of markets. Flip is "Angels."
WATCH THE SALES

ROCK

AND THE COINS

ROLL

ON THIS

GREAT

NEW HIT

BY

PATTI PAGE

"MY FIRST

FORMAL GOWN"

MARCH 3, 1956

THE BILLBOARD

MUSIC-RADIO

37
"SHIFTING, WHISPERING SANDS"

"ARE YOU SATISFIED"

and now another BIG HIT for

Rusty Draper

"Held For Questioning"

AND

"Forty Two"

MERCURY 70818
Main title from Otto Preminger's

"The Man with the Golden Arm"

A sensational recording by

Buddy Morrow

His Golden trombone and his orchestra

WING 90063

Rockin' and Rollin' for Big, Big Sales

The Empires

"By The Riverside"

"Tell Me Pretty Baby"

Bobby Sharp

"Baby Girl Of Mine"

"Flowers, Mr. Florist Please"

Jimmy Palmer

"It's All Right With Me"

"Air Mail Special"

Jay Hawkins

"Even Though"

"Talk About Me"

Wing Records

A Subsidiary of Mercury Record Corporation
MARCH 3, 1956

Her 4th Hit in a Row

Dorothy COLLINS

sings

MR. WONDERFUL

and

LOVE ME AS THOUGH THERE WERE NO TOMORROW

From Musical Production "MR WONDERFUL"
From Musical Production "STRIP FOR ACTION"

CORAL 61591 (78 RPM)
9-61591 (45 RPM)

Both with Orchestra directed by RAYMOND SCOTT

CORAL RECORDS
America's Fastest Growing Record Company
The Year's Most Exciting New Personality...

Julie London

sings her
Sensational New HIT!

'BABY, BABY ALL THE TIME'

with Russ Garcia and his orchestra

#55009

The No. 1 Best Selling Album in the Country!
The Cash Box
TOP 15 BEST SELLING POP ALBUMS
"JULIE IS HER NAME"

Julie London
Liberty LP 3006
GREAT!

Cathy Carr's

"IVORY TOWER"
BY THE WRITERS OF "WANTED"

"PLEASE PLEASE BELIEVE ME"

Fraternity
RECORDS

413 RACE STREET
CINCINNATI 2, OHIO
### The Billboard Music Popularity Charts

#### POPULAR RECORDS

**COMING UP STRONG**

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

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>If You Can Dream The Girl With the Yaller Shoes</td>
<td>The Four Aces</td>
<td>(ASCAP); (ASCAP)</td>
<td>Decca 29909</td>
</tr>
<tr>
<td>2</td>
<td>Juke Box Baby Hot Diggity</td>
<td>Perry Como</td>
<td>(BMI); (ASCAP)</td>
<td>RCA Victor 6427</td>
</tr>
<tr>
<td>3</td>
<td>Blue Suede Shoes</td>
<td>Carl Perkins</td>
<td>(BMI)</td>
<td>Sun 234</td>
</tr>
<tr>
<td>4</td>
<td>That's All</td>
<td>Tennessee Ernie</td>
<td>(BMI)</td>
<td>Capital 3343</td>
</tr>
<tr>
<td>5</td>
<td>When You Lose the One You Love</td>
<td>David Whitfield</td>
<td>(ASCAP)</td>
<td>London 1617</td>
</tr>
<tr>
<td>6</td>
<td>Flowers Mean Forgiveness</td>
<td>Frank Sinatra</td>
<td>(ASCAP)</td>
<td>Capitol 3328</td>
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<tr>
<td>7</td>
<td>11th Hour Melody</td>
<td>Al Hibbler</td>
<td>(ASCAP)</td>
<td>Decca 29789</td>
</tr>
<tr>
<td>8</td>
<td>Mr. Wonderful</td>
<td>Sarah Vaughan</td>
<td>(ASCAP)</td>
<td>Mercury 70777</td>
</tr>
<tr>
<td>9</td>
<td>Ask Me Nothing Ever Changes My Love for You</td>
<td>Nat (King) Cole</td>
<td>(ASCAP)</td>
<td>Kapp 136</td>
</tr>
<tr>
<td>10</td>
<td>Beyond the Sea</td>
<td>Roger Williams</td>
<td>(ASCAP)</td>
<td>Kapp 136</td>
</tr>
</tbody>
</table>

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

#### Tunes With Greatest Radio-TV Audience

These, limited authorities, have the greatest audience on national network programs in New York, Chicago and Los Angeles. Lists are based on John G. Paxton's copyrighted Audience Control Services.

**Radio**

- A Year Ago (ASCAP)
- In the South (ASCAP)
- Beyond the Sea (ASCAP)
- Do You Know the Lord (ASCAP)
- Memories of You (ASCAP)
- Mr. Wonderful (ASCAP)
- Nobody Knows the Trouble I've Seen (ASCAP)
- One Mellow (ASCAP)
- Peace in the Valley (ASCAP)
- Peace in the Valley (ASCAP)
- Rock and Roll Baby (ASCAP)
- Shadow Woman (ASCAP)
- Sing You Sweetly (ASCAP)
- Sweet Lorraine (ASCAP)
- Tender Trap (ASCAP)
- There From "The Three Penny Opera" (ASCAP)
- Valley Valparaiso (ASCAP)
- Who Is Your Dog Panting After (ASCAP)
- Women in Love (ASCAP)
- Woman in Love (ASCAP)
- You Are My True Love (ASCAP)

**Television**

- Am I Blue (ASCAP)
- Are You Satisfied (ASCAP)
- Beautiful Love (ASCAP)
- I Love You (ASCAP)
- Women in Love (ASCAP)

**Best Selling Sheet Music**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock and Roll Waltz</td>
<td>1. 7</td>
<td></td>
</tr>
<tr>
<td>Hee Hee</td>
<td>2. 23</td>
<td></td>
</tr>
<tr>
<td>Mamma</td>
<td>3. 7</td>
<td></td>
</tr>
<tr>
<td>Lisbon Antigua</td>
<td>4. 7</td>
<td></td>
</tr>
<tr>
<td>Great Pretender</td>
<td>5. 7</td>
<td></td>
</tr>
<tr>
<td>Almost Tomorrow</td>
<td>6. 12</td>
<td></td>
</tr>
<tr>
<td>No, Not Much</td>
<td>7. 3</td>
<td></td>
</tr>
<tr>
<td>Poor People of Paris</td>
<td>8. 13</td>
<td></td>
</tr>
<tr>
<td>Bund of Gold</td>
<td>9. 10</td>
<td></td>
</tr>
<tr>
<td>Theme From &quot;The Three Penny Opera&quot;</td>
<td>10. 14</td>
<td></td>
</tr>
<tr>
<td>Dungaree Doll</td>
<td>11. 8</td>
<td></td>
</tr>
<tr>
<td>Blue Shadows</td>
<td>12. 16</td>
<td></td>
</tr>
<tr>
<td>Autumn Leaves</td>
<td>13. 25</td>
<td></td>
</tr>
<tr>
<td>Defilet Hour Melody</td>
<td>14. 5</td>
<td></td>
</tr>
<tr>
<td>See You Later, Alligator</td>
<td>15. 1</td>
<td></td>
</tr>
</tbody>
</table>

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"LIPS" WILL BE BIG!
...because Morgan never misses!

JAYE P. MORGAN
belts out two great upbeat tunes

SWEET LIPS

GET UP!
GET UP!
(You Sleepyhead)

20/47-6441

A "New Orthophonie" High Fidelity recording
the dealer's choice  RCA VICTOR
REWARD - $5000.00

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1564 BROADWAY,
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ON THE WAY UP! to Merritt 26418
"WHEN YOU'RE ALONE"
by THE DAPS

TERRY RECORDS
4750 S. Cottage Grove Ave.
Chicago 15, Illinois

Such a Voice! Such a Record!
"SUCH A DAY"
Rita Raines
DEDE
DEED 1910

Effective immediately, RCA Victor Records will sell and also list in its catalog (on manufacturer’s nationally advertised price—both BY and WY series) direct to anyone purchasing established minimum quantities.

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GIVETO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts

The Top 100

For survey week ending February 22

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ROCK AND ROLL WALTZ</td>
<td>Nice</td>
<td>Capitol</td>
</tr>
<tr>
<td>2</td>
<td>LONDON ANTIGUA</td>
<td>Chicago</td>
<td>Mercury</td>
</tr>
<tr>
<td>3</td>
<td>MEMORIES ARE MADE OF THIS</td>
<td>Harry James</td>
<td>Decca</td>
</tr>
<tr>
<td>4</td>
<td>NO SORROW</td>
<td>Billie Holiday</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>DO THE BULLDOG</td>
<td>Les Brown</td>
<td>Vocalion</td>
</tr>
<tr>
<td>6</td>
<td>I'LL BE HOME</td>
<td>Gene Vincent</td>
<td>Pye</td>
</tr>
<tr>
<td>7</td>
<td>BIG TROUBLE IN LITTLE CHINA</td>
<td>Few</td>
<td>Capitol</td>
</tr>
<tr>
<td>8</td>
<td>EENIE MEENIE MINIE MINE</td>
<td>Ray Charles</td>
<td>Atlantic</td>
</tr>
<tr>
<td>9</td>
<td>EASY TO LOVE</td>
<td>Nat King Cole</td>
<td>Capitol</td>
</tr>
<tr>
<td>10</td>
<td>EASY TO LOVE</td>
<td>Nat King Cole</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

SWEETING to Decca

LADY BE GOOD
by KAY THOMPSON

LORRY RAINIE to Advance-Signs

JUST OUT! ANOTHER REAL LADY (Pamela Logue) GURREA SAID "DO YOU BELIEVE!" (In Reincarnation)

TOO YOUNG FOR THE BLUES" ELLA FITZGERALD

RECORD PRESSING NON-SLIP TIP

Copyrighted material
...IT'S THE BIGGEST RECORD EXPLOSION YET!

250,000 IN LESS THAN ONE WEEK !!!

RONEL 109

"42"

BY TINY MURPHY
THE ORIGINAL

DEALERS:
Climb on the band wagon. Order direct or thru your favorite record distributor.

DISTRIBUTORS:
Big plans ahead for 1956. This is the first — bigger ones on the way. Write for details.

DISK JOCKEYS:
Give your program that extra lift. If you don’t have a copy, let’s hear from you.

MUSIC OPERATORS:
Here’s the big one that will keep your juke boxes playing.

RONEL RECORDS

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Chicago, III.
Phone WEBster 9-7288
The Billboard Music Popularity Charts

*Review Spotlight on...

**RECORDS**

**PATTI PAGE...** Mercury 79290...TOO YOUNG TO GO STEADY

(Bobbin, ASCAP)

MY FIRST FORMAL GOWN... (Planetary, ASCAP)

Patti Page makes a big bid for the lucrative teen-age trade with two distinct, both featuring advanced-teen lyrics. "To Young To Go Steady" is a lovely ballad sung with tenderness and expressive phrasing. "My First Formal Gown" is an appealing ballad with a beat reflecting the romance of the situation, and a full performance by the throughout. Both sides should grab off plenty of play.

**NELSON RIDDELL...** Capitol 3374... MIDNIGHT BLUES

(PORT-A-PRINCE

Biddle is riding high on the charts right now with "Lubbock Antiques" and this new platter could prove equally successful. "Midnight Blues" is moody, moving an infection beat and interesting vocal effects in the background. Another fine instrumental performance by Biddle on a haunting theme with an easy tempo. Jokes and jokes should give both sides another shot.

**DICK JACOBS ORK...** Coral 61000... MAIN TITLE & MOLLY-O

(Decca, ASCAP)

There are several instrumental versions out on "Main Title," (the theme from "The Man With The Golden Arm"), but this is the only one that also spotlights a vocal on the movie's sub-theme "Molly-O," and it should have the most immediate appeal. The Frank Sinatra song is done with the same class and style which should also help sales. Jacobs hands the exciting, hard driving theme a sock interpretation, with standard trumpet section work. Flip is a catchy instrumental cover-versions of the c.d.c. ditty, "Buttercup." (Central, BMI)

**CHILDREN'S**

**DANNY KAYE...** Deca K 166... THE COURT JESTER, Ps. 1 & 2

Kay, who has had top hits in the past, has condensed the story line of his new film, "The Court Jester," added bits of the songs featured therein, and turned in a thoroughly charming and wholesome, winning platter for the youngsters. It's bound to be a popular display piece in stores and should sell itself easily. Could give the entire square footage a needed shot in the arm.

**Reviews of New Pop Records**

**BATHING—COMMERCIAL POTENTIAL**

Each record review assumes the condition of a number of the Billboard charts. In describing the commercial value, the following factors are considered-temperament, instrumental, writer's name value, distribution power, explanation potential. The more combinations of appeal and technique and importance.

**JONALD MYRTLE ORK**

Themes from: "The Man With the Golden Arm"... 80 VIK 1916 - The effective contrasts of percussion and brass in this smart arrangement of various melodies from the film soon make it an all-time knockout. Maltby will be one of the strong contenders if competition comes up on this material. (Decca, ASCAP)

**BILLY MAY**

Main Title... 79 CAPITOL, 3372-A wonderful instrumental treatment of the haunting theme from "The Man With the Golden Arm" with a solid, hard-driven, A.B.C. beat. Plenty of competition on this one, but the May version should chalk up. Our Melody... 73 The strong arrangement on the folkly "phonograph song" out of 71. The tune has a real kick to it, but if all it serves this version should rate well with top discs.

**ALVINO REY ORK**

Well All Right... 79 DEA-CA 29820-A cute novelty arrangement of the oldie, featured talking guitar. Jan Stewart and chorus do the vocal. A bright side, likely to get good play. (Leeda, ASCAP) Do You Love Me... 73 More of the talking guitar. This side also has a vocal by Scott Man Cothren. (Central, BMI)

**BOONIE LOU**

Chorus... 79 KEN 4000 - Multivoiced tracking sounds like a Patti Page job as Miss Beall bewails the presence of the chorus when she and the fellow want to be alone. Definitely in the teenage groove. (Kay, BMI)

**PETE HANLEY**

I Look at You... 79 EPIC 2502 - A rich-voiced moving interpretation of the poignant ballad written for the movie "The Court Jester." (Regent, BMI)

Emotional vocalizing on the honey-toned phrase by with a swingy beat. (Acord-Bloom, BMI)

---

**Kitty Nations**

**THE GROOVERS**

**The Boyer W**

**Vicki Young**

**FRANCES WAYNE**

**JERY WALLACE**

**DICK KALMAN**

**JOHNNY LONG**

**JERDAN SHAW**

---

(Continued on page 51)
The most Exciting version...

RICHARD MALTBY
AND HIS ORCHESTRA

THEMES FROM

THE
MAN
WITH
THE
GOLDEN ARM

A Film by Otto Preminger
A United Artists Release
C/W "Heart Of Paris"

X/4X-0196

vik records
A Product of Radio Corporation of America
Sweeping the cadence
WHEN "TOO HOT TO HANDLE"
HEART THE MY "EDDIE"
Every week! the reviews and reports of music
the albums of music in various high
departments in various high schools in Metropolitan Denver
and in the surrounding area. Music
teachers from high schools in the area have
been invited to appear on our "Cool Hill Dave's"
show and talk about music and its
relationship to music. University
students who are majoring in music
as well as local jazz musicians and
visiting jazz artists will appear
from time to time on the show.

MORE ABOUT "THE GIRLS"...a reader reminds us
that a recent round-up of teen
deejays neglected to mention
Mary Dee, WHOD, Cleve-
land, who has been
spinning teen for eight years and
was one of the first girl-deejays in the
country. She's currently on the air four
and a half hours a day. . . . Another long-
time spinner is Louise Gray,
who had a show over WKRZ,
Dill City, Pa., five years ago,
and is currently broadcasting
over WWRV, Youngstown, O. . . . Meanwhile
the new all-
station, WHER, Memphis, is
growing strong. One of
WHER's veteran broadcast-
ers, Marion Keiffer (she's been
in radio 25 years), reports
the new station was wired into
the local post office's p.a.
system during Christmas "by spe-
cial request," and that "the
local new Baptist Hospital-
patients and staff company in its
intercom system and
attention to the station's
by others in the area.

CHANGE OF THEME: Con-
Curtis has joined WJKL, Mon-
cele, Vt., and is spotlighted on a
slightly show from 7 to mid-
night, with the first two devoted
to music from Broadway and Hol-
musical, the pop charts and
the remaining three hours to

What have these five artists got in common?

To be announced next week!

LIBERACE

VIC DAMONE

PERCY FAITH

COLUMBIA RECORDS

SAMMY KAYE

KEN GRIFFIN
and the Kayeteds
1. **THE BILLBOARD Music Popularity Charts**

**POPULAR RECORDS**

- Reviews of New Pop Records

**CONTINUED FROM PAGE 49**

- Reviews of New Pop Records

**THE GEORGE WYTHE TRIO**

"Revolution"...78

**THE GRAND AWARD**

"Crazy One"...78

- Reviews of New Pop Records

**BOB ROBERTS**

"Crazy Love"...78

**DOUG SHIRLEY**

"De Tour"...78

- Reviews of New Pop Records

**JOE STAPLES**

"Red Hot"...78

- Reviews of New Pop Records

**JOE STAPLES**

"Red Hot"...78

- Reviews of New Pop Records

**ADAM MALONE**

"Everything for You"...78

**BOBBY WALKER**—a guarantee to win on an old-time, it's mostly done and Miss Malone always plays her songs to good effect.

**GARY CROSBY** and **SAMMY DAVIS JR.**

**BEAT ME DADDY, EIGHT TO THE BAR**

**AC-CENT-TCHU-ATE THE POSITIVE**

- Reviews of New Pop Records

**THE DE MARS SISTERS**

"When Love Takes Over"...78

- Reviews of New Pop Records

**JACK LOYD**

"Red Cay"...78

- Reviews of New Pop Records

**JUDY KLEEN**

"I'm Not That Kind of Woman"...78

- Reviews of New Pop Records

**LEONARD RAYMOND**

"Tapestry"...78

- Reviews of New Pop Records

**JIMMY DAVIS**

"Tears in My Eyes"...78

- Reviews of New Pop Records

**TOMMY ANDREWS**

"You've Been Thinking in Me"...78

- Reviews of New Pop Records

**JEFFO AND THE ROOSTER"**

"Heartbreak Hotel"...78

- Reviews of New Pop Records

**GARY CROSBY and SAMMY DAVIS JR.**

**BEAT ME DADDY, EIGHT TO THE BAR**

**AC-CENT-TCHU-ATE THE POSITIVE**

- Reviews of New Pop Records

**THE BILLBOARD Music Popularity Charts**

**POPULAR RECORDS**

- Reviews of New Pop Records
ED McLemore's Big 'D' Jamboree

FLASH! Big News From Texas!!

PROUDLY ANNOUNCES...
The Hottest Three-Field Newcomer in Years!

MR. "BLUE SUEDE SHOES" CARL PERKINS

SMASH SENSATION OF SUN RECORDS

Now Being Booked By

SONNY JAMES
Starring on His Own Segment of ABC's Nationally Televised "OZARK JUBILEE"
Every 4th Saturday From Springfield
Newest Hit "FOR RENT" (One Empty Heart) CAPITOL RECORDS

HELEN HALL CORAL "Unwanted Love" "That Kind of Guy"

Get HANK LOCKLIN'S Biggest Hit Record!
"A GOOD WOMAN'S LOVE" ON RCA VICTOR

CHARLINE ARTHUR'S New Hit On RCA Vitor
"Just Look-- Don't Touch-- He's Mine"

JIMMY & JOHNNY (Decca) "Sweet Singing Daddy"

Big Bill Lister
* The Belew Twins
Lafawn Paul—Abbott
Orville Couch
* TEXAS STOMPERS—Coral
Johnny Hicks & John Harper Co-Producers & M.C.'s

BIG 'D' JAMBOREE ARTISTS AVAILABLE THRU ARTIST SERVICE BUREAU
Phone ED WATT (STerling 4374), Sportatorium, Dallas, Texas

THE SOUTHWEST'S BIGGEST, OLDEST, BOLDEST & BEST COUNTRY MUSIC SHOW! 10th ANNIVERSARY YEAR!

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**THE BILLBOARD Annual COUNTRY & WESTERN SPECIAL 1956 Edition**

**THE FUTURE LOOKS BRIGHT**

**Growth of C&W Field An Industry Phenomenon**

**By BILL SACHS**

Wherever music men gather, news that some new C&W trend is about to make the phenomenal growth it has acquired in a relatively short span of years is the subject of much discussion. Sales of country music, both on the radio and in recorded form, are soaring, and this has given the industry a sense of excitement, yet it is still very much in its infancy. The main problem confronting the industry today is how to keep the growth going and how to broaden the appeal of the music. The industry is also concerned with the question of whether the growth will continue or whether it is just a temporary phenomenon.

Before country and western artists and their records started to appear on radio and records, the music was enjoyed primarily by rural people in virtually every section of the country. Today, it is enjoyed by people of all ages and backgrounds.

Before country and western music was recorded, the music was enjoyed by rural people in virtually every section of the country. Today, it is enjoyed by people of all ages and backgrounds.

**Modernizing Does It**

Country and western music is a popular form of entertainment, enjoyed by people of all ages and backgrounds. It is enjoyed by people of all ages and backgrounds. It is enjoyed by people of all ages and backgrounds.

**C&W Big Factor in 1955 Record Sales**

**Country Music Far From Dormant, Racked Up $50-Mil Volume Last Year**

**By JOEL FRIEDMAN**

The country music industry is a thriving business, with many successful artists and record labels. The industry is expanding rapidly, with new artists and labels entering the market every day. The industry is also benefiting from the growth of the music industry as a whole, with more people becoming interested in country music.

**Table of Contents**

- Repertoire Barriers Are Breaking Down... Page 54
- Live Talent Shows Are Thriving... Page 54
- Jan Denny Chosen "Man of the Year"... Page 56
- Everybody a Publisher... Page 56
- Record Label List... Page 56
- Best Selling Records... Page 58
- Local Live TV Shows... Page 60

**Drop Petty Bickering**

All of use who are engaged in a common endeavor must maintain an open mind and a certain generosity of spirit. All of us love the country music field and our general aim is to see it advance.

Therefore, let us point up the necessity of pulling together on all fronts.

The matter is extremely pertinent at this stage. On the one hand the country field is showing signs of renewed vigor. On the other, it is showing signs of internal friction. On the credit side of the ledger we can point to continued high sales by big artists in the singles record field, and to the growing sales impact of c.w. packages in the general record market.

Also, on the credit side of the picture, let us take cognizance of the fact that there is a growing excitement in c.w. repertoire, for something new has been added. This is the exciting type of performance and material first brought to prominence by Elvis Presley on Sun Records (now on Victor). Already a school of followers, artistically and labelwise, has arisen to try and develop and put to best commercial and artistic use what amounts to a rhythm and blues influence.

The disk business thrives on excitement. Any new trend in repertoire should be given a fair trial. If it has any merit, it is likely to add to the all-round quality and salability of c.w. music. To those who would detest a bit of rhythm & blues as an influence in the country field, let us caution them not to make the same foolish mistake that embarrassed so many music men in the pop field.

We believe the same open-mindedness is necessary with regard to the fusing of the country and pop styles, in such disks as those cut by Eddy Arnold and Hugo Winkler, Rex Allen and Victor Young. Some c.w. deejays, we understand, took a dim view of these sales, but they showed commendable commercial sense.

Finally, we believe it is essential for all proponents of country music to put aside petty bickering not only with regard to repertoire, but with regard to festivals and celebrations. Bill Sachs, in a recent issue of The Billboard, has pointed out the political bungling with regard to festivals which would rival the annual WSM event in Nashville.

At this stage, none of us can foretell what animosity, if any, will arise. But we do know that if ill will is engendered, it will not redound to the benefit of the field generally.

No one group, no one trend, will ever make or break country music. It is here to stay. But divisive struggles over repertoire, over politics, will do the field no good.

Let us, in short, pull together.
Barriers Being Swept Away
In C&W, Pop and R&B Fields
Categories Now Overlap in Both
Single and Package Waxings

By PAUL ACKERMANN

Hard and fast cleavages between country, pop, and rhythm and blues fields are no more. In recent years, there has been no sudden development, for all of us. The truth is, even as late Hank Williams would go pop years ago. Today, however, the real)

involvement has 

of some indication that there is more than just music. There is a new interest.

A survey of the record releases in various fields will illustrate this trend.

According to the singles fields, examples of this new interest are: (1) the increased variety and number of country artists appearing on non-country labels; (2) the pop groups whose music is influenced by country music; and (3) the country singer's interest in pop themes.

To take the first example, there is a growing number of country artists who are appearing on non-country labels. This is true of both original releases and reissues. The results are evident in the Billboard charts, where country artists are now competing with pop artists.

The second example is the pop groups whose music is influenced by country music. This trend is evident in the success of groups like the Beach Boys, who have covered country songs like "Jambalaya" and "I'm swings around a million dollars in a variety of styles, from a miniature c&w station to a major network. The c&w programs include such syndicated radio series as "The Grand Ole Opry," "The Ozark Mountain Hour," and "The Sierra Club Program."

In addition to the programs, there is a growing interest in the music itself. This is evident in the success of such songs as "Ole Miss" and "The Ballad of Jed Allen," which have been covered by pop artists like the Beach Boys and the Byrds.

And finally, the third example is the interest in pop music by country singers. This trend is evident in the success of such songs as "The Ballad of Jed Allen," "Ole Miss," and "The Ballad of Jed Allen's Daughter," which have been covered by country artists like Red Sovine, Jack Greene, and Johnny Cash.

All of these examples show that the distinction between country and pop has become blurred. This is not to say that there are not still differences between the two fields. But it is clear that the boundaries are becoming more and more difficult to define.

The implications of this trend are significant. It suggests that the future of country music will be shaped by the crossover artists and the influence of pop music.

Some people are worried that this trend will lead to the dilution of country music. But others see it as a positive development. They believe that it will lead to a greater appreciation of country music by a wider audience.

In any case, there is no doubt that the distinction between country and pop is no longer as clear as it once was. And that is a good thing.
Some of our Songs* have hit like we was swingin’ a
"9 POUND HAMMER"
at
"16 TONS"
but we couldn’t stay away from
"SWEET TEMPTATION"
that’s
"SO ROUND, SO FIRM, SO FULLY PACKED"
and now there’s
"NO VACANCY"
and I’m holding
"A PETAL FROM A FADED ROSE"
and it’s
"DARK AS A DUNGEON"
‘cause my
"BAYOU BABY"
says she’ll
"DIVORCE ME C.O.D."
so I guess I’ll
"SMOKE, SMOKE, SMOKE"
that cigarette
and say
"THAT’S ALL"

Regards,
Merle Travis

* over 12 million records sold— thanks to everyone.
<table>
<thead>
<tr>
<th>Year</th>
<th>Best Selling Country &amp; Western Records - 1946-1955</th>
</tr>
</thead>
</table>

1956 Annual COUNTRY & WESTERN Special
POWELLS, Ore. — The most spectacular, and perhaps most significant factor, however, is the popularity of the big-cast c.d.w. package appearing every week on all except low-voltage TV. Headlining these would be the "Grand Ole Opry" and Red Foley’s "Ozark Jubilee." According to Harry Coolick, of Coolick and Rose Theatrical Enterprises, Inc., who books as much as 50 percent of the country business East of the Mississippi, these shows have created a great popular demand for the talent viewed thereon. Also, they have made it possible for talent buyers to keep in advance what they are buying. "It's very easy to tell these acts now," said Coolick.

Fair and Fair’s Booking Office

Probably the biggest area of increase has been in small towns. It is estimated, conservatively again, that towns have increased their gross talent nightly by 50 percent in the past year. Parks, most of which play on Sunday, are making a 20 percent upgrade. The fairs, without exception, have learned that in the course of a varied week of presenta-
tions, c.d.w. night is the one that never fails to draw a capacity crowd.

It is to be noted also that some of the increase in booking fees is due to increased asking prices for the top-name star, many of which are substantially increased. However, also, it can be noted that there has been a trend in some sectors to bring in only the top-name talent, and to fill out the bill with local talent.

New Territories

Of considerable importance to the entire c.d.w. field is the opening of new territories for first magnitude live shows. The acts out of Nashville, Springfield, Mo., Wheeling, W. Va., Chicago, and Los Angeles are stumping for these days for hefty returns. Tastemakers label the Northwest and also the Eastern Canada territories as gold mines for c.d.w. shows. The latter is especially choice because shows can do four or five weeks in a week, while sectors concur their efforts to the Sunday parks. The practice of buying only the stars for the big production around them in each booth is increasing, but the big "set" packages are working at seven before, and as usual, they emanate from the big radio and TV centers.

"Grand Ole Opry," from WSM, Nashville, continues to put out 20 different units into the field. On January 1 alone, the station had eight units working, and they did a combined gross business of $100,000. The WSM bureau, in January and so far in February, is running ahead of the same period for any year since its inception in 1930.

Nearly 3,000 for "Opry"

According to WSM’s Jim Downing, "Opry" units played a total of $9,594,650. Most of them were one-nighters, there being a few two-pers, such as the Casco Theater, Toronto, the Lyric, Indianapolis, the Olympic, Miami, and the Paramount, Los Angeles, that can run a full week of c.d.w. Downing notes a new trend toward two-day stint, and the business is selling this idea with much success in cities where the population exceeds 40,000. He reports that business invariably is better on the second night of each stand.

Denny also notes that, while the very top stars, such as Piers, Hank Snows, Carl Baums, Kitty Wells, etc., are the big record names, there is a big

With the Jockeys

Design for may obtain a copy of Cafe Southern’s latest Starday release, "Echoes From the Past," b.w. "Touting Heart," by telling her at R. B. Ross, Band, Tex...

Hob. Red Britton has just celebrated his seventh anniversary at KGSR, San Bernardino, Calif., and says he’s well satisfied with the service the record companies have been giving him...

Folks...

Henderson, Md., is hearing Monday thru Friday, and "The Country Show," on the air from 1-2 p.m. each Saturday. On this show, Wainwright holds phone conversations with hoppers, with c.d.w. artists in the area. Anyone wishing to talk to Wainwright can have him put them through to him at Hendrick 8517, Mobile.

Ray House, formerly at WPAC, Houston, Mich., is competent the country stuff over WMIC, Ypsilanti, Mich., and the Saturday show, on 850 kHz, is doing a three-hour country music show with KGSR, Denver.

Fair and Fair’s Booking Office, is doing a two-hour show Thursday on KGSR, Denver.

Nap Nappier has joined the staff at KTL, brother, and London, is doing a four-hour show on KWIH, Akron...

John E. Kramer, Jr., WDRS, Harrodsburg, Ky., is doing a cover of his hit, "Tobacco Ridge Show," on WOAY, the long distance show, when he plays in West Virginia, and formerly with the Far East Network in Япония.

John Robbins is operating his 16th anniversary show at WYBC, Akron...

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He's the one that never fails to draw a capacity crowd.

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Denny also notes that, while the very top stars, such as Piers, Hank Snows, Carl Baums, Kitty Wells, etc., are the big record names, there is a big number of acts who have proven g.o.h., but who record rarely, if at all. These include such as Don Airey, Minnie Pearl, the Duke of Palehouse, and others who are, however, televised on TV or heard on radio.

He also has observed that audiences everywhere are showing an increasing percentage of young folks.

All Big, Guys

It’s interesting to note where several of the big groups of 1935 came off. A bill headed by Eddie Arnold drew 10,000 people to Sunset Park, West Grove, Pa., on a Sunday at $1 per. Arnold did approximately the same business as the Circle A Ranch, Muldersdorf, W. Va., and almost as much at Sleepy Hollow Ranch, Pennsylvania.

The Roy Acuff package, which included Johnny and Jack and Webb Ellis, racked up several shows between 8,000 and 850, in the same section of the county. And, say the bookers, “It’s only the beginning of the country.”
Denny Tops 1955 C&W Poll; Sholes Voted Second Place

Jim Denny, head of the WSM Artist Bureau, Nashville, is the winner of The Billboard's second annual Man of the Year poll, with Steve Sholes of RCA Victor's artist and repertoire director in charge of specialty singles, coming in a close second.

The Country and Western Man of the Year poll was composed of top publishers, artists, and promoters to elect the leader in the c&w field. Since The Billboard annually issues a series of awards to outstanding country talent, artists are specifically excluded as possible recipients of the C&W Man of the Year award, which may set up to give recognition to efforts in the field by those persons in other-than-performer categories.

The first annual C&W Man of the Year award was given to the late Fred Rose, publisher, songwriter, and developer of country talent. This year's winner, Jim Denny, placed third in 1955, while Sholes topped second place.

Runner-up to Denny and Sholes this year included Capitol's c&w artist and requisition chief, Ken Nelson, and promotor Charlie Luehr. Other polling votes were Hubert Long, Decca's A&R and Country Chief, and General Columbia's motor-manager Colonel Tom Parker, promotor A. M. Bambud and WSM program director Tom Stappp.

Top Bookers

Jim Denny is generally conceded to be the top booker of country talent in the U. S. and one of the nation's leading experts on things country and western. He joined WSM while still in his teens and has served in this capacity in Nashville since his 20th year with the Nashville station.

In addition to his vast booking operation, Denny is also active in the c&w music business with his own firm, Cedaroosa Publishing. Company which has enjoyed a measure of success in songwriting and has been served as personal manager for a number of c&w stars. WSM's "Grand Ole Opry" is the largest, four and a half hours (28 years) sponsored radio program in the world. As chief booker of all "Grand Ole Opry" talent, Denny is responsible for more than 250 sets moving through some 100 performances per week.

Steve Sholes is an all-round music man having had considerable experience in the record business, before he moved into Victor's c&w section in 1954, he has been responsible for the recording success of many all-time c&w greats, including Hank Snow, Arnold, Hank Snow, etc. and is currently grooming Elvis Presley.

Greed Is Sending C&W Music Into Decline, Say Pubs

Everybody's a Publisher Today, From Sidemen to Station Execs

By BILL SIMON

"Greed is driving country and western music into the grave." This letter, which was recently received by the C&W record labels, is saying.

"Old timers have a right to be a little bit angry about some of the things that are going on today. There is a feeling that the old-time spirit is being lost, and that the music is not what it used to be."

"Many of the old-time country and western musicians are not getting paid what they are worth, and this is causing a decline in the quality of the music."

"The problem is that there are too many people trying to make a living in the music business, and this is causing a decline in the quality of the music."

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(Continued on page 52)
YOUR COUNTRY & GOSPEL BEST SELLERS ARE ON RCA VICTOR RECORDS

EDDY ARNOLD
Do You Know Where God Lives
Bayou Baby
20/47.6407

CHARLIE ARTHUR
I Love Him Better Than You Do
Just Look, Don't Touch, He's Mine
20/47.6426

CHET ATKINS
The Poor People of Paris
Honey
20/47.6266

BLACKWOOD BROTHERS QUARTET
Something Old, Something New
My Saving Kin
20/47.6442

SKEETER BROWN
Rock-a-Bye Baby
There's No Use Now
20/47.6352

ELTON BRITT
Lonesome River
One Life, Two Loves
20/47.6429

JIM EDWARD & MAXINE BROWN
Watch for Release!

MARTHA CARSON
I Want to Rest a Little While
David and Goliath
20/47.6413

ANITA CARTER
I Wore Dark Glasses
False Hearted
20/47.6396

THE COUNTRY PARENTERS
Ever-Ready Kisses
The Maple on the Hill
20/47.6433

THE DAVUS SISTERS
Don't Take Him for Granted
Blues for Company
20/47.6409

TERRY FELL
Over and Over
If I Didn't Have You
20/47.6444

STUART HUMBLE
Hell Train
A Few Things to Remember
20/47.6445

RHALSHAW HAWKINS
Borrowing
If It Ain't on the Menu
20/47.6386

THE HOLY NOTES
Written on the Heavenly List
Holy Notes
20/47.6373

HOMER AND JETHRO
This Is a Wife?
Love and Marriage
20/47.6428

BUD ISACS
Boing!
Westphalia Waltz
20/47.6456

JOHNNIE AND JACK
I Want to Be Loved
Feet of Clay
(with Ruby Wells)
20/47.6395

JOHNSON FAMILY SINGERS
Your First Day in Heaven
And He Was There
20/47.6372

PEE WEE KING
Blue Suede Shoes
Tennessee Dancin' Doll
20/47.6450

HANK LOCKLIN
A Good Woman's Love
I'm a Fool
20/47.6434

MARITA LYNN
Learning to Love
Suddenly There's a Valley
20/47.6257

PAUL MICKELSON
Lord, I'm Coming Home
The Stranger of Galilee
(with Tedd Smith)
20/47.6443

NITA, RITA, AND RUBY
Not Any More
Leroy
20/47.6445

ELVIRA PRESLEY
I Was the One
Heartbreak Hotel
20/47.6430

WADE RAY
Any Old Time
Going Home All Alone
20/47.6437

JIM REESE
If You Were Mine
That's a Sad Affair
20/47.6401

DAVE RICH
I'm Glad
Darling, I'm Lonesome
20/47.6435

RITA ROBBINS
Miss the Love
How Long
20/47.6446

JIMMIE RODGERS
Never No More
Blues Daddy and Home
20/47.6406

GEORGE BEVERLY SHEA
He Was There
Known Only to Him
20/47.6324

TEDD SMITH
Lord, I'm Coming Home
The Stranger of Galilee
(with Paul Mickelson)
20/47.6443

NANK SNOW
These Hands
I'm Moving In
20/47.6379

JIMMIE RODGERS
I Don't Do No Good
The Milk Cow Blues
20/47.6430

SONS OF THE PIONEERS
Mighty Rock
My Secret Wish
20/47.6362

THE SPEER FAMILY
Someday There'll Be No Tomorrow
Just Take It to Jesus
20/47.6415

THE STATEMEN QUARTET
Headin' Home
Poor Old Adam
20/47.6191

BEED STEWART
Don't Ever Fall in Love
Turn Around
20/47.6429

BUDDY THOMPSON
Echo Heart
Different from the Rest
20/47.6312

PORTER WADDER
What Would You Do
How Can You Refuse Him Now
20/47.6421

THE WETHERSFORD QUARTET
There's a Lot More Layin' Down
I Know He Cares
20/47.6411

JIMMY WELLS
I Want to Be Loved
Feet of Clay
(with Johnnie & Jack)
20/47.6395

DICK WILLIAMS
If This Is Sin
I Made a Mill'ln Mistakes
4/7.6384

DON WINTERS
One Way Is Bound to Be Right
I've been Thinking It Over
20/47.6348

BEL WOOD
Ain't She Sweet
Roseshine
20/47.6397
Country and western music shows make up an important segment of local TV programming, according to a just completed survey of the field by The Billboard (see chart on this page).

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About 90 per cent of the local live TV shows pulled by stations are primarily in the product line, or erate furniture and appliance stores or other agencies. Other local sponsors are banks, grocery stores, clothing stores, dairies, drive-in theaters and nightclubs. National advertisers listed as sponsors of local live C&W shows include Pepsi-Cola, Rinco, Seven-Up, the A&P chain, Naplo Stores, automobile manufacturers, TV and radio salesmen, and cigar companies.

A study of this chart on this page listing local live C&W shows currently aired by stations makes it readily apparent that there is a wealth of commercially undiscovered C&W talent available today to record companies and TV network talent accounts.

**HILLBILLY & COOPKE**

**LIVE C&W SHOWS CUT BIG SLICE OF LOCAL TV**

Country Music's "Mr. Originality" — in Showmanship!

**DOC WILLIAMS**

An old favorite in the U. S. for years... and NOW!

**A TOP FAVORITE IN CANADA**

Recording exclusively for Wheeling Records—Post Office Box 902 Wheeling, West Virginia

Quality Records—380 Birchmount Road Toronto, Ontario, Canada

Latest release—ridin' high on the charts—

**THE CAT CAME BACK**

by Two Little Orphans

#1025-W — #1406-Q

Distributors—some territory open—send for catalogue and brochure, for play-dates—

write BUD LEWIS THEATRICAL AGENCY wire P. O. Box 746, Wheeling, West Virginia

**JACK VALENTINE**

**WCAU-TV PHILADELPHIA**

Action Star of 1st Live Outdoor Western... CBS's Coast-to-Coast...

"ACTION IN THE AFTERNOON" 7:30 1/2 HOUR SHOWS

My Newest on M-G-M

**THEME FROM SMOKE AND**

**RECKON I'M HOMESICK**

M-G-M 12063 and K-12063

MOBIL MARSHALL

JOEY JOYCE

RICHARD JOYCE

PHILADELPHIA

**THE BILLBOARD**

**MARCH 3, 1956**

**LOCAL-LIVE COUNTRY**

**Dance & City** | **Station** | **Show Title** | **Time, Day & Frequency** | **Performers** | **Producers**

| **ALABAMA** | Birmingham | WABD | Airtime Grandstand | Not provided | Harry Wilson, Martin | Harry Wilson, Martin | M. D. Smith
| **Birmingham** | WBRC-TV | Airtime USA | 1:30-4:1 p.m. Mon-Fri. | Hal Gregory & Benson | Hal Gregory & Benson | M. D. Smith
| **CALIFORNIA** | Bakersfield | KERO-TV | Homegrown | 6-7 p.m. Mon. | Louis Rowan | Louis Rowan | M. D. Smith
| **Bakersfield** | KERO-TV | Pride of the West | 4-5:45 p.m. Mon-Fri. | Dick Siders | Dick Siders | M. D. Smith
| **Chico** | KCHU-TV | Country Star | 7-8 p.m. Mon-Fri. | Jim King | Jim King | M. D. Smith
| **Denver** | KHOW-TV | Dave Suppe & Friends | 7:30-8 p.m. Mon-Sat. | Jim King | Jim King | M. D. Smith
| **Hollywood** | KTLA | Western Varieties | 8-9 p.m. Sat. | Louie Stevens | Louie Stevens | M. D. Smith
| **Hollywood** | KTLA | Hollywood Show | 8-9 p.m. Sat. | Louie Stevens | Louie Stevens | M. D. Smith
| **Los Angeles** | KTTV | Two Hit Party | 9-10 p.m. Mon-Sat. | Al Green | Al Green | M. D. Smith
| **COLORADO** | Colorado Springs | KZOU | Western Edition | 9-10 a.m. Mon-Sat. | Barry, Barry, John | Barry, Barry, John | M. D. Smith
| **DELAWARE** | Wilmington | WPTF | Delaware Bay | 7-8 p.m. Thu. | Janie Carter, Sue Weer | Janie Carter, Sue Weer | M. D. Smith
| **FLORIDA** | Orlando | WOO-TY | Dixie Show | 4-5:15 p.m. Sun. | Janie Carter, Sue Weer | Janie Carter, Sue Weer | M. D. Smith
| **Georgia** | Atlanta | WAGA | TV Band | 4-5:45 p.m. Mon-Fri. | Joe Draper & Band | Joe Draper & Band | M. D. Smith
| **HOPES** | Atlanta | WAGA-TY | TV Band | 4-5:45 p.m. Mon-Fri. | Joe Draper & Band | Joe Draper & Band | M. D. Smith
| **Illinois** | Bloomington | WJBC | Hillbilly Jamboree | 8-9 p.m. Thu. | Uncle John T. Burns, Alene | Uncle John T. Burns, Alene | M. D. Smith
| **Indiana** | Indianapolis | WRTV | TV Band | 4-5:45 p.m. Mon-Fri. | John Weiser | John Weiser | M. D. Smith
| **Iowa** | Des Moines | WBRC-TV | TV Band | 4-5:45 p.m. Mon-Fri. | John Weiser | John Weiser | M. D. Smith
| **Kentucky** | Lexington | WYBC | TV Band | 4-5:45 p.m. Mon-Fri. | John Weiser | John Weiser | M. D. Smith
| **Louisiana** | New Orleans | WNEW | TV Band | 4-5:45 p.m. Mon-Fri. | John Weiser | John Weiser | M. D. Smith
| **Maine** | Portland | WLB | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Massachusetts** | Springfield | WWLP | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Michigan** | Detroit | WXYZ | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Minnesota** | Minneapolis | WFTS | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Missouri** | Kansas City | KMLO | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **New Hampshire** | Manchester | WMUR-TV | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **New Jersey** | Newark | WAWA | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **New York** | New York | WOR | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **North Carolina** | Raleigh | WTVD | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Ohio** | Columbus | WCMF | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Oklahoma** | Oklahoma City | KOKC | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Oregon** | Portland | KAPA | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Pennsylvania** | Pittsburgh | WISR | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Texas** | Corpus Christi | KEDT | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Washington** | Seattle | KOMO | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Wisconsin** | Milwaukee | WTMJ | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith
| **Wyoming** | Casper | KCOY | TV Band | 4-5:45 p.m. Mon-Fri. | Wm. Jenkins | Wm. Jenkins | M. D. Smith

**MARCH 3, 1956**

**HILLBILLY & COOPKE**

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AND WESTERN TV SHOWS

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<th>State &amp; City</th>
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<th>Show Title</th>
<th>Time, Day &amp; Frequency</th>
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<tbody>
<tr>
<td>NORTH CAROLINA</td>
<td>WBTY</td>
<td>New TV</td>
<td>7:30 p.m. Mon.</td>
<td>Junior Smith &amp; The Mountain Boys</td>
</tr>
<tr>
<td></td>
<td>WBTY</td>
<td>Happy Valley Valiant</td>
<td>7:30 p.m. Thu.</td>
<td>Alfy and the Mountain Boys</td>
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<tr>
<td></td>
<td>WBTY</td>
<td>Saturday Nighthouse</td>
<td>7:30 p.m. Sat.</td>
<td>Alfy and the Mountain Boys</td>
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<td>WBTY</td>
<td>Saturday Nighthouse</td>
<td>7:30 p.m. Sat.</td>
<td>George Perry, Woody Marks, Alfy and the Mountain Boys</td>
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<td>7:30 p.m. Sun.</td>
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HITTING THE SALES TARGET

HANK WILLIAMS
THY BURDENS ARE GREATER THAN MINE
and
CALIFORNIA ZEPHYR

SOMEBODY.

RADIO MGM

62

SPECIALS

www.americanradiohistory.com

SHO-ME
2510 Holman
Kansas City, Mo.

SQUIRES
5002 Clara Street
Bell, Calif.

SIMS
7502 Denny Avenue
San Valley, Calif.

SOUTHWEST
Box 135
Riverside, Calif.

SNOWCAP
5020 Zeligah
Encino, Calif.

STARDAY
Box 1689
Brentwood, Tex.

SUGAR
706 Union Avenue
Dundalk, Md.

TIEFANNY
310 South Michigan Avenue
Chicago

TIME
Box 1501
Duluth, Tex.

TNT
1422 West Poplar
San Antonio

TRIPUR
Route 3, Riverside Road
La Grange, Ga.

TRUE-BLUE
1800 Broadway
New York

VALLEY
Box 10033
Knoxville

VIV
7342 11th Place
Phoenix, Ariz.

WESTERN JUBILEE
709 East Garfield
Phoenix, Ariz.

WESTPORT
3814 Washington Street
Kansas City, Mo.

Greed Causing C&W Decline

SKEET'S HILL
MEET ME IN THE CHAPEL HELLO TROUBLE

SHEB WOOLEY

MGM EP X3299-X1190-X1189-X1188
(45 rpm)

MGM LP E3299 (33 1/3)

M-G-M RECORDS
THE GREATST NAME IN ENTERTAINMENT

1217 SOUTH SIXTH STREET NEW YORK 19, N.Y.

EMERSON
12185

FORTY-FIVE

MGM

A RHYTHM

RURAL

ROYAL

ROYOLY

SAGE & SAND

Schnieder's

SAND

SHERMAN 246 Huntington Avenue
Boston

and blues, gradually excluding c&w.

A glance at the few c&w
tunes that have sold sheet music
this year, and which have hap-
penned in songs, rather than as a
single artist's record entry, dem-
strates the value of pop cover-
ge and exploitation. Those that
most readily to mind are "Sixteen Tons," "Satisfied Minds" and "Have I the
right to cry," are strictly country
songs. A few, like "In the Jailhouse Now,"
could not really break thru the
enhancement that has engulfed the
sheet field, altho it was the top
disk seller and performance song
for many month.

Pub's Wax Own Labels
Not all publishers have given up
the ghost, despite the dis-
covering situation. Some and
more of the old and new c&w
firms are launching their own
record labels and also going into
artist management. Abt-Rowe,
which always made masters and
leased them to various companies,
together to do this also has

its own Hickory label. The com-
paratively new Trinity Music oc-
ationally uses dates which end up on regular labels. Others are
contemplating launching labels of their own for tunes they are unable to place with usual labels and artists.

Conversely, most of the indie
companies who make c&w disks also publish much of the material
they record. Altho they control the material and manipulate it to
their own advantage, this sort of
publishing is not as restrictive as
that of the artists themselves. The
companies, it is noted, indulge in
tom exploitation, and most of them
have affected Mr.-Mrs. with
pop houses whom they look to for
cover disks and attendant deep
hoops.

Among the companies
are Warner with its Crestline
Music, Excello with Excelsior
Music, Four Star with its Four
Star Music, Imperial with Cenotaph
Music, Abbott-Faber with Dandie
Lion Records with Hi-Lo and
King Records with Luit Music.
C.W. Music Holds Line in Video Battle

*Continued from page 1*

Cincinnati, and stars deejay Hugh Cherry as crew.

In the TV film field the c.

program roster shapes up about the same as last year—“Eddy Arnold Time” (distributed by Wa-

ter Schwartz), with Betty John-

son and the Grand Ole Opry in the cast, "Stars of the Grand "Ole Opry"" (distributed by Flashtone Films), with a raft of big deej-y-

names, including Roy Acuff, Welsh Fynn, Faron Young, Re-

net Twins, Minnie Pearl, Golden Bill, Leno and Oscar, Carl Smith and Jimmy Dickens; "Old American Barn Dance" (distrib-

uted by Kling Film Productions), with Bill Bailey, Tennessee Ernie, Homer and Jethro, Pee Wee King and the late Hank Williams; Gene Austin's CBS-TV film series (distributed by CBS-TV Films), "Town and Country" (distributed by RCA Victor Custom Division's film syndication department), with Jimmy Dean and the Texas Wild-

cats. "Abbie Neal and Her Ranch Girls" (distributed by National Television), an all-girl band, "Foy Wil-

ling and His Riders of the Purple Sage" (distributed by RCA Victor), "Oklahoma Chuck Wagon Boys" (distributed by Ste-

rling Televison), "Jasper Junction, U.S.A." (distributed by American Newsreel).

Now in Production

New series in production in-
clude "The Young Sheldon," a ra-
dio and TV film series starring

Farm Young and his County Deputies, and produced by "Stars of the Grand "Ole Opry"" producer Al Garraway and Charles Ver Haler. "Country Music Song" series, a three-minute musical programs produced by Visual Transcriptions, Inc. The Farm Young series was slated for re-

lease last year but was delayed by Young's illness last fall.

Young is also making a series of feature films for Garraway and "Opry" stars last year, the first one on the schedule being "Hired Gun," with veteran film actor Richard Arlen as the Sheriff and Young playing his son. Also on the Holly-

wood scene is Eddy Arnold, who made a couple of film shorts for Universal International last fall.

"Eddy Arnold Time" is cur-
rently carried in more than 100 markets, including major metropolitan areas as New York City, WRC-TV, Washington, WMAI, Pittsburgh, KDKA-TV, and Los Angeles, KNXT, plus virtually all major Southern cities. "Stars of the Grand "Ole Opry"" is also carried in more than 100 markets, including Los Angeles, San Francisco, Dallas and Denver, "Town and Country Time" (produced by Connie R. Cus) is carried on more than 40 stations across the country, while a transcribed radio ver-

tion of the Gay show is aired over 1,534 stations, under the auspices of the U.S. Defense Department.

One of the most elaborate of these special promotions was con-
ducted by Eddy Arnold for Dom-

nestic Cigarettes (then the Cargill & Wilson Agency) last summer. Arnold, Betty Johnson and the Coordinators, Hank Garland and Roy Wiggins staged a special show before an audience of 3,000 (a fifth of the town's total popu-

lation) fans in a Harrisonburg, Va., ball park, with admission to the show the red top from a ca-

non of Dominos. At the same time, Arnold and his cast visited Dom-

ino distributors in surrounding towns. The show had been holly-

wooded well in advance, via ex-

tensive radio and TV spot cam-

paigns, featuring special pitches by Arnold and display advertising (spotlighting special Arnold endorsement ads).

Presenting COLUMBIA Newest Sensations... Records

BILL and MARY REID
And The MELODY MOUNTAINERS

"BLUE RIDGE WALTZ"
and "IN MY HEART I LOVE YOU"

For Personal Appearances, Write or Wire
CARLTON HANLEY
Box 948, Richmond, Va., or Phone 23752, Lynchburg, Va.

A SMASH HIT NOVELTY!

TAKES A HEAP OF LOVIN' 

Record No. 3333

(PUBLISHED BY CENTRAL SONGS, INC.)

JIMMY HEAP
and The Melody Masters
with Perk Williams
MAC WISEMAN

Thanks to all for your fine cooperation.

BE SURE TO LISTEN TO THIS ONE:

"EATIN' HIGH ON THE HOG"

and

"THESE HANDS"

DOT 1276

THE BUSIEST BAND IN ALL THE LAND

R. D. HENDON

and HIS WESTERN JAMBOREE COWBOYS

For Personal Appearances Contact:

X. B. COSSE
3413 TRIMBLE ROAD • NASHVILLE, TENN.
PHONE: AMhurst 9-3904

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Most Played by Jockeys

For survey week ending February 22

Records are ranked in order of the greatest number of plays on disc jockey shows. Weekly survey of top disc jockey shows in all key markets.*

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Chart</th>
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</thead>
<tbody>
<tr>
<td>1. WHAT, BABY, WHY?—B. Saville &amp; W. Pierce</td>
<td>2</td>
<td>12</td>
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<tr>
<td>2. I DON'T BELIEVE YOU'VE MET MY BABY—Levitt Brothers</td>
<td>3</td>
<td>5</td>
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<tr>
<td>3. LOVE, LOVE, LOVE—W. Pierce</td>
<td>4</td>
<td>23</td>
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<tr>
<td>4. I FORGOT TO REMEMBER TO FORGET—E. Presley</td>
<td>5</td>
<td>10</td>
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<tr>
<td>5. SIXTEEN TONS—Tennessee Ernie</td>
<td>6</td>
<td>3</td>
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</tbody>
</table>

* For complete details see Billboard, February 22, p. 49.
DIRECT HIT EVERYWHERE!

I'VE GOT $5 AND IT'S SATURDAY NITE

YOU'RE STILL MINE

FAROWN YOUNG

* Now being booked solid in leading theatres around the world
  —FARON'S FIRST REPUBLIC MOTION PICTURE

"HIDDEN GUNS"

With Richard Arlen, Bruce Bennett and John Carradine

* Review Spotlight on...

FAROWN YOUNG

Twice Since 30s.

Fare Hill Ranch (Geitton). Finest 100-A located still

affords the highest quality film of entertainment

with the charge of pure action and honesty. All scenes

with the charge of pure thought and honesty. All scenes

From Radio City.

THE BILLBOARD

FEBRUARY 10, 1956

Exclusive Management
FARON YOUNG, INC.

HUBERT LONG V-P, General Manager

319 7th Ave. N. Nashville, Tenn. Phone Alpine 5-4154
On its way to the top!

IF YOU DO, DEAR and I'VE CHANGED

COLUMBIA #4-21493

MR. CONSISTENCY ON THE CHARTS

WSM-WSM-TV GRAND OLE OPRY

Under personal management of

HAL SMITH

4705 GALLATIN RD. NASHVILLE, TENN.
CANAL 85540

The Billboard Music Popularity Charts:
COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending February 22

Best Sellers in Stores

#1 I'M A DRUNK (BMI)
- E. Peeler
MISTRESS (BMI) - Johnnie Wright

#2 WHY, BABY, WHY (BMI) - B. Swingle & W. Pierce
Mystery Train (BMI) - [no artist name]

#3 HURTING THE ONES I LOVE (BMI)
- B. Swingle & W. Pierce

#4 SWEET BABY (BMI) - [no artist name]

#5 HURTING THE ONES I LOVE (BMI)
- B. Swingle & W. Pierce

#6 LONE STAR (BMI) - [no artist name]

#7 I'M NOT A DRUNK (BMI)
- E. Peeler

#8 I'M NOT A DRUNK (BMI) - E. Peeler

#9 I'M NOT A DRUNK (BMI) - E. Peeler

#10 I'M NOT A DRUNK (BMI) - E. Peeler

#11 I'M NOT A DRUNK (BMI) - E. Peeler

#12 I'M NOT A DRUNK (BMI) - E. Peeler

#13 I'M NOT A DRUNK (BMI) - E. Peeler

#14 I'M NOT A DRUNK (BMI) - E. Peeler

#15 I'M NOT A DRUNK (BMI) - E. Peeler

THAT "SOMETHING DIFFERENT"

WILMA LEE and STONEY COOPER

NOW Zooming on the Charts

"ROW NUMBER TWO—SEAT NUMBER THREE"
b/w "I WANT TO BE LOVED"
Hickory #1043

Watch the Territorial Charts!

Featured Stars

WWVA Jamboree, Wheeling, W. Va.

PERSONAL APPEARANCES, DIRECTION
BUD LEWIS THEATRICAL AGENCY
P. O. Box 746 Wheeling, W. Va.

LEE THOMAS

His original songs and guitar. Formerly featured coast-to-coast NBC network with "The Dance Momen." Available for TV, Radio, P.A. and Records. C & W or Pop. Vocals, lead and rhythm electric guitar. Photo and tape or disk on request.

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MARCH 3, 1956

THE BILLBOARD

GENE AUTRY
RAY PRICE
CARL SMITH
"LITTLE" JIMMY DICKENS
LETTY FRIZZELL
GEORGE MORGAN
MARTY ROBBINS
BOBBY LORD

GAIL DAVIS
BILLY WALKER
BONNIE SLOAN
FREDDIE HART
FRANKIE MILLER
THE STAMPS QUARTET
CHARLIE ADAMS

EARL PETERSON
ONIE WHEELER
JEANETTE HICKS
CARL BUTLER
WEOLY FIARBURN
THE MASTERS FAMILY
THE EVERLY BROTHERS

COLUMBIA RECORDS

...you'll find the Greatest names in the Country and Western field on COLUMBIA RECORDS

GORDON TERRY
JOHNNY BOND
JOHNNY HORTON
ROY DRUSKY
DANNY AND HAROLD
THE TUNESMITHS

BILL & MARY REID AND THE MELODY MOUNTAINERS
JIMMY MURPHY
POLLY O'NEAL
THE FIVE STRINGS
MADDOX BROS. AND ROSE

THE CHUCK WAGON GANG
THE HARVESTERS
THE WEBSTER BROTHERS
JOE MAPHIS & ROSE LEE

LESTER PLATT & EARL SCRUGGS
THE COLLINS KIDS
LEE EMERSON

Coming Soon...

A complete catalogue of Columbia Country & Western favorites—For further particulars contact your nearest Columbia Distributor.
Year After Year....

It's a Genuine pleasure to extend a sincere "thank you" to the great people thruout the music industry.

Red Foley

STAR OF THE
OZARK JUBILEE

COAST-TO-COAST
ABC TELEVISION
SATURDAY NIGHT
SPRINGFIELD, MISSOURI
FOLK TALENT & TUNES
By BILL SACHIS

Around the Horn

Lefty Frizzell, still a feature of "Town Hall Party," Los Angeles, has been host by Americans Corporation, Hollywood, for a week's stand in Anchorage, Alaska, beginning March 3... Late in April, Lefty takes off on his third trip to Honolulu, where he opens May 1 for a series of dates in the Islands. He'll return to the States in time to make the Jimmie Rodgers Memorial Celebration in Meridian, Miss., May 25-26... "Town Hall" Gary Williams is also planning to make the Rodgers celebration.

Bob Neal, personal manager to Elvis Presley, has opened a record shop bearing his name at 50 South Main Street, Memphis. Formerly for 13 years on WMPS, Memphis, Neal is now featured on WSM, that city, where he's heard from 5-7:30 a.m., Monday through Friday... Jim Reeves, Minnie Pearl, Ferlin Husky and Johnny Cash received a bonanza on their recent week's stand there New Mexico, Arizona, Colorado and Texas... At O'neal, Texas, the group played to nearly 10,000 people, with another 2,000 turned away. At Amarillo, Tex., they entertained over 5,000 schoolchildren with some 3,000 tuned away.

For its ABC-TV network series next Saturday (5), WMET, "Grand Ole Opry" takes on the Lakeside School-Hall, with pop singer Joni James and narrator... Arland will sing his famed "Great Speckled Bird." Minnie Pearl will bring along her "sister" to learn her ABC's and Paul, Fred Bratfield will wield the hickory stick... Other "Opry" stars attending class will be June Carter, Jimmy Dickens, Chet Atkins, Marty Robbins, Webb, John and Jack, the Smokey Mountain Boys, and the Kentucky Junior Bluehoppers... Johnny T. From Tennessee, country deity at KYEO, Minneapol, is touring the Mississippi sector with his group for Pilla... Flory, a, Ray Price, who recently chalked a bang-up week in Anchorage, Alaska, is slated to return there around mid-October... Ferlin Husky heads up the Friday Albert portion of "Grand Ole Opry" over the NBC radio set from Nashville Saturday (5), with Jean Shepard in as special guest... Freddie Hart, formerly on the Capitol label, has signed a long-term contract with Colum... He cuts his first session for the latter firm next week... Tom Tall (Ashott), after an extensive tour through California, has invaded the Pacific Northwest for a series of dates.

Connie B. Gay, who recently severed all radio connections in Arlington, Va., to expand into the radio-station ownership field on her own, reports that she'll soon move into his talent-buying season to line up c.w. artists for moonlight cruises, pomonolas, shows and dances in the Virgin... Williams, Maryland and District of Columbia area. He has just entered his 10th year of operation in that sector... "Now that we have a 5,000-watt radio station (WMAL) as our Washington area outlet and the highest-rated local TV show in the D. C. area on WMAL-TV, covering parts of six States, we are in a better position than ever to really get the coverage necessary for top talent producers," Gay typewriters... We are on radio daily with Jimmy Dean and the Texas Wildcatters and television every evening at 6:30, in addition to a three-hour TV jamboree on Saturday nights," Connie concludes... Dee Kilpatrick, Mercury's 3rd str... top, got his initial session recently with Bill Winfield's Country Rhythm Boys and Chuck Bow... at the RedDnd studio in Springfield, Mo. Vocal side is "Old Mr. Continental," and the flig...s as instrumental, "Jubilee Jump." Platter into the music count... (Continued on page 72)
Writer of Hit Tunes

HEAR HIS NEW KING RECORD #4879
"DARK AS A DUNGEON"

SWANEE RIVER BOYS

KING RECORDING ARTISTS

The Rangers Sr. Briarhoppers

Clem Witherspoon Judy & Jen

Curley Neyes Bill Carver

Ranch Boys Morgan Sisters

Gayle Griffith Lee Jones

Louis Innis, M. C.

ESTIL McNEW'S JR. KENTUCKY BRIARHOPPERS

A Tremendous Team of twelve-year-olds—
Precision trained exhibition Dancers

Now signed for 40 Fairs in Indiana-Ohio-Illinois

For availability write, wire, phone.

ARTISTS, INC.

1330 N. Meridian
Indianapolis 2, Ind.
Phone Melrose 4-8521

FOLK TALENT AND TUNES

Continued from page 71

weekend... Lineville Ball, who recently received his greetings from Uncle Sam, will guest on Ernest Tubb's "Midnight Jamboree" over WSM, Nashville, March 17. Beverly Breslin fills the same niche March 31. Both artists are heard on the broadcast by Paul Gilley Promotions, Maytown, Ky.

Jim Edward and Maxine Brown, brother-and-sister singing team now appearing weekly on "Ozark Jubilee," Springfield, Mo., have just negotiated their release from Faber Records and signed with RCA Victor. Negotiations with both Faber Robinson and Victor's a.d., chief, Steve Sholes, were handled for the Brown's by E. E. (F.) Simon Jr., of "Ozark Jubilee." Jim Edward and Maxine have recently taken their 17-year-old sister Bonnie into the act. Monday Worman kicked off a new tour at Montgomery, Ala., Sunday, and followed with Marshall, Ark., Tuesday (26), and Biloxi, Miss., Wednesday (28). On March 1, Mac stops off at Panama City, Fla., following with Alexandria, La., Thursday (21); Knoxville, Friday (2), Asheville, N. C., Saturday (4), and Jacksonville, Fla., Sunday and Monday (5-6). Wiseman's latest on the Dart label is "Eating the Hog," b/w "Thieves' Hand." Jean Shepard, Hawshaw Hawkins, Louise and Ocar, Jack Lynn and Little Jimmy Dickens have just concluded a successful trip thru the Dakotas and Minnesota. At Minneapolis, February 16, the group played to more than 10,000 paid admissions, while turning away some 700. According to John Kelly, personal manager to Louise and Ocar, the tour was arranged by T. R. Simmons Enterprises, Minneapolis. Miss Lynn prepares for Monday (27) at Anchorage, Alaska, for a five-day stand. Nonetheless, on Monday (26), the Juneau Hobbits, Miss Shepard and Louise and Ocar for a tour thru Wisconsin ending March 18. On March 17, Miss Lynne joins in a show being presented by Harry Peckins, of Waukegan, Ill., which opens March 18 in Kewanee, Ill., and runs thru March 22 in Willsboro.

The House Sisters will appear as guests with Slim Bryant and His Wildwinds over KDKA-TV, Pittsburgh, Friday night, March 25, at 9:30. Bryant reports that he and the Wildwinds are set on a string of 35 one-nighters beginning April 5. The Steppercrimes, junior square-dance group managed by M-tom Tevis, appeared as guests on Lola Bell S's television show over WISH-TV, Indianapolis, last Sunday (25). Don Reno and Red Smiley and the Ten- men Cast-Up, on a string in North Carolina and Virginia this week, have a new release on the King label, "I'm So Happy." b/w "Family After," which the group maintains a Rich- mond, Va., office under the management of Carlton Haney.

For his next appearance on "Ozark Jubilee," March 3, Webb Pierce will have with him Ben Hall, pianist-vocalist; Rita Ruby, singer; and the Jubilee Promenad- ers. Last band are currently on tour with Gene Autry. Other guest acts coming up on "Ozark Jubilee" are the Wilborn Brothers, March 13, and Betty Johnson, of Dot McNeil's "Breakfast Club," March 20. The second "Junior Jubilee" will be presented March 24... Merle Travis' latest album of guitar work, "Merle Travis Style," will be released March 5... Carl Wayne and His Rambles' Mountain- ers will appear on Pee Wee King's television show over WSM, Nashville, April 7... Here, they will stage their new Mercury release "Get God a Rainbow in the Clouds." Fred Foster, who recently took over promotion for Mercury's country and western department, is on a cross- country hop reviving his earlier programs... "Jimmy Dean's" newest release, "Tonight's Blues," b/w "Blind Dog" has the earmarks of a winner, Foster reports. "Country hits have been pretty scarce around here but we are looking for our new country program to remedy the situation. From the looks of the Dean release, the drought is over."... "Let'S Make a Fair Trade," originally cut on the indie label "Daw" by Terry Topikin, has been waxed by Bob King for "RCA."

Cly Crawford, top c.w. personal- ity and promoter in the Detroit- Windsor area, has his Larry Ronge Boys on the "Clyse Clark Jamboree- ers" on CKLW-TV, Windsor, each Friday for March, and on the "Good Will Jubilee," on WJR, Detroit, each Saturday night. Recently, Crawford operated the Lazy Ronge Barn Dance in Detroit and Windsor. Today, the Ronge Boys in Detroit play "Between Fists, Mi., and Detroit. Answering questions on the Clark group were Jim Edward, Maxine and Bonnie Brown; Ernest Tubb, Bill Austin, Junior; Dusty Owens, Max Werthen, Jim- my Dean and Johnnie Webb Friers and the Davis Sisters.


Carl Porcari and his three- piece combo, following their return engagement on "Big D Jabbeores," Dallas, February, 1958, were parted by Ed McMurren, "Big D," bandleader, to remain with the show as regular features. "Big D," Carlene Arthur guested with "Grand Ole Opry" in Nashville the last Saturday (23), and it due back on "B" in Dallas next Saturday (3), after another guest with "B" Saturday night. It does a guest slot with Tex Williams and the "Raymore Rambles," Los Angeles. Porcari is a country singer Fister Warner.

The "Hollywood Western Jamboree," with Charlie Bowers, T.G. Jones, and the latest addition, "The Hollywood Western Jamboree," was held at Centralia, Wash., March 14, and next Sunday (3) a guest slot with Tex Williams and the "Raymore Rambles." Los Angeles. Porcari is a country singer Fister Warner.

Corning Okean and his three- piece combo, following their return engagement on "Big D Jabbeores," Dallas, February, 1958, were parted by Ed McMurren, "Big D," bandleader, to remain with the show as regular features. "Big D," Carlene Arthur guested with "Grand Ole Opry" in Nashville the last Saturday (23), and it due back on "B" in Dallas next Saturday (3), after another guest slot with Tex Williams and the "Raymore Rambles," Los Angeles. Porcari is a country singer Fister Warner.
With the Jackeys

Jimmy Newman's personal manager, Slan Norin, informs us that the former's latest Det release, "I'm on My Happy Way," 's "Let's Stay Together," is kicking us all lengths. Newman stopped by KFAC, Fort Arthur, Texas, recently for a brief visit with Denny J. Lunn. 

Charlie Walker recently visited Paul Kallinger, XERB, Del Rio, Tex., to plug his new record, "Only You, Only You." Roy Davis and Kallinger went to the platter each night over XERB. The new recording has sold 250,000 by September.

...After some weeks off the air, Uncle Jim Chilton, XEG, Fort Worth, is back in the saddle, spinning the country was three hours each side.

Bill Collins, KPBC, Helena, headed to a show at City Auditorium, Houston, Tex., Thursday, March 18, that featured Tommy Collins, Charline Arthur Miller, Sonny James, George Jones, Porter Wagoner, Hal Ketchum, and Moon Mullin. 

...Martie Roberts, WKCY, Cincinnati, reported that Betty Ford held local shows with Roy Drusky and George Head in East Point and Canton at 29-37.

...Lou Millet, WLC, Baton Rouge, La., is working on another waggish session with Erko Records in Niceville soon.

...Gordon, the Tired Hand, is handling the program at KEEN, San Jose, Calif. 
...Calhoun Curts, formerly with KLK, Oxford, and C. K., is now going strong on WKMV, San Mateo, Calif. 
...Fowson and Shackleford, daily from KKAG, Pittsburg, Calif. 

...Bill Lively is currently directing the program at McCall, Okla., with Bob Rodgers, WKX, and co-

...Wendell, WLC, A. A. and B. S. comments: "Had a discussion with a friend on the subject. "Will Rogers. Play Records Made by Another Design." My Friend said no. He disagrees. I play records by Nelson Ewing, Johnny Hicks, Marshall Pask, Lee Moor, Texas Bill Brown, Bill Lowery, and as far as I know, I don't care who the artist is as long as he looks in his share."

...It's a good record to play with the program at WCOV, St. Paul, needs recording.

...Band-Son of Spain, Philadelphia, is doing a 1:30 p.m. show every Saturday. The band is a good one.

...Cornel AI is spending an hour or two on the air during the daytime, daily from WPTT, Pittsburgh.

Cowboys. I've had a number of requests for the song, as well as to whom the recording may be purchased. Some time ago, a company we've worked with on recent tours went to visit on George Popkins, Bill Medichi, and the WGN Country Band over WGN, Richmond, Va. 

...George Popkins, Bill Medichi, and the WGN Country Band over WGN, Richmond, Va. 

Jimmy Lee Prow advises that WNL, Salem, Ore., is featuring such groups as Herb and Al, the Delaneys, Moon Mullin, Patricia, and the WGN Country Band over WGN, Richmond, Va.

...George Popkins, Bill Medichi, and the WGN Country Band over WGN, Richmond, Va.

...Youth for Christ is providing free youth programs over KSL, Billings, Mont., and the WGN Country Band over WGN, Richmond, Va.

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The Original Version

Big Pop Seller

Why Do Fools Fall In Love

Billboard Best Buy "Gothic R&B and Pop"

The Billboard Music Popularity Charts

Rhythm & Blues Records

**Best Sellers in Stores**

For survey week ending February 22, 1956

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THE TEENAGERS

Featuring FRANKIE LYMON

b/w "Please Be Mine" GEE #1002

GEE RECORDS

220 West 42nd St., N. Y. T. N. Y. 7-6652

The Original Version

Big Pop Seller

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**This Week’s Best Buys**

**RHYTHM & BLUES RECORDS**

**Get Up, Get Up (Lowell, BMI)**

MY HAPPINESS FOREVER (Progressive, BMI)—Lavern Baker—Atlantic 107

Against a currently sluggish market, this disk has been showing up well for the past week. Action is almost evenly divided between the two sides; the popularity of both tunes has made it particularly attractive to jukebox operators. Doo-wop fans in which the disk is now well established include Philadelphia, Baltimore, St. Louis, Nashville, Atlanta, Los Angeles, Buffalo and Durham.

**Review Spotlight on... Records**

**PATRICIA BOYMAN-JAY MCMANN ORK**

I've Got News For You (Tolle, BMI)—Vee-Jay 179—The combination has its first new contender since their smash "Hands Off," enjoyed a healthy ride on the charts. Again it’s the girl’s compelling singing, plus the powerful hand beat in back that makes this irresistible. The cut is "My Darkest Night" (Tolle, BMI), an appealing, plaintive lamento.

**LITTLE WALTER**

Who? (Ari, BMI)—Checker 833—Little Walter’s first in some time could be another two-sider. "Who?" is the title cut. It’s a standard, but Walter’s own faceted hook of interrogation with an acoustic,"assem'" tune, all in a wallop! "Southbound Train" is laid at a brighter speed and gains rhythm momentum then repetition of the title phrase. Should be one of the biggest in the Southern territories.

**TALENT**

**GLORIA LYNN**

Affection (Angi, BMI)—Ember 1002—Here’s a cocky cut. The throaty singer with strong emotional tension, a big, exciting voice and plenty of sassy play. The material will be stronger, but the girl is herself. "Affection" is a pretty ballad, while "Cool Daddy" is a lively rhythm tune with humorous lyrics.

**Reviews of New R & B Records**

**R. E. BLUES BOY**

KING ORK

Left over from the recent RPM 857—his memoir for the BMI Rov, he has tuned up, and the good running man now takes the whole singing B. R. B. scene by the horns. The sound is not a new one, but the rock and roll appeal should surely give plenty of sales appeal.

**SONNY TERRY**

Hound Dog Man No. 3—GEM 968—Watch this one. It’s an oldie in the Tommy Davis mold. It really mamas, and it’s packed with rhythm. It will do well in the Negro market, and at the same time reach across to white fans (e.g., the Beatles, BMI). The title is a new one.

**JEWEL CURTIS**

I Don’t Wanna Be Alone—75

ACG 605—Jewel Curtis is heard here as she hits the studio, playing a driving band that has a very distinctive cut. (Label, BMI)

**JAMES BROWN**

Piano, Piano, Piano—71

BMII 82—A driving effect, piano line, and a steady beat that follows. The rhythm is solid, and the overall sound is good. A strong buy.

**JAMES HANDLER**

Have You Ever Seen—76

BMII 75—Billy Fury puts everything in a melodic line, but he’s not at his best. Another good cut, in the same vein, but not quite up to the same level. (Label, BMI)

**PARLAYS**

Rosie Lee—87

BMII 91—Another one in the Eddie and Joe mold, but this one is a bit more relaxed. The overall sound is good, and the cut gets a good rating.

**BYLLE BOY**

Don’t Ever Call Me: He—77

VEEVII 171—Don’t let your memories deceive you. This is a new song. The title is a clever one and the production is good. It’s a well-named disk. (Label, BMI)

**DONNA FREEDMAN**

Rain, Rain, Go Away—77

BMII 71—Love is a building block. It’s a good one with plenty of sentiment. The rhythm is a steady beat and the phrase is repeated a number of times. (Label, BMI)

**JAMES BROWN**

Piano, Piano, Piano—71

BMII 82—A driving effect. Ray Charles’ sound is the same. The rhythm is solid, and the overall sound is good. A strong buy.

**JAMES HANDLER**

Have You Ever Seen—76

BMII 75—Billy Fury puts everything in a melodic line, but he’s not at his best. Another good cut, in the same vein, but not quite up to the same level. (Label, BMI)

**THE VALUES**

Runnin’ Around—88

BMII 88—A driving rhythm, fast, and strong. The beat is steady and the overall sound is good. A good buy.

**JAZZ—One Man Will—89

BMII 91—This one comes on the same wave as the previous disk, but is a bit stronger here. The overall sound is good and the cut gets a good rating.

**ELLA FITZGERALD**

If Love’s a Game—78

BMII 87—This one comes on the same wave as the previous disk, but is a bit stronger here. The overall sound is good and the cut gets a good rating.

**JIMMY SNELL**

The Last Train—84

FMII 11—Slow, down-tempo, but a nice one. The rhythm is steady and the overall sound is good. A good buy.

**BIG JOHN GREER**

Tell Me More—78

BMII 83—This is a good one with the overall sound in the general pop vein. The rhythm is solid and the cut gets a good rating.

**ETTA O’NEAL PEARCE**

James—99

BMII 87—Another good performance by Etta as she shows a bit more of her vocal range and a strong instrumental section. Another good buy.

**FREDDY JOHN**

Tall Tall Woman—77

BMII 85—Another good effort by the songstress and an instrument section that is just right. A good buy.

**JERRY ROSS**

Someday—77

BMII 86—A well-named disk. The rhythm is steady and the overall sound is good. A good buy.

**JEFFREY HARRIS**

Never Used to Love—88

BMII 88—A good one with the overall sound in the general pop vein. The rhythm is solid and the cut gets a good rating.

**CONTINUED ON PAGE 78**

**R & B Territorial Best Sellers**

**Calling all D. J.’s Coast to Coast—**

**DICK (Huggy Boy) HUGG**

NATION'S LONGEST ROCK AND ROLL SHOW

K-R&B 5,000 Walk 9 P.M. H. III 4 A.M. Los Angeles

This New TURKS’ Record of I’M A FOOL—LIKE AN ATOMIC BOMB!

More requests and replay plays than SH-BOOM and EARTH ANGEL!

—GET—

**BY THE TURKS**

(Creators of "EMILY")

**MONEY #215**

**Eastern Distributors—order from Paramount Pressings, Philadelphia**

**Western Distributors—order from Monarch Records**

**MONEY RECORDS**

2610 S. Cronshaw Blvd., Los Angeles 16, Calif.

Phone: RE 4-3074—RE 4-9106

In Canada

QUALITY RECORDS OF CANADA
THE BILLBOARD
MARCH 3, 1956

RHYTHM & BLUES RECORDS

**RHYTHM-BLUES NOTES**

BY BILL SIMON

Lee Richardson, the big-voiced harmonica player who was on Apollo label in the mid-40's, has been heard on WDIA, Memphis, recently. Richardson has been recording again, and his most recent release is a one-sided 78 on the Vaclav label which he recorded in Chicago. Richardson is one of the most talented bluesmen who emerged in the 1940's, and his recent recordings show that he has not lost his distinctive style.

Uncle Mattie, the cat who was on a recent WDIA program, is now on a regular schedule each week on WCHS, Quincy, Ill., and will appear on WTVI, Waco, Tex., and WBLD, Houston, Tex., and many other stations daily during the week. Mattie, who is a well-known cat, is one of the most popular cats in the world, and his recent broadcasts have been a great success.

The King of the Cats, the famous bluesman, is now on a regular schedule each week on WTMQ, Dallas, Tex. The King of the Cats is one of the most popular bluesmen in the world, and his recent broadcasts have been a great success.

Rock and Roll Cavalcade, a new regular feature on KDMS, Dallas, Tex., is a great success. The Cavalcade is one of the most popular radio programs in the world, and its recent broadcasts have been a great success.

The Norfolk, Va., and Gooming, Va., have been broadcasting their annual "Top Art Awards" shows. The Norfolk show, which features the Norfolk Symphony Orchestra, has been a great success, and the Gooming show, which features the Gooming Symphony Orchestra, has been a great success.

The new Bob and Ray show, which features the Bob and Ray comedy team, is now on a regular schedule each week on WHAS, Louisville, Ky. The show is a great success, and its recent broadcasts have been a great success.

The I Love You, Darling show, which features the I Love You, Darling comedy team, is now on a regular schedule each week on WTVI, Waco, Tex. The show is a great success, and its recent broadcasts have been a great success.

Breaking Big!!!

I'm a Woman

ROY MILTON

with MICKEY CHANTRELL

DAWN TOWNE

TURTLE DOVIN

by BILL SIMON

The new Bob and Ray show, which features the Bob and Ray comedy team, is now on a regular schedule each week on WHAS, Louisville, Ky. The show is a great success, and its recent broadcasts have been a great success.

Herald is coming out with new versions of its popular "Charlie and Ray" and "Al and Bill" shows. The new versions have been a great success, and the recent broadcasts have been a great success.

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Lee Rogers, mentor of the Harmonizers, has found a new group, the Jambusters, who made their first side out this week on the 12-10 label. Rogers, who is from Newark, N.J., is one of the most talented harmonica players in the world, and his recent recordings have been a great success.

Two well-known recording artists are reforming their own hands after launching second for several years with unknown and often unpredictable units for accompanying groups. The band is forming its new home in the studio of Lottie Lorraine in the hometown of St. Louis. The band will take its crew to the Coast to open a new show, and then return to the studio at 5-4 Building in Los Angeles. The band will make the Cleveland show a major stop on its tour of the East. From there it's back to Lottie Lorraine, Philadelphia, March 12.

We were unable to learn that this is the first release of the daughter of a recorded artist through 1955. Queen, a late release in Denver following the long illness of Miss Greene, who has recorded for Decca, and most recent for Imperial, is one of the best-loved entertainers in the West.
**FOLK TALENT AND TUNES**

**Continued from page 73**

- min. WRAC, Carrollton, Ala., recently added a TV show to his schedule. Mr. Lee Bransford, head of WOTK-MTV, says he is pleased that this young talent is doing so well.

- Jack Morris, KXL, Pasadena, Calif., has been recently promoted to a new position. His old position is now being handled by a new staff member.

- John Vokes, WOTK, is currently handling the "Hillbilly Hit Parade." He says he is very pleased with the current line-up of performers.

- Larry Talford, WSB, Atlanta, Ga., has been recently promoted to a new position. He says he is very pleased with the new opportunities.

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NATION'S PRESS CHIEFS ENROLL FOR FAIR CLINIC

Two-Day Publicity-Promotion-Adv.
Workshop to Be Held March 12-13

CHICAGO, Feb. 27—The announcement was made today that leading and influential newspapermen participated in a two-day clinic, held in conjunction with the National Industrial Conference of the Fair, to be held May 29-June 4. The clinic will be held at the Chicago Athletic Association, May 27-28, and will bring together publisher-pressmen from all parts of the country to discuss publicity and promotion techniques. The clinic will be sponsored by the Fair's publicity and promotion department, and will provide an opportunity for pressmen to exchange ideas and techniques and to learn from each other. The clinic will cover topics such as advertising, promotion, and public relations, and will be led by experienced professionals in the field. The clinic will be a valuable opportunity for pressmen to enhance their skills and improve their effectiveness in promoting the Fair.

$70 Mil Bond Issue
For Miami's Fair
Permanent Site to Spur Latin Trade;
April Drudging for 1,675-Acre Site

MIAMI, Feb. 25—The long-planned permanent world's fair project in Miami, under the Fair, was indicated this week. As engineering firm surveys held off the site, the project may be expected by the spot during its first five years.

Inter-American Center Authority, set up by the Florida State government, reports that a $500,000 bond issue will be put on the market March 8 by Lehman Brothers. This is the undertaking of the authority, which is building the Miami Beach Golf Club, is set to open into a vast world's fair complete with the latest in educational purposes to promote travel and better relations between the U.S. and Latin American nations, many of which have indicated their willingness to participate.

'Senecas' Title Chosen
The title of the permanent world's fair, chosen from a commercial of all sites. To be held at the site, has been adopted by its affiliates for 25 years. Drudging and working on the 1,675-acre location can begin within a month after the bond sale.

Exhibits will be set up by all countries in the world, and the site will be developed into a world's fair that will attract the attention of the business community, the Fair said, and also from all major manufacturers, including those from Latin America.

Kingman Is Named To New IAFE Post

By HERB DOTTEN

KANSAS CITY, Mo., Feb. 23—Frank H. Kingman, secretary of the Winston-Salem (N.C.) Fair and President of the International Association of Fairs and Expositions, has been selected to fill the newly created full-time position of executive secretary of the IAFE.

Kingman was the first executive secretary of the IAFE, and has served in that capacity for the past 12 years. He is well known in the fair and exposition field, and has a wealth of experience in the industry. He is a respected leader in the field, and is widely respected for his knowledge and expertise.

The appointment of Kingman will become effective April 1. He will operate from Winston-Salem, and will continue to visit other fairs and exhibitions throughout the year.

CINCINNATI, Feb. 25—(UPI) — Robert Kingman, a close friend of the late former President John F. Kennedy, has been named to the position of executive director of the organization.

The appointment of Kingman is effective immediately, and he will be based in the organization's Washington office.

Kohl, Billboard March 'Composer,' Dies

John Kohl, Billboard March 'Composer,' Died

Outdoor Showmen
Take Over Florida

---Continued on page 1---

The make-up of the city of Gibsonton, as it is familiarly known to those who have lived there, is a reflection of the city itself. Gibsonton is a small town, but it is a town that is growing. The city has a population of about 10,000, and it has a number of interesting landmarks. The town has a number of historic buildings, including an old church and a historic house. The town also has a number of parks and recreational facilities, including a swimming pool and a playground.

Like other towns, Gibsonton is a town that is full of hard work and determination. And, like other towns, Gibsonton is a town that is full of potential. The town has a number of businesses and industries, and it is a place where people can find work and make a living. The town is also a place where people can find a sense of community and belonging.

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25. New Vacation Set for operating from a variety of points as well as at a paid admission point.

25. The show, held in Asheville, N. C., was attended by about 2,000 people in the first four weeks of its run.

25. The show is sponsored by the Asheville Chamber of Commerce and is open to the public.

25. The show features a variety of attractions, including a petting zoo, a wildlife exhibit, and a Jacksonville Fair.

25. The show is open daily from 10 a.m. to 9 p.m., and admission is $5 per person.

25. The show is located at 123 Main Street, Asheville, N. C.

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More Popular than ever!

TAKE TO AIR

"Hamid-Morton TV-Proof Aerial"

By TOM PARKINSON

MILWAUKEE, Feb. 28—Hamid-Morton. The stock looks well, has done a good presentation.

The Motors are a true to life aerial type, a true to life type, and the head-up circles are visible with a number of novel looks. Working alongside are some large, high-wire acts, which are suspended at the waist for a spin.

Steen Danks (Lag) Tags:

Continued on next page

The Lungs, 621 1/2, 2381, Chicago, Ill.

One Paris Wheel, 22, 12 seats with all new seats, metal. One Allref Wheel, 10 seats with a small dump platform. H.A.M. Wind organizers, 12 seats with four walls. Wind organizers, 10 seats with four walls. Wind organizers, 10 seats with two walls.

GLAZE
64 James St. Kayser, West Va.
For prices and term see of same

TENTS
All Sizes—Types
Well Made for Over 85 Years

A LARGE STOCK OF MATERIALS
AS ALWAYS ON HAND
DYED OR 'FIREBRED' UNDER WRITERS AND CORPORATION APPROVED.

"ED" J. HOPSO
Winter Address
357 E. Berwyn Ave., Chicago, Ill.

GEORGE W. JOHNSON
Chicago, Ill.
Phone: Brown 6-4746

UNITED STATES
TENT & AWNING CO.
1330 W. Diversey, Chicago, Ill.

IT'S ACE FOR TENTS
Concessionaire
McCoy-Co-Op
Caterpillar Tents & Big Toppers
All colors All sizes Blanket coverings

Quick Service
Curtailed Workmen

ACE-CANVAS CORP.
1330 W. Diversey, Chicago, Ill.

SHOW TENTS
CENTRAL Tent Co.
1615 East 39th St.
Chicago, Ill.

FOR SALE
12-tents Berkeley Special S. Size 16, 10, 8, 6, 4, 3, 2, 1.

TROY D'ORSE
1615 East 39th St.
Chicago, Ill.

Copyrighted Material
Pittsburgh Lease Expiring; Denver Spots Over Red Rocks

BY TOM PARKINSON

Failure of the owners of the Gardens, Pittsburgh, and the Union Theatre, Denver, to reach an agreement on lease terms, has resulted in the termination of both engagements.

The agreements between the owners and the theaters were to expire in March, but negotiations have been broken off because of differences over rental conditions.

The successful lease agreement in Denver is said to have been influenced by the recent decision of the Colorado State Fair, which is scheduled to open on March 10.

Arenas & Auditoriums

The March 10 opening of the State Fair in Denver has created a demand for attractions to entertain visitors. The management of the State Fair has announced that they will not permit any shows that are not approved by the City Council.

The fair is scheduled to run for 11 days, and the management is expected to bring in a variety of attractions to appeal to a wide audience.

Ocean Beach Work Voted

NEW YORK—Sen. Frank Brandeis has introduced a bill to provide federal aid for the development of the Ocean Beach Park, which is located in the borough of Brooklyn.

The bill would authorize the federal government to provide $25 million to be used for the construction of a new boardwalk and related facilities at the park.

The bill has been referred to the Senate Committee on Commerce, and hearings are expected to be held soon.

 marginLeft: 0;
12-Mo. Action
Demanded for
A. C. B'walk

ATLANTIC CITI, Feb. 25—The Coney Island Association has demanded a 12-month promotion program, financed by the city, to attract customers to the amusement area. The associa-
tion will again this week to draw up plans for bringing “drama, pageantry and people” to the Boardwalk during the winter.

David Bluthstein urged members to pool ideas for the program and to convince city officials to finance it out of luxury tax funds.

“Just look, we don’t have this in Florida. We’ve got to supply people with the things they want to do on their vacation if we expect them to come and stay here. If we have a program, we’ve got it all. We have to do it. Vacations will take care.”

Bluthstein and Abraham Roth stressed that members must pursue progressively and with foresight to end the Boardwalk dollar shortage in the off-season. Both warned that the association’s future effectiveness depends upon the forma-
tion of a program to “satisfy the interest of middle-class people, who spend their winter vacations on the beach,” also a consideration in deciding the length of the Boardwalk to provide shelter from the elements.

James McKenna, Fretrocorn, R. J., called the Coney. Astory show in Palm Beach and said he had visited with Harry St. Kellas. He and fellow model builder, Anthony Mohler, had their circuses on display in a lobby show recently. Oldatt went to Florida for a visit to Ringling Brothers.

Circus-Routes
Send to 2100 Patterson S.
Carnival Routes
Circus-Routes

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MARCH 3, 1956

OAST TO COAST

Palisades Bally Aided By Superman Comics

BY JOHN NOONAN

NEW YORK, Feb. 25—Palisades Park, N.J., will be pro-

filed in the popular comic book world next month. An

outdoor season, park operator, the general manager,

Herman Troeger, announced this week.

The same day, the club will start its first 8,000-

month circulation will con-
thall-half page ad featuring the

Thursday-page ads. The ads are

ister, the enter the garden area

will be circulated nationally.

cluded, free far advi-

and parking will be in-

Couched by Superman's invita-

thinks the Palisades Park,

Serious Village

Designer Jack Ray is now work-

the creation of a

Sicaua Residence.

Stated that the park is

'tree planning special window cards so the

promotion value of the

turf Club Buy-

tion on Pier

Ocean Park, Calif.

Feb. 25's

the Oceanpi

Pier Amusement Company agreement with the Miami

Las Vegas Turf Club. The

ings.

required asking price for

istry: $3,000,000. A

re sale, however, discounted

The Billboard learned that the

in parking facilities.

Roy C. Troeger, secretary and

the pier for 15

declared that if the sale goes

be hoped that the pier will be

park. Traffic and parking con-

will continue to pull sig-

works on weekends and school

Washington's Birth-

day plans in view to

park, attendance that day

18,000. Entrance rates during

past few months have curtailed

Washington's Birthday

for 50,000 with the

park during "satisfactory"

business on weekends and

parking, which closed

to see attendance, is

change, in addition to the

ticket rate, is $2.50

each.' The act is

for seven weeks in the

Mouse Club Circus, which

January 8. Keller appears in

the management list, where

cymbals are worn.

act is presented four
days a week and, in addition to the

$2.50. Concessions

threw open its doors.

rides.

"The act includes a

"The act

four days a week and

next season.

going strong. 

kept. The management list, where

four days a week and

in addition to the

ticket rate, is $2.50.

Akre, the general manager,

the act is presented four

days a week and, in addition to the

in Mercury Plaza, 11-50.

Baltimore, 56-32.

Garland, 56-52.

cavalcade will be

in the park this year.

its parking lot

to the shopping

A Mine Ride is also

planned for mid-August.

Porcupines will travel

scale-size gorilla cars

and put making rivers.

New Walk Thru

muck, or Financial District.

GOVERNMENT	KIDDE RIDES

RUTO WHISTLE-WHIRL-WIND-DOUGLAS CARROTS—
GALLONING HORSE CARROTS
Illustrated Circulars Free

W. F. MANGELS Co., Can. City, New York, N. Y.

Established 1858

DANIEL DORSO

Tybee Island Amusement Park, Savannah, Ga.,

KIDDE RIDE COMPANY

BROOKLYN, N. Y.

DON'T BE FOOLED! MINIATURE MINIATURE GOLF

HAT CUP TROPHIES FROM $5.00

HOTTEST THING ON THE MARKET

HOTTEST THING ON THE MARKET

PARKS-RESORTS-POOLS

Communications to 183 W. Randolph St., Chicago, Ill.

FOR SALE

Four Bazooka Guns including

compressor, four Dodge Bull pen Guns. Write PAUL BARR

c/o Edgewater Park

23500 West Seven Mile Road, Detroit, 19, Mich.

FOR SALE

FLY-O-PLANE

NEW SET TOP PLANE—ALL FLUOR

BRONZEapter—FIRE WOOD—

www.americanradiohistory.com

FOR SALE

FLY-O-PLANE

WANTED

FLAGPOLE SITTER

Male or Female

14 weeks' working May, June

Ex-Service and Experience expected.

Box D-188

to The Billboard, Cincinnati 22, O.

WANTED CONCESSIONARIES

To build and operate McGee's Park, Pier, Park, Seashore, or amusement park.

Write BROWN DERBY PARK

PERFORMANCE WANTED

One large Coaster, perfect show, ready to run. Capable of a fine show, requiring

LAKE COASTER CORP.


don't know what

TRAVIS, Ill.

DANIEL DORSO

Tybee Island Amusement Park, Savannah, Ga.

For Sale or Performance Wanted

KIDDE RIDE COMPANY

BROOKLYN, N. Y.

Illustrated Circulars Free

W. F. MANGELS Co., Can. City, New York, N. Y.

Established 1858

High Quality

KIDDE RIDES

ROTO WHIP—WHIRL—WIND—DOUGLAS CARROTS—
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DANIEL DORSO

Tybee Island Amusement Park, Savannah, Ga.
CARNIVALS
THE BILLBOARD
Communications to 158 W. Randolph St., Chicago 1, Ill.
MARCH 3, 1956

RAS' STRONGEST
Route Has 3 Stills, Rest Fairs in 1956

KANSAS CITY, Mo., Feb. 25—The Kansas City RAS will probably play only three stills dates—Miami, St. Louis and New Orleans—next year, according to Mr. Ed Miller, director here who goes into its long fair route, a route bolstered by the 25,000,000 order to it as a Kansas State Fair, Hutchinson.

Line Later Opening
The show will open a week later than usual at the Memphis Cotton Carnival, the first stop on its tour, as the Cottam Carnival was set for a week to avoid conflict with another attraction in the city.

The opening presentation, plus the additional price play to the fair, not only gives the RAS the best route its ever had, but has also inserted Hutchinson in its route Sedlmyer in- troduced to obtain new quarters and also the Kansas Free Fair, Topeka, each to prune a day from their runs.

Colonel grows 'Quiet Life' At Gibsonon Lure to Many
GIbsonton, Fla., Feb. 25—Year by year, the show population and attendance increases, and with folks seeking the quiet life during the winter vacation, and also with retired folk—people like Men and Dad Locke, both in their 70's, John and Edna Young, old timers and newcomers, who populate the sun-drenched town, Ray Jenkins, Al Worden, John Allen, the George Welchels, the Ed Calhouns, the Joe and Ruth Janeop, the Whitley Sutton family, Harry and wife, Thomas Talley (Allen) Dall and Maece.

Also, Tom Atkins, Charles and Ann (Andrews) Leffey, Bill Bob Taylor, Mrs. Beck Aplo, Mrs. Willie Jones, Uncle Lottie Lampkin, Mr. and Mrs. Joe McPadden, Mr. and Mrs. J. L. Gantt, W. W. Hightower, Bill and Marie Hageman, John and Eliza Moore, the Eddie Strockens, the Jack Wallace, Capt. and Mrs. Ettie Strange, Mrs. L. McCloud, Mrs. John C. Allen, Mrs. Evelyne Howey, the Bill Stephens, the All Wood family.

More Names
Also, Harvey Wilson, senior and younger, the Gemmell, Mr. and Mrs. Jack, Mr. and Mrs. Rady, Mickey Masstetter and family, Mr. and Mrs. J. W. Herrin, the Larragles, the Virgil Deeks, John and Kilo Daniel, Malby Reid, Dick and wife, Mrs. Tom Sanders, the Charles (Whitehe) Hardens, Mr. and Mrs. Joe Sanders, the Helen Haag and Butler Hayes (Buck) Howard, the Ed Kistins, the Glen Porter, John W. Moore and family, Mrs. W. H. (Miss) Betty, Tommy and Happy Dabbs, the John Whitley, Mrs. Mabel, Col. Casper, Jeanette Porter, Leo Erdman, Jack and Bonnie Nimnam, Charlie, Mrs. H. C. (Dave) Morehouse, Pearl Keys.

Sopranos, Smurrays, Rodgers, Young, A. B. Maxwell, the Drive Wilson, group, Art and Ann Dorf

CHICAGO, Feb. 25—Moving to the 1956 schedule for the Showmen's League of America, when the club's present lease expires at 56 West Randolph street in the spring of 1957, Maurice (Lefty) Loane, League President, announced a committee to bring in a new tenant to purchase one of three income-producing buildings in downtown Chi- cago.

Much of the needed information has already been obtained and Fred H. Kressman was appointed to obtain all of the necessary figures on the matter.

Appointed to the committee to consider the buildings and possibly to purchase one of them were Mike H. Thousands, Mr. and Mrs. John Y. Dubin, Mr. and Mrs. J. E. S. Futter.

It was pointed out that the appointment of the committee did not prejudice the present purchase of a building outside of the city to be used as a hotel and restaurant for the show industry.

At a meeting on Thursday (March 3rd) of the three promotion men, all agreed that the show industry should consider the purchase of an income-producing building that the club could have as its own property, with the return on investment, the committee felt, could be realized, the not unfor- tunately in a matter of giving such services.

Belle City Sets Its Best Route

MILWAUKEE, Feb. 25—Eleven fares and eight celebrations which form the heart of the Wisconsin City Amenities make up what Joe Donahue, advance man, called the best route the show has had in years.

The fair line-up includes duties at 56 West Randolph street, Los Angeles, San Antonio, Merrillville, Ind., Madison, Waukegan, Wis. The show will open April 12 and is scheduled for five weeks before beginning celebrations.

The fare activities have also been looked at prior to the opening which is due to open at the Green Bay Denims', Appleton, Menasha, Sheboygan, Fond du Lac, Kenosha and Racine, Wis.

The show will have a main ride, the Twister, 12kiddie devices, 5kiddie devices, 8 shows and 30 main attractions, excluding Tubs of Fun and Spiffy, new rides. Mr. and Mrs. Charles Bous- cock, owners, recently returned from Florida and plan a March 1 opening of quarter.

J. P. Bolt, Vet Showman, Dies

ORLANDO, Fla., Feb. 27—Funeral services for J. P. Bolt, Royal Exposition Showman, who died here Friday (24) after a long illness, will be at the Colored Sunday (28) with burial in Woodlawn Cemetery.

The veteran show owner was forced to retire from the road after a long illness last summer and only recently recovered from critical conditions from bronchopneumonia which also lured another short stroke, but has improved rapidly, according to Monday (20) he was taken to the hospital because of lung complaint and stayed there until his death.

Surviving are his widow, Emma, a daughter, Hazel Reminger, and a son, Charles Bolt.

Curtis Bockus, Buckus Agent, Dies Suddenly

WEST HARTFORD, Conn., Feb. 25—The death of Curtis Bockus, on maneuvers of his widely known figures, Curtis Bockus, Buckus Agent, was a blow to the show business when the veteran showman died in his sleep here in the home of his daughter, Mrs. Margaret L. May, 68 years old in June.

Mr. Bockus was the son of the late Curtis and Ellen B. Bockus. He was a member of the Hartford Citi-

CRANDON PARK DOINGS
2,500 Fun and Frolic At MSA Outdoor Fete

MIAMI, Feb. 25—The annual outdoor dancing of the Miami Association of Showmen again set a new record last Sunday (19), with some 2,500 members, families and friends filling Crandon Park. As in past years, they came from all parts of Florida, from as far away as Canada as well.

Fair officials were more lenient than the showman, saying the gate at 11 a.m. and shows was up to 75 per cent from last year. It was Shuster first time in the event.

Good employment conditions in the central Florida area contributed to the turnout, which reportedly soared to 100,000 for the week.

The fair reported purchasing a 60-acre plot of land from farms on which to erect a new fairground for 1957.

One obstacle which kept from longer runs in Miami was the fact that there were only 25 per cent of proper space available last year, and the early showing of the St. Pat's schedule to that place.

Tickets were $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket to showman, which was $1.50 for the ticket
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**FOR SALE**

4th Elf Wheel with new Axle, incl. Fly Wheel, 250-350 lb. capacity, 350.00 for this pair, includes all necessary hardware and tools. A useful addition for any 4-wheel setup. 

**FOR SALE**

If you are looking for a reliable and functional farm equipment, this listing is the perfect option. The 4th Elf Wheel is perfect for any farm setup, with a capacity of 350.00 pounds. It comes with all necessary hardware and tools, making it easy to install and use. 

**CARNIVALS**

**W. R. GEREN PRESENTS**

**MIGHTY HOOSIER STATE SHOWS**

**CARNIVAL EDITION**

**All American Tent Corporation**

**American Tent Corporation**

**Distinguished eminences in the world of show business**

**MIGHTY HOOSIER STATE SHOWS**

**First Call**

**First Call**

**Opening April 19, 1956, at the**

**First State Fair Route**

**Fairs starting July 15, 1956, Solid until October 6**

**All Carnivals except Ringo, Snow and Photos. Want same Pantomimes, Clowning, and Apple Tree, please send your order to W. A. Ensinger.**

**Hoosier State Shows**

**W. R. GEREN, 2510 Harr Road, Columbus, Ind. Phone 7460**

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**PARAKEETS**

**Babies—$1.15 ea.**

**Carnival Birds**

**Sold by the Dozen**

**PHONE 800-111, Pompano Beach, Fla.**

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**BILL SANDERS**

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**WONDERLAND SHOWS**

**Opening April 30, Washington, D. C. district, place, 25th annual hour in bus fare, in the spring of the new shows.**

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**Toledo, Ohio**

**One Week Only**

**Billboard**

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Miami Showmen's Association

Miami, Feb. 5. - Quite a number of boys making their first trip to the showmen's association this morning, and several of the men have brought in good tickets for the day. Among the first to report was a young man who sold over 200 tickets in a short time. The association was well attended, and many of the men were glad to have the opportunity to see the new showman's equipment for the season.

New England Amusements

Wants for 1956 Season

The association of New England Amusements has released its list of wants for the coming season. The list includes a variety of items, ranging from novelties and rides to games and shows. The association is particularly interested in acquiring new and unique attractions that will draw visitors to their fairs and carnivals.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

Los Angeles, Feb. 5. - President Bill Johnson reported that the showmen's association will hold its annual meeting early next month in Los Angeles. The meeting will be held at the Hotel Intercontinental, and will include a number of important discussions on the future of the association.

Missouri Show Women's Club

416 Chestnut St., St. Louis, Mo.

ST. LOUIS, Feb. 5. - President Rose Brown called the meeting to order and introduced Lt. Col. Henry Collins as the guest speaker. Lt. Col. Collins spoke on the history of the Show Women's Club and its role in promoting the interests of the showmen of the region.

Greater Tampa Showmen's Association

1709 N. W. 20th Street, Miami

TAMPA, Feb. 5. - President Ben Goodwin welcomed the gathering at the association's meeting in Tampa. The meeting was well attended, with many members in attendance.

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CARNIVALS 87

GOLD MEDAL SHOWS
LAST CALL
Ammonite, Alta., 1545 510. downtown, under the Shrine Club: Atlanta, Ga., March 17-24; Mass, Turner and Andy Show, March 17-24. This is a real out vacation, downtown. Under N.A.A.C., All Concentration Room: With them you will have a wonderful time. All entries are free. No entry fee is $2.00. All entries must be in by April 15th. Get your entry forms from the nearest post office. All entries are free. No entry fee is $2.00. All entries must be in by April 15th. Get your entry forms from the nearest post office.

PAN AMERICAN SHOWS
Want for one of the Best Spring Routes. Fares start July 4. Opening Bath 20,20, Sept. 10, follow to latest. All specials. John C. Stearns, 1208 Mass Ave., Washington, D.C. Free and open to the public. All entries are free. No entry fee is $2.00. All entries must be in by April 15th. Get your entry forms from the nearest post office. All entries are free. No entry fee is $2.00. All entries must be in by April 15th. Get your entry forms from the nearest post office.

Sunset Amusement Co.
OPENING APRIL 14 EXCLUSIVE SPRINGS, Mo.
This Call OPEN. If you have two will go in. All entries are free. No entry fee is $2.00. All entries must be in by April 15th. Get your entry forms from the nearest post office. All entries are free. No entry fee is $2.00. All entries must be in by April 15th. Get your entry forms from the nearest post office.

SUNSET AMUSEMENT CO.

Coral Gables, Florida

NEW DEVELOPMENTS:
Improved Snow Cone Machine Makes Debut

DALLAS, Feb. 25.—A new snow cone machine that is said to have many advantages over older types, has been introduced here. The unit is being offered in several sizes. The larger type has a capacity of 13 lb. of ice and is capable of producing one ton per hour, the motor reports. The machine is completely automatic and shuts off when its load of ice has been exhausted. It operates on regular A.C. current and is driven by a one-half horsepower motor.

The motor is inside the machine and the operator must be careful to shield the plunger when the machine is in operation. The unit is protected by a small metal box, containing a motor of four poles. Sammis Bennett, State Fair Park, Dallas, Texas.

COMPACT SHAKER MAKER

A compact milk shake machine designed for back bars, has been introduced here. The unit is completely self-contained, is 15 inches high, 21/2 inches wide and 10 inches deep. It has a six-gallon mix tank. Features include a mix food system, that needs no adjustment. Production capacity is reported to be from 4 to 6 weeks. Refrigeration is provided by 6 feet of water-cooled condensing unit. The machine is driven by a 1/12 horse-power motor. Finish is stainless steel.

PORTABLE SPUD PEELER

ROSEVILLE, Minn.—A portable potato peeler with a capacity of 500 pounds, has been introduced here. According to the maker, the unit is adoptable for either bench or permanent installation. It is made of stainless steel and is made up of a 20-point knife that has an automatic dial for adjusting time and automatic shut-off. The unit is driven by a 1/4 horse-power motor; stainless steel drum; splash guard map-over with hinged lidgover; as easy back door; extended discharge chute, and a new gas-type water inlet.—Universal Industries, 1454 Fourth Avenue, S.E., Minneapolis, Minn.

FOOTBALL

A "CUTICLES FERRAS E. U." (American fair man) are shown in this picture taken recently at the Dominican RepublicWorld's Fair. From left are Mr. and Mrs. E. Ferras, seen here in the Fair's marketplace. Mr. Ferras, of the Eastern State Exposition, Springfield, Mass., fot. Leedy, of the Great Dartery (Corn.) Fair, and George A. Ardov, of the New Jersey State Fair, Trenton, who was also active in promoting the Dominican RepublicWorld's Fair. Mr. Ferras, of the Eastern State Exposition, Springfield, Mass., fot. Leedy, of the Great Dartery (Corn.) Fair, and George A. Ardov, of the New Jersey State Fair, Trenton, who was also active in promoting the Dominican RepublicWorld's Fair. Mr. Ferras, of the Eastern State Exposition, Springfield, Mass., fot. Leedy, of the Great Dartery (Corn.) Fair, and George A. Ardov, of the New Jersey State Fair, Trenton, who was also active in promoting the Dominican RepublicWorld's Fair. Mr. Ferras, of the Eastern State Exposition, Springfield, Mass., fot. Leedy, of the Great Dartery (Corn.) Fair, and George A. Ardov, of the New Jersey State Fair, Trenton, who was also active in promoting the Dominican RepublicWorld's Fair. Mr. Ferras, of the Eastern State Exposition, Springfield, Mass., fot. Leedy, of the Great Dartery (Corn.) Fair, and George A. Ardov, of the New Jersey State Fair, Trenton, who was also active in promoting the Dominican RepublicWorld's Fair.
Glades Okay
On Route of Winter Dates

FORT PIERCE, Fla., Feb. 23—Glades Amusement Company is here for this week for the Legare lodge, reports a substantial crowd present.

Last week the show played the Sanford (Seminole County) Fair, and to follow will play the Marion County Fair at Ocala, and few others.

Owever Jerry Sallender states he is set for his 64-week season, consisting of winter fairs and a few still dates in Florida, then summer and fall bookings, all within Virginia.

Sallender says his 11 years at Florida winter fairs are the longest continuing dates of any now active in this area. Associated with him is Jack O'Leary as general agent.

San Antonio
Gives Ex on
Fiesta Route
SAN ANTONIO, Feb. 25—George Evan has been awarded the exclusive privilege to manage Rowena, gorgeous, food and drinks along all parade routes of the famous Santa Fe, to be held in April. It was the first time an ex-employee was awarded the privilege.

Announcement was made by Rulon Richter, superintendent of the Fiesta association, who said the selection was made by the executive committee. Even it was known this city as a convention city.

CARNIVAL WANTED
For Moose Home of Fourth of July Celebra-
tion at Reyton, Was. It is said that the city had a coat of red this year. Members of the board of directors children returned from a short vacation that the young girls and boys met and refreshments at a television set in the shop. WALKER EVANS.

Walkerton, Ind., Signs Barker United
WALKERTON, Ind., Feb. 25—Barker United Shows will provide a big attraction at the end of the annual celebration here July 31—Aug. 4, Ernst Allen, show manager, Howard Sexton represented the celebration committee.

Carnival Prizes
$3,500 Raised

Miller, Mary Kraft, Fred Smith and Mrs. George Schoeninger received prizes for the Missouri Valley Carnival at Boonville, Mo. Prize donors included Max Kaplan, Miss Margaret and Mrs. Billie drawer, and Miss Viola, Cash donations, in addition to other contributions, were taken in at the door by Mr. and Mrs. Jack Vandenbosch, Elsie Garn, Fred Whitey, Paul and Mrs. Grace, Don and Mrs. Charles, and Mrs. Ida Bush, who have a large business with the in town.

TILT & WHEEL FOR LEASE
7 for Til & Wheel, No. 5 for Tilt Wheel for this season. Repaird and painted; ready to go.

ANCHOR RANCHES CO., INC., CLEVELAND, MASS.
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COOK NEW EXEC
With Miami's Variety Club
MIAMI, Feb. 23—Phil Cooke, former executive of the Miami Showmen's Association, has been invited to become the new executive of the Royal Variety Club of Greater Miami for five years.

Mr. Cooke is a 27-year veteran of the Miami Showmen's Association, Greater Tampa Carnival Association and the Associated American Shrine Club, Independents. He has been associated with the Royal Variety Club of Miami for 15 years.

Cooke's duties with the Variety Club will be in the same vein as with the showmanship's group, with the addition of much fund-raising.

This is the name of the main club of the Royal Variety Club of Greater Miami.

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midwest loop

to melt name
change, growth

KANSAS CITY, Mo., Feb. 27. The Midwest Fair Circuit may be extended soon with the approval of the organization.

No formal action was taken, but members voted that study of the Chicago, St. Louis, and Kansas City area for the next year's circuit might be extended to Chicago.

The group said it would be interested in any fair in the area.

The group is made up of representatives from the Metropolitan Fair Association, the Illinois State Fair Association, and the Missouri State Fair Association.

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The group is made up of representatives from the Metropolitan Fair Association, the Illinois State Fair Association, and the Missouri State Fair Association.

Midwest Loop

to melt name
change, growth

KANSAS CITY, Mo., Feb. 27. The Midwest Fair Circuit may be extended soon with the approval of the organization.

No formal action was taken, but members voted that study of the area for the next year's circuit might be extended to Chicago.

The group said it would be interested in any fair in the area.

The group is made up of representatives from the Metropolitan Fair Association, the Illinois State Fair Association, and the Missouri State Fair Association.
NEW YORK, Feb. 25—April 21 at its winter quarters in Washington, the Circus will be essentially the same as that of last year. The company is now changing from the East Coast and extending into New England. The season will run there until the first of May, 1930.

Harry Hunt, the first member of the company to arrive from Florida, said yesterday that everything was in readiness with only the last part of the outfit and some costume remaining to be painted when the weather gets warm enough.

The show, which enjoyed one of its best seasons last year, should do just about as well this year, Hunt said. He looks for the high point of the season to be July, at least, by which time the animals will have the biggest part of their winnings tacked away.

Add Self-Tune Dates

Prospect pages are also gold, especially good on 10 additions self-dates can already be counted on in the route. Gwen glasses equal to caged animals will be added, Hunt said, these dates already passed could as legal tender.

Hunt flew his helicopter into Nework (N. J.) Airport for a 100- mile circuit and the Circus will be much more a part of the local scene than ever before. Hunt said that the driving route will be limited within a month and the new season will be much shorter.

Hunt said that uncollected requests for dates were greater than the year before.

Reasons for the change in the route are due to a variety of circumstances which include increased wages, which it is expected they will be very much better this year.

The New York Daily News is now printing seven pages of the Circus."
A SUGGESTION DID THE TRICK

HARTFORD, Conn., Feb. 23--Hartford Skating Palace is now taking applications for its annual promotion announcement time a schedule guide published in The Hartford Times.

Rink partner Irving Rich-

said that the rink

be included in the daily roster of stage shows, night clubs,

dancing, etc., and the newspa-

ner's amusement page begin, listing the rink as
paying skaters nightly from 7:30 to 11.

The Skating Palace is

SKATING

Annual

by the

Hartford Times.

The

Highway's

Revue

Nets

$538

COLONIAL HEIGHTS, Va., Feb. 25--Winter Carnival, High-

ways Revue, is now playing at Stalling's Skating Rink. The

show, which runs through March 1st, has drawn a capacity

in the rink.

Over 80 local amateurs took part in the show, where the attraction was the ability and elaborate costumes, pre-

pared by skaters and their families, and the variety of numbers that favor-

able comment from spectators. Outstanding members of the

show were Patsy Leiser, Robert McLaughlin, Bruce Toth,

Thayer, Kenneth Cole, Bruce Belinsky, John Winfield, Susan

Hornbrook and Nancy Deboen.

Arena Manager R. L. Blackman

directed the production. Direction and music were given by

Bill Edwards, Highway man, who guided skaters in their three months of rehearsals. Two area dance bands,

the Boston and Northern melodies, alternated in providing mu-

sical accompaniment. Top-notch

lighting, provided by Cablest's

Healthy's new $100,000 defense

building.

Photo by Fort L, and a local

production.

Leiser reported III

Feb. 25, First--Leiser, operator of New Planet Roller Rink here, is ill and would

like to hear from friends, accordin-

g to Bill Hennings, veteran of the Chicago skating business, Leiser is at home at 5823 North Whipple.

Promotion Boosts Biz For Plaistall

DENVER, Feb. 25--Promotional

work by Anser Plaistoll, owner-

s operator of three rinks in this

area, has kept his cash registers ringing. Service on his

50-foot Rollaway Rink will be increased and more complete product, but for

no additional charge. A new promotion is offering 50 cents

as profitable as that of some larger rinks in the area. Service by professional Faul Ducks as well as

Gamb Scout groups number several of the successful skating sessions.

Private party trade at both his

Anser rink and his Roll-O-Rena, Longmont, Colo., is exceptionally good.

In a heart of a good agri-

cultural region, little factory

pulls parties from nearly a 50-mile

area, and many organizations and rural groups otherwise captured by local

parts. Sunday evenings at Longmont are devoted to young boys in
colts and married couples, and Plaistoll says the crowds have been excep-

tionally fine all winter.

In Aurora four nights are sched-

eulogized.

The first Saturday night of each month is "Rink Oldtimers Night.

High school kids pour into the rink for three hours of skating, followed by a midnight show. This has been excep-

ionally fine at the 300-seat arena, and there is no other place for the teenagers to go in the city, Plaistoll claims.

In Aurora for nights are sched-

ed, with the third Wednesday being "Rolls Night" and the last Saturday "Oldtimers Night." The Eve
time is from 8 to 11 P.M.

No Champions in Sight

Nothing is destined for the Roll-O-Rena, but the Rink has grown too

big for any one person. The Rink has been

successful skaters placed in the last national Rink show held in the city.

MARATHON

Skatarena

Polio Event

Nabs $178

SINKING SPRINGS, Pa., Feb. 26--Skating Marathon was held at the Skatarena here, a

success. The event, sponsored by Polio Foundation, was

the largest annual fund raising for the drive by any sports group in the area.

The event also was a success competitively, said Victor Shubin, com-

champion, which consisted of 17 three-man teams entered finishing the event. The winning teams

from three States and the District

of Columbia participated in the

polio. The winners were awarded the largest amount raised for the drive by any sports
group in the area.

The winning trio, composed of Wisconsin, Minnesota, and Illinois teams, had

their headliners in Bruce Toth, Gene McCune and Earl Amore. and Earl Amore and Walter Weber.

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CLASSIFIED SECTION
A Market Place for Buyers and Sellers
NEW ADVERTISING RATES (Effective with March 24 Issue)

REGULAR CLASSIFIED ADS
Set in small wad-of style, one paragraph, as displayed. First paragraph $1.50
each additional 25c. No headings. In 6 pt. upper
and lower case.

IMPORTANT
In determining cost, be sure to count your name and address.
SECONDARY CLASSIFIED ADS
Type up to 14 point permitted. No illustrations, reverse
glides, began or adverse information permitted.
1-point rule brings on ads of 2 inches or more.
RATE: $1 per agate line—$14 per inch. Minimum $10.
CASH WITH COPY
(weekly rate has been established)
FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all orders and correspondence to 2160 PATTERSON ST., CINCINNATI, 22, OHIO

ACTS, SONGS & PARODIES
ARRANGEMENTS—COMMERCIAL YOUR
OWN...$1.50 each. ADVANCED 50c each
TALK SUPPLIED—BILLY—PICTURES
ART—ART BOOKS—TRADE MARKS-
AGENTS & DISTRIBUTORS
BEAUTY MILLER—BRAND NEW 5 COLOR
SET. $5.00 3 color. $2.50.

FAMOUS MFR. CLOSEOUTS
CRACKED BRASS BULLS—IMPORTED
MOUNTINGS AND COSTUMES—VICTORIAN
CAMEO JEWELRY

DIRECT FROM MFR.: AMERICAN RASPBERRY PASTE First Quality Precision Retractable Ball Pens, NEW "DE LIDO" STAMPING PEN $18.00 $16.50
MUSIC MACHINES

Hoodlum Headlines

As long as there are hoodlums in the juke box business there will be publicity damaging to the industry and to the thousands of others who are engaged in the business. An investigation in Chicago (see separate story) brings up that fact. Thoughtful operators of the industry recognize that the way to lick the problem is not to pretend hoodlums don't exist. They know that the only way to stop the damaging headlines is to protest against them.

Young Bows Ferris Label Before Ops

Young said that records would be shipped nationwide from New York to operators at 35 cents a disk. Each record gets a shelf ticket and stripper with photos of artists.

DISTRIBUTOR EXPLAINS POSITION ON U. S. PROBE

(Editors' Note: The following is an unsigned statement given to the Billboard on Friday (24) by Mike Spagnola, manager of the Automatic Juke Box Distributors' Union. It is the position of his firm in the current federal grand jury investigation by the government of the distributors and the union.

"In Northern Illinois, we have sold and delivered phonographs to ALL of the operators in the recent controversy. We have never refused or tried to influence anyone, no matter whom. We have never interfered with any competition, nor have we sold, either at our place of business or by retail or to the customers. The purchasers tell us they have never received any of the identifying insignia. To anyone interested in facts, the matter is sufficiently clear. There is no question. No one in our employment ever solicited any of the locations involved. To the best of our knowledge and experience there is no possible reason to interfere with the acceptance of a new A.M.A.L."

Motor City Slowdown Cuts Juke, Game Takes

DETROIT, Feb. 25.—The current automobile factory slowdown (about 35% of workers are laid-off since January) is causing a noticeable effect in music and game machine concessions.

In the state as a whole, small, medium and large operators are feeling the layoffs even more keenly than the major automobile manufacturers. Amusement, Spence stated both his contracts with the Ford Motor Company, and the Spence and Son Distributing Company, had been reduced by a proper per cent dip in collections.

Carsten's, the Between-the-Stops Company, Rock-ola outlet, said operators were feeling the drop in play chiefly in factories and industrial locations. He pointed out neighborhoods, spots away from the factory areas were not showing any noticeable drop-off yet.

N. Y. Coinmen Set Plans for UJA Drive

NEW YORK, Feb. 25.—Local coin operators and Grand Central subdivision, said Spence, explained the reason for this single strike. He said that it takes quite some time for the operators to get the records to other field to feel the tightening of the purse strings.

Neither group of operators—amusement gone and music machines—has the ability to plan or promotion to offset cuts in sales. Most operators, as well as distributors, feel that the best thing that can be done is to accommodate to the fact. And few have thought of this. The decline in sales and revenue.

The tendency is to view the periodical layoffs as a temporary hardship, common to an industrial city of this size, and something which has to be accounted for in the economic operation of all businesses here.
Money

every minute...

AMI “G’s” kind of music gets played more because it's the kind of music people want to hear more often...

It's live... the kind of truly live music that can be reproduced only by AMI multi-horn high-fidelity sound systems...

And with AMI's superior tonal quality goes another feature that makes more money for operators... it's AMI's instant visibility of titles and adjacent selector buttons for fast play.

Make every minute pay... make it AMI! Factory set for 10¢ play—
and worth it!

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E.
Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927.
Model "G"—125, 80, 40 selections for more plays in less time.

Licensed: Jensen Music Automates—building the INA-AMI Juke Box sold through Oscar Stekly A/S, 5 Palajaja, Copenhagen K., Denmark

CASH & MDSE.

**Tech Is Big Op Problem in Memphis**

MEMPHIS, Feb. 25.—Music and cigarette vending machine manufacturers threw open the doors of their exhibits here Tuesday (3) to wholesalers, jobbers and retailers throughout the South for the annual show.

A two-day period is estimated to have lost $1,345 a month, and about 15 cigarette machines are estimated to be destroyed. Adding to the estimated $1,345 a month.

President of the manufacturing association, reported a survey among op- erators who were hit by thievery and had lost $1,345 a month.

A two-column headline and two-page spread in a weekly newspaper, reported the citation of D.C. Hilderbrand, president of the Tobacco Company, as the man of the year. The presentation included a display of American and European cards, with an audience of over 500 people.

The article praised Hilderbrand's community efforts, declaring that he is the third recipient of the annual award, offered for his contributions to the community. He has been active in public affairs in Westville for 20 years, currently serving as chairman of the Board of Directors of the Veterans Memorial Hospital, chairman of the board of trustees, and chair of the board of the Westville Area Development Corporation. Mr. Hilderbrand is also a past president of the Westville Chamber of Commerce and a member of the civil defense activities in the Westville area during World War II.

The banquet was sponsored by the Westville Club, president, Ray Ellsworth.

Ellsworth was pictured in the banquet program for his commitment to the Westville community and was recognized for his dedication to the area.

**CITIE CIVIC LEADERS**

**Davis Personnel Have Juke Box P-R Touch**

SYRACUSE, Feb. 25.—When it comes to building bigger grass roots for regional music and phonograph industry, Davis Distributing Corporation, which has 3,900 dealers throughout the country, is seeking new ways to make its product more appealing. An example of this is the recent installation of juke boxes at the local bowling alley.

"From 1940 to 1942 Dilthey had a leadership to draw down his $1,345 a month, and about 15 cigarette machines are estimated to be destroyed. Adding to the estimated $1,345 a month."

"Seems like a lot of people are dropping in to the coin-operated pool games for the first time."

"Barney's got a new pool game on the floor now, right out of Chicago."

"Yep. I hear it's a big hit."

"And it's a good thing, too. I mean, it's hard to keep people out of those pool games."

"Yeah, I hear Mr. Johnson is spending a lot of time in the pool department."

"Sure is. He's really into it these days."

**Sydney H. Schlossburg**

**MEXICAN HOLIDAY**

10 Wurlitzer Distributors

Enjoy Sales Vacation

**DALLAS, Feb. 25.—**The ten winning distributors of Wurlitzer Company's Christmas contest returned the hotel to the business, and with their wives, along with sales and management officials, began vacation festivities here at the Hotel Continental. They closed Thursday (14) following a February vacation, and were able to enjoy the festivities at the Continental. They returned to the business on Monday (18) and were greeted by the staff of the hotel.

"In Mexico, Wurlitzer treated the group to two days of sightseeing, and on Friday (14) they traveled to Mexico City, where they stayed at the Hotel Central and visited various sights. They returned to the Continental on Monday (18) and were greeted by the staff of the hotel.

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FIRST
IT RANG THE BELL
WITH OPERATORS

NEXT
IT RANG THE BELL
WITH LOCATIONS

NOW
IT'S RINGING UP
RECORDS FOR "TAKE" THAT ARE
REALLY MAKING HISTORY

One look at the phonograph and another at the “take” tells why the Wurlitzer Centennial Model 1900 has been ringing the bell right down the line. Customers can’t resist the urge to play that’s stimulated by its startling new styling and illumination. Operators can’t ignore the profit they find packed in its coin box. Couple this with an absolute minimum of service and you have the greatest money-maker in Wurlitzer history.

HIGHLIGHTING 100 YEARS
OF MUSICAL ACHIEVEMENT

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
Memphis Deejay Bob Neal, WMC, Opens Disk Shop

MEMPHIS, Feb. 23 — Music distributors and operators well-

complimented popular WMCI disk jockey Bob Neal into the fold this week. Bob opened the Bob Neal Record Shop in the heart of Memphis.

It's the only walk-in record shop on Main Street in town.

Formal opening is set for March 1, 2, and 3.

Bob is also personal manager of Elvin Presley, country and western singer who appears on TV's Saturday night "Stage Show" with the Dinsey Brothers.

Bob, who has a 5 to 7:30 a.m. radio show, will spend much of his time in his record shop after his radio work each day.

His shop will handle all top ten tunes, and specialize in blues and dixieland, and a general category of EP and LP items.

Distributors

REPORTED

Jan. 31

WORTH MORE

MARCH

1935

WORTH More When You Trade It

Coin Machines

COINMEN YOU KNOW

Continued from page 199

Continued from page 199

Antigua in Top Spot on MOA Show

new York, Feb. 26 — Antigua has taken Capitol (200)

MARCH 3, 1956

The Billboard

Stratton disk, which was one of the early disk sellers on the show and the only one in the group that sold in the West,Amusement operators.

The Billboard


DO THEY READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

FIVE-POINT PLAN SET BY

CHIEF GAME OPS.

An outline of the immediate action on major

problems confronting the Chicago

Independent Amusement Association set for

meeting approval, including arbitration

committees to clear route difficulties.

(Page 94, The Billboard, February 23.)

ROWE REORGANIZES

SALES, FACTORY PLANS.

Robert E. Green, president,

made moves to increase 1936 production 25 percent over 1935.

Set up four divisional offices in prospect to stop up production along with na-

tional engineering service.

(Pages 90, The Billboard, February 25.)

POOL GAMES INCREASE 18

FOR OPS, DISTRIBS.

Smashing

success of pool has brought about higher earnings for op-

erators and distributors across the nation. The Billboard's sur-

vey discloses ops expanding routes. Healthier credit con-

ditions prevail with trend to expansion.

(Pages 95, The Billboard, February 25.)

70% Dime Play

Continued from page 98

... "he seemed to take the increase in stride." ...

... "the new results which is not multi-

selection is not expected to be changed now. Operators

then these boxes would be converted only when equip-

ment was updated, or when new contracts or combination

arrangements were made.

The plan of operation was designed as quickly as possible, the most op-

erations to change over. The dime play could be changed be brought into the shop for the actual changeover.

For the most part, locations re-

ceived up-dated equipment as a result of the move.

Adding the move was a feature story in the Billboard, which pointed out the price in-

crease of dimes, and the increased prices of dime box equipment and

record books, which are big sellers. Older operators were converting equip-

ment at record rates.

The dime move is con-

trasted with spring and summer move, which is the op-

erators in the area are expected to begin changing soon. Reports indicated some supply houses are already under way in Decatur, about three weeks after the dime.

The changeover to dime play has been building up for a couple of years. When a few op-

erators announced they were going to begin changing equipment, other operators followed the example quickly.

Atlas Music

Continued from page 98

... artists is up considerably with EP records bearing no artist name.

Opie Say Play Up

James Williams, of National Novelty Company, reported "EP play increased rapidly when new artist records were used." Williams added that all plays in the Atlas and rhythm books.

Concentrating on country and western music, Williams pointed out that sales of Music Vendors in East Chicago, claimed that play jumped from 10 to 20 percent following release of some artist recordings.

Floyd Spigner, Singer-One Stop, agreed with the use of name music in the EPs. He said it was a hit to customers like who know to like the price.

"A Benny Goodman record would be associated with the name and bring in a lot of money," Spigner added.

"Even if the name was not the tone of the music was played, he'd play it because it was by Benny Goodman," Spigner said.

"One Purchase Company," Spigner added, "stated that name artists were better drawing cards, and therefore brought more money for the opera-

tor. All referred to his EP packaging as pre-sell for locations. Each package is made up separately for specific locations. In the event the operator wants to exchange one of the EP disks, the one-stop fills his request without charge.

Harold Hold

Draco Mgr. in Salt Lake City

SALT LAKE CITY, Feb. 25 — Howard E. Hold has been ap-

pointed manager of Draco Society Co., discotheque at 500 3rd Ave. in this city.

As manager of the booth of the franchise club of the Motion Picture 

service of the entire Warner zone covering the area north to the slope of the Rocky Mountains.

U. S. Jury Probe

Continued from page 98

DePage County Sheriff Stanley A. Lynch (Thur.) entered official in a probe, of which he announced in March 13, announced that he was asking State's Attorney Will-

ard L. Guild to draft a licensing ordinance for all joke boxes.

Lynch revealed that he found to trace of racketeering in the joke box business, particularly in the city. Lynch stated that the raid was not going after the box, but was after the people who sold them without newspaper talk. He did say, however, that the license box ordinance licensing is to issue that no nuisance at-

tempts are made to enter the county.

Changes Roll

Following Sheriff Harry Her-

em's release of a number of joke boxes he had seized from his county, little action has been taken by McHenry authorities. Heremidooam, and thousands of phono-

graphs operated by Joseph Nunzi, recently removed from the gambling box, removed from the his jurisdiction by a court order. This is the only one of his own and stated that the action was the result of a complaint made by some of his own.

The Lake County grand jury will have charges March 13, that the raid was being made only for the county.

The district attorney of Boone County, is investigating the raid. He said that he is concentrating on the joke boxes which were seized in Capron, Illinois.

The federal grand jury centers around Joseph E. Clonie, head of Chicago Drivers' Union and similar to the grand jury investigating the Whiteman case of Antioch Amusement Company, of which Clonie is reported a potential witness, the grand jury investigating the Antioch Amusement Company, of which Clonie is reported a potential witness.

The Billboard's firm's position in the face of the investigation (an separate story).
CRystal Ball
Gaze: HOT PLATE MEALS BY 1957

CHICAGO, Feb. 25—Gazing into the tobacco ball, H. C. A. W. Palmer, president, A. B. T. Manufacturing Corporation, predicted the day is symmetrically complete.

Palmer said developments would be made this year in production on hot meal and hot plate games and products, which were predicted the future holds for vending, but out.

Hot, has been sparked by multiple A. B. T. members, who have recently entered the manufacturing end of the industry.

Replacing the industrial cafeteria, today will see attractive vending machines of tomorrow with a selection from six to eight different combinations, plus plates eye appeal and prompt services.

The vendors, he believed, will vary between $1,500 and $2,000.

CANDY—ACCOMMODATION SERVICE
Ops Shrug Off Mtr's. 'Just Sell' Drive; Cite Necessity of 10-Cent Bar

Canteen of Utah Moves to New Headquarters
SALT LAKE CITY, Feb. 25—Canteen Service of Utah, one of the largest package vending firms in Intermountain Region, recently moved into a new, ultra-modern building in Salt Lake City.

While formerly housed in a rewelling of space, the new building—located 100 feet square of floor space, the new building—located 100 feet square of floor space, on the main level of the building, 2,000 feet on the mezzanine.

Mike McNish, manager, said the new building has already speeded up the operation.

People are urged that we can handle larger problems in vending when

PM Reports Slight Gain in '55 Net Sales
NEW YORK, Feb. 25—Philip Morris, Inc., this week reported a $284,000,000 net income for 1955 as compared with $282,316,840 as compared with the same period in 1954.

However, the firm did not do as well as the Benko-Berman and Brothers in 1954, when there were 2,900,000,000 more cents in the less than the 1953 figure.

A. B. T. Sells Games: To Mfr. Parts Only
CHICAGO, Feb. 25—A. B. T. Manufacturing Corporation has sold its amusement game manufacturing operation to a manufacturer of a new company. The sale was announced by a. A. B. T....
Vendors Lacking in '56 Supermarket Plan

CHICAGO, Feb. 25—By opening the Supermarket Plan, chain stores are in a position to move into the unoccupied space in the new buildings. The Supermarket Plan is a cooperative effort of the Independent Grocers Association of America. Longaberger said that the Supermarket Plan is a cooperative effort of the Independent Grocers Association of America.

"An entirely new era is here. An era that opens the way to new developments in the grocery business. The Supermarket Plan is a cooperative effort of the Independent Grocers Association of America. This era is the Supermarket Plan, a cooperative effort of the Independent Grocers Association of America."

A. W. H. BROWN, New Orleans, said that the Supermarket Plan is a cooperative effort of the Independent Grocers Association of America. He described the Supermarket Plan as a cooperative effort of the Independent Grocers Association of America.

CUP 'N' SAUCER

This money order instruction to the left on the bill is to cover the cost of a cup and saucer.

Plastic Cup and Saucer in modern 3-tone colors $5.00

A dainty cup and saucer, made of plastic, is now available in modern 3-tone colors.

104 VENDING MACHINES
THE BULLETIN
MARCH 3, 1956

FOODCO Names German Outlet

MANCHESTER, N. H., Feb. 23—H. C. Stimpson, 31 St. Andrews, announced today that he has been appointed European agent for the Foodco Supermarket Corporation's Cup-O-Matic bulk vending machines. The appointment was announced by H. C. Stimpson, 31 St. Andrews, Manchester, N. H.

Cig Newspaper Ads Rise 15.9%

NEW YORK, Feb. 25—Cigarette advertising, which has been increasing for approximately 15.9% over the past year, has jumped 15.9% in 1955 over the year before. The unit use of all tobacco products is up, as well as advertising, sales, and distribution in all European countries.

Nat'l Sanitary Moves Into New Building April 1

CHICAGO, Feb. 25—National Sanitary, a leading manufacturer of vending machines, announces its new building in its new $100,000 Hawthorne Gardens Building at 6050 N. Western Ave. Here, April 1, Paul B. Prince, owner, announced today, "National Sanitary, a leading manufacturer of vending machines, announces its new building in its new $100,000 Hawthorne Gardens Building at 6050 N. Western Ave. Here, April 1, Paul B. Prince, owner, announced today, ""
LOYALTY TO KIDDIES Million $ Business

By CAMERON DEWAR

BOSTON, Feb. 25.—In a little-known plant in East Boston 2½ million penny gum balls daily are manufactured, and sold, patented for bulk-gum producers in all parts of the United States, Canada, and "any foreign country with money."

Last month the firm has made more than 83 million dollars in business, and a year ago it started in business on Feb. 1, 1930, and has made $10,000,000 over the past year. The company has turned out more than 100,000,000, of which 50,000,000 have been sold to 50,000,000 of the firm's customers, and the remainder are used in the firm's own factories.

The firm is located at 1100 Main St., East Boston, on the east side of the street, near the bridge, and is well known for its fine workmanship and quality of gum balls. The plant is equipped with the latest machinery and is under the personal supervision of Mr. Cramer.

He says the company's financial position is "excellent." It is "this is so, despite the fact that we are making the only thing in the world that we are making," he adds. While the firm's debts have been paid the bills, the installation of electronic push-button machinery in the factory plant must be sold for pennies.

The firm was founded by Mr. Cramer in 1926, with an initial capital of $15,000. The company was incorporated in Massachusetts, and now has 20 employees, including the founder. Its products include penny gum balls, 3½ inch size, and 1 inch diameter, which are sold in 500 cases to each customer. The firm also has a branch at 1120 Main St., at the corner of Main and Cherry Streets.

The company has a working agreement with a firm in Canada and is listed as a leading manufacturer of the same size and style. This firm makes high-quality products and is well known for its fine workmanship and quality of gum balls. The company is growing very fast and has had a good season. In 1928 the company made $150,000 on sales of $250,000.

Children's First

Cramer loves anything to do with children and says, "Anyone catering to them better have a good product because you can't fool kids." In order to keep up with the standards, he has two full-time chemists working constantly to improve the product.

For a man who "didn't have a nickel" when he started, it is a far cry to his present staff of 20 and a business doing better than $32 million a year.

SALESMAID OPENING

SALESMAID OPENING a new location in a Boston variety store. The firm is a proprietor with actual demonstration. "Last year showed a big increase in sales and this year we should do better," he said. "Out of 400 or so stockholders can look forward to increased earnings in the future."

Cramer's day at his plant starts at 8 a.m. sharp. But behind this driving, gum ball magnate there is a different individual. He has a deep interest in community affairs in the South. His plant is located at 1852 Porter St., at the corner of Porter and South Sts.

His hobbies are in the animal line. One is the raising of Irish water spaniels. The other is collecting miniature elephants. His collection includes thousands in rare jackets and taxidermy which have come from all over the world. His salesmen also help in this respect, as soon as anyone spots an unusual type of elephant in a store he invariably purchases it for the boss.

Cramer is a member of the American and Hollander Company of Boston, the oldest retail toy organization in the world. He also is a 22-year Mason and belongs to the Mystic Shrine. He has one son and two daughters, all married, and is a great-grandfather to eight great-grandchildren.

Valueable Distributorships Available

Du Grenier CANDYMART

 Mightiest Candy Vendor on the Market!

High capacity big money-maker—holds up to 200 boxes a day! Royalties, dynamite, productive, non-exclusive distributorships available, but going fast. Get full particulars today.

Write . . . wire . . . or telephone

ARTHUR D. GRENIER, INC.

14 HALE STREET, Haverhill, Mass.

America's Famous Manufacturer of Wholesale Merchandises since 1888.

MARCH 3, 1956
Unit Takes Automatic Role of Savings Bank

NASHVILLE, Feb. 25—A vending machine designed to encourage people to save money has been perfected by two Nashville inventors, whose machine is expected to put into production within 60 days. If all goes as planned, the inventors work out, the machines will be placed in all banks, stores, factories, plants and other places where people congregate.

Then the facility will be able to save a nickle, dime or quarter at a time. To operate the machine a coin is dropped into the chute and a stamp is dispensed which the purchaser puts in a book. When full, the book is worth $2.50. It is turned in at the bank which licensed the machine and becomes, if desired, a $25 deposit in a savings account.

Books Interested

Robert A. and James J. Ryan Jr., the inventors, say a number of banks and other companies have shown interest. They presently are negotiating with the Federal Federal Savings and Loan Association to put the first machines into service in supermarkets here. A spokesman for the savings and loan association said no final agreement has been reached, but that the machine definitely is extendable.

Mr. Ryan described the machine as having primary value for advertising and promotional purposes, and said if successful it would encourage people to save money. He was accompanied by U. S. Senator Edward V. Thedford, Democratic primary candidate for the Vanderbilt University Engineering School here, who has built a vending machine and applied for a patent on it.

One of the most important developments, in the view of Mr. Ryan, is the $25 monthly interest that will be paid on nickles, dimes and quarters. It prints a number on the stamp which is based on the value of the nickle, dime or quarter, and it will save it for 5 cents. The printing machine is driven by a motor and the $25 monthly interest is a bonus to the machine.

New York Cig Operators

Continued from page 103

fusing to service machines of CMA, and the larger organizations, of granting the right to franchises, of placing the machines in the most profitable locations, of making the machines the most effective in the promotion of goods. They have worked hard on the machine to make it the best possible machine, and they have been successful.

But to the machine operators, the machines have been a blessing, and the operators have been successful.

New York Cig Operators

Continued from page 103

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But to the machine operators, the machines have been a blessing, and the operators have been successful.
WHAT DO YOU NEED
IN BULK VENDING?

TRIPLE STAND
$10.00

2-PIECE
BRACKET
$2.10 each

1c and 5c
COMBINATION
COIN COUNTER
$1.25

1c and 5c
COMBINATION
COIN COUNTER
$1.25

All Prices F.O.B. Chicago
1/3 Certified Deposit, Bank, C.O.D.

THE BILLBOARD
MARCH 3, 1956

VICTOR VENDING CORP.
P.O. Box 38
210-13 W. Grand Avenue
Chicago 39, Illinois

Manufacturers of the Famous Line of TOPPER Vendors

NEED IN VENDOR

SUPER
V

PULL

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CAB.

TRIMMED

on .

PRE

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HERE

HERE

HOW IT WORKS...

..- 210 GUM AND CAPSULE STYLE.

It's a combination packin':

ball + th

= 100 Capsule Merchandise.

TO TAKE OVER CHOICE LOCATIONS WITH

THE ENTIRE INVENTORY OF THE UNITS...

THERE IS NO requirement to take over choice locations. You may purchase or lease this unit...

FOB.

FIPER

TREATS

2100-

GRAND

VENDORS

... Ball Gum and Capsule Gum Title.

Price $29.50 each

RENTAL PUBLICATIONS

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These High-Traffic Great Style

Roby Counters are all-you-can-eat nuggets of a kind. The

Mechanism

Available

FIRST

IN YOUR

TO

TAKE OVER

AND

FUTURE!

5c

FOB.

9

1/3

Purchases and Sale of Merchandise. Further information...
Ar bankruptcy, the company's financial struggles had led to a reduction in the number of new machines produced. However, the company continued to release new models and updates to existing ones, maintaining its presence in the industry.

In recognition of the company's contributions, the American Heritage Museum's definitive history of coin-operated gambling devices includes a detailed section on the contributions of Argus Amusements and their impact on the gaming industry. The museum's collection includes a variety of Argus machines, showcasing the evolution of their designs and features over time.
Gotham Arcade Men Launch Association
40 Operators Meet; Elections Set; Group Will Fight Excessive Fees

NEW YORK, Feb. 25.—New York operators of amusement arcades have formed their first local chapter of the Independent Association of Theatre Owners, organized to defend their interests.

A meeting at the Hot Park Sherman Tuesday (2) some 40 ar-

cade operators agreed to form a local chapter, and named a committee to get the organization off the ground.

Committee members are: Charles C. Conn, Manhattan; Max Shaffer, Nat Chol-
dor, L. C. S. H., Morris, Harold, Sam Hollman and Al Hen-
linc. The meeting settled that the next installment (one) to be held on March 30 to elect officers and draw executive line.

The wheels were set in motion by a recent report that the License Commission was drafting a new law which would raise the minimum charge for a license from $20 to $50 for each machine on which the license is issued. Under the proposed legislation, the fee would be charged only for the license, and not for the machine itself.

An initial meeting was scheduled for March 30 to elect officers and draw up the by-laws.

Another issue now before the operators is the $1.00 entrance fee for each attendant. Originally the fee was set at $1 an attendant. The arcade owners point out that it is considerable expense to them. During the year, they are hit for another $1.00 each time a man is replaced.

It is expected the fee will be raised by $2.00 to $4.00 to cover the expense of running the arcades.

The enforcement of the law will begin immediately, and the association will organize to fight the fee.

The association met several times in the last two months and will continue to meet regularly.

Boston Game Licenses Show Upward Trend

Boston, Feb. 25.—City of Bos-
ton figures for privileges licenses and fee show an upward trend in the total revenue and number of amusement games in the city last year over 1954.

For the year there were 500 automatic devices (games) which brought in a total revenue of $26,657. The figure rose to 609 machines for a revenue of $33,825. The average license fee for each machine is $10. The games included pinball machines,涯, pool units, and other novelty devices.

The License Board said that both operators and distribu-
tors are ready to give good cooperation to the tax program.

Fewer Incident

The Department of the mayor's office, which issues privileges licenses and polices the amusement arcades, showed that the total revenue for pinball games was higher in 1954 than in the previous year for the number of pho-
tographs licensed.

The 1954 total revenue was $21,412, while the 1955 revenue was $18,350. The reason for this was that the license fees were raised from $5 to $10 per year and from $5 to $10 per month.

It was in 1954 that the law was changed to allow only one licensed operator to pay by the year. Some operators are apparently not still in the habit of paying the fee each week, and thus dropping consider-
ably in the number of machines set up in the city, according to the Board of License.

The weekly operation of amuse-
ments, a permit must be ob-
fained from the city, which has a license fee of $10 per week.

The city estimates its total reve-
 nue for all types of amusement games and licenses for 1955, which in-
cludes all the license fees for 1955, at $1,675,000.

M. S. See Variety Key To Spring Game Sales

CHICAGO, Feb. 25.—With an eye toward spring purchases by the public, the mail order game manufacturers are planning to introduce a new type of product during the next few months.

It will be at the moment to turn their thoughts to games other than pool units, manu-
facturers have new ideas in baseball, horse games, and gun and other outdoor games, which will be announced later.

The spring swing to baseball games has been a standard occu-
persery in the industry for years. Among the manufacturers that have expected to produce baseball units are Chi-

gago Coin Machine Company, Genco Manufacturing & Sales Company, United Manufacturing Company, and others.

Union Preps New Baseball

CHICAGO, Feb. 25.—The base-
ball pool game has been a favorite among the United Manufacturing Company, which is already planning a new model for this season.

The baseball games are generally finished by the addicts in the spring and early summer, when they are to be brought into action and turned the public to the national past-

Williams Names Seaboard N. Y. C., Conn. Distributors

CHICAGO, Feb. 25.—Seaboard N. Y. C. and Southern National Advertising Company of Hartford, Conn. were appointed the national distributors for United Manufacturing Company in the New England and Connecticut.

The Seaboard Company office is operated by Martin Friedman, Meyer Feldman and others of the Seaboard Company office at 470 South State St.

Ralltown, New Ws. Pk. To Spot Arcade, Games

By BERN OLMAN

MILWAUKEE, Feb. 25.—Coin-
 operated amusement equipment will be a viable role in the plans for the large amusement park, "Hilltop," at 14 miles south of Milwaukee.

Spokesmen of the project, which has been several years in the making, told "Railroad-U.S.A." that the rainbow is to be located in the land of California when it is completed. They added, however, they may require a large radius of the site. This figure is almost twice that of the Disneyland area.

"Railroad-U.S.A." is slated for a location in the Disneyland area.

Gottlieb Cites Top Test Run

On New 5-Ball

HARBOUR LITES AMUSEMENT PARK, Feb. 25.—Gottlieb shook hands with his distributors this week for a new single-play five-ball for the Seaside Lites. The machine, which has been regarded as a record for Gottlieb, was a great success for the machines.

According to Gottlieb, combinations showed up throughout the distribution, and drew more advanced players than any five-ball game Gottlieb has produced in the past. The average of the game is a record high.

Expectations are that production volume will be quite large, and will be replaced by a multiple-player Gladiator (five-ball) or a similar table, which is a popular market, and which shows a lot of hope if it is properly designed.

The fee for this machine will be an extra $5.00, and is expected to be $50 from the new model.

The fee for the new model will be $10.00, and is expected to be $50 from the new model.

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eral. Lately he has been using a new adhesive material for repairing machines in the field. This adhesive is strong and takes a long time to cure, making repairs more efficient.

The average age of a machine, he estimates, is about a year before some parts wear out, but they are replaced regularly. He rebuilds and remodels machines once a year so that the average age is kept constant. He usually works with his and his fellow telephone operators on a part-time basis.

Extended Service
Besides the many hundreds of games in the territory Tom looks after, Southern has 120 on location in Memphis and he also keeps in working order.

Tom's most-used tools are a hammer, pliers, screwdriver, and a good pair of shears. He always carries a tool bag with him, which he and his men repaired.

Tom was born with Southern Amusement Company for 10 years. He got into the game repair business by accident. He was working as a field engineer when Tom came in.

He took an odd job repairing a pinball game for a friend. He saw a good job in this natural mechanical ability and the work spread. Soon other operators were calling on him to repair jobs. After several years he went into the Army for four years during World War II and came out in 1948 to the job with Southern.

He prides himself on his wife, one teen-age daughter and a teen-age son living at home and an older son in the Navy.

Chi Game Ops
---Continued from page 110---

fold will be toward gaining more favorable licensing laws for the city's game operators. Action is needed to help the city license the individual locations rather than the individual games. This would permit operators to move games from one location in another for higher grosses.

Another improvement proposed by CIAA is for the city to license the individual locations rather than the individual games. This would permit operators to move games from one location in another for higher grosses.

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In the event of dispute over particular locations, members of the association would be advised by Raynor to first make contact with the operator concerned in the dispute, and try to settle the matter before submitting it to the arbitration board.

Complaint Procedure
If the matter cannot be settled, the operator should then file the complaint with the arbitration officer, with as much data on the case as can be furnished.

Both parties will then be called before the Board for a hearing.

Operators appeared at the meeting that only complaints originating after January 1 in the date of the meeting, be submitted to the Board.

Because of lengthy discussions on the arbitration system, action on the proposed group insurance plan and a public relations program were postponed until the next meeting.

Other officers of the association are John B. Grimes, president; Joe Nioka, vice president; Billy Knapp, second vice president; E. E. Brodie, treasurer; Jim Mitra, secretary, and Harry Salat, assistant-secretary. Harry Freeman is currently secretary.

---Continued from page 110---

8 PROVEN-ON-LOCATION TOP MONEY-MAKING EXHIBIT SKILL POOL MODELS

With 32 Possible Variations in Play. All with Lined Convertible 2-hole or 3-hole Playfields for 4-sided play or space-saving 3-sided play.

ORDER THE SKILL-POOL GAME THAT'S PRACTICALLY "CUSTOM-CRAFTED" FOR YOUR PARTICULAR PATRONS!

THE EXHIBIT SUPPLY COMPANY

ESTABLISHED 1901

4218 WEST LAKE ST. • CHICAGO 24, ILLINOIS • PHONE: 6-3100

AVAILABLE FOR IMMEDIATE DELIVERY—CALL YOUR DISTRIBUTOR TODAY!

MARCH 3, 1956

THE BILLBOARD

COIN MACHINES 111

NOW! Only EXHIBIT Offers You
THE STYLE AND PLAY BEST SUITED TO YOUR NEEDS
Choose from 8 Great SKILL POOL Games

NAME OF GAME

MODEL NO.

SIZE

SPECIAL FEATURES

SKILL POOL

All Models Convertible to 2-hole or 3-hole play.

800

52"x36"

Lights in Bumpers.

800L

52"x36"

End Halves Set in 3" from Rails.

800 Spec.

52"x36"

Lights in Bumpers. End Halves. Set in 3" from Rails.

750

70"x36"

End Halves Set in 3" from Rails.

750L

70"x36"

End Halves Set in 3" from Rails.

750 Spec.

70"x36"

End Halves Moved Back to Rails.

750L Spec.

70"x36"

Lights in Bumpers.

EXCLUSIVE EXHIBIT FEATURES

FOUND ON ALL MODELS

1. Two Gold Color Cigarette Holders.
2. Frame and Hold Operator Service Card.
3. Three Built-In-The-Playfield Levels.
4. Precision Machined Center Hole Plug for 2-Hole or 3-Hole Play.

"FIRSTS" by EXHIBIT

1. Skill Pool Games.
2. Lined Playfield.
4. Playfield Levels.
5. Anti-Warp Bracket.
6. Decorated Cabinet.
7. Center Hole Plug.

EXHIBIT PLUS FEATURES

1. Highest Grade—Heavy Weight Balls.
2. Seasoned Wood Cue Sticks.
3. Top Quality Rubber-Banded Feet.
4. Lined Playfield for 2- or 4-Sided Play.
5. NEW—Plastic Bumpers.
6. Dual-Anode Ball Rails.
7. Long Rubber Rails.
8. Anti-Cheat Ball Release.
9. Hinged Top.
10. Use Pictures for Every Model (optional, extra).
11. Anti-Warp Bracket.
Business Opportunities

COIN MACHINES

New business opportunities for coin operated machines. Write for information.

Parts, Supplies & Services

BARGAIN BINGOS
City Beach Beauty ______ 5145
Big Tree ______ 295
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Variety ______ 425
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Ready For Location

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Your ticket to SALES RESULTS:
the advertising columns of THE BILLBOARD!
Court Delays Sentence of Minn. Locations

MINNEAPOLIS, Feb. 25—A delay until March 12 was ordered by District Judge Conner H. Nordbye, of U. S. Federal Court here, for the sentencing of location owners who were indicted by a federal grand jury for violation of the gambling stamp law.

Five Minnesota bar and recreation proprietors were to have been sentenced Thursday by Judge Nordbye, but there was no explanation given for the postponement.

However, there was some hint the delay occurred by reason of pleas offered by seven other defendants arrested before Judge Nordbye Tuesday, as well as a number of innocent pleas filed in U. S. Federal Court in St. Paul by defendants indicted at the same time.

Meanwhile, in Hennepin County district court, Minneapolis, two operators, M. M. (Don) Berenson and Martin Karst, partners in Harmony Music Company, changed their pleas from not guilty to guilty and indictment charging they permitted one of their machines to be used for gambling purposes.

These indictments had been returned by the grand jury in December as the result of an arrest of a local gambler more than a year ago. The machines consisted of the time belonging to Harmony.

Arraigned before District Judge John A. Weeks in Hennepin County district court Monday, Berenson and Karst charged with plea, and each was given a 30-day term to the Minnesota workhouse. Sentences were stayed until March 13 to permit the two to arrange their business affairs.

Last summer two other operators, accused of a similar crime in connection with machines on location in the suburban liquor store of suburban St. Anthony village, were fined $1,000 each by District Judge Thomas Tullakson Tuesday, George MacKinnon, U.S. district attorney for Minnesota, who obtained the indictment against 40 location owners a week ago, disclosed that in the last 10 days of the evidence reported found by federal agents, many more bars and beer companies organizing the day-by-day investigation into pinball machine operations.

Speaking of a meeting at the Minneapolis Optimist Club, MacKinnon outlined the income of $2,500,000 mentioned in pin game machines in this city in a year and one-half; and an additional $1,250,000 annually from pin games machines located in taverns and in the state.

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No new developments were reported of the investigations. The federal agents closed the investigation and the state on the basis of actions taken by the state. The federal authorities will continue to prosecute the cases.

New Products

TroySwitch, a small, snap-action switch that can be used in vending machines, has been announced by the Detroit Controls Corporation, 800 W. Michigan, Detroit, Mich.

Filled enclosed, it is extremely compact and is a low current switch, and is of the open type.

Bums & Shuffles, a new line of colored tins for use with all kinds of games, including pinball machines, has been announced by the Detroit Controls Corporation.

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**Contact...**

INTERNATIONAL SCOTT CROSS COMPANY

For All Types Of Coin Operated Equipment

We Specialize in

- **PARTS**
- For All Makes Of Machines
- We Stock A Large Selection of PREMIUMS

Write for Our Most Current Price Bulletin #114

INTERNATIONAL SCOTT CROSS COMPANY
606 Spring Garden Street, Philadelphia 13, Pa.

**WORLD WIDE** Offers MOST in QUALITY, VALUE and SERVICE!

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<thead>
<tr>
<th>LATE 5-BALLS</th>
<th>GOTTLEBERG</th>
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<td>3-L. MARATHON</td>
<td>3250</td>
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<td>3500</td>
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<td>4-L. JUBILEE</td>
<td>3500</td>
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<td>without Mirrors</td>
<td>3500</td>
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<td>SOUTH BAY</td>
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**NEW BALLY-WADDY POOL TABLES**

Available for IMMEDIATE DELIVERY!

**POOL SUPPLIES**

- D.I. & T.C. - $125.00
- SET OF 16 BALLS - $10.00
- LAPTOP - $1.00
- TRIPLE PLAY - $15.00

**BINGO SPECIALS**

- L. G. BINGO SPECIAL |
| C. C. HOLLYWOOD |
| D. L. CAPITOL |
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**SHUFFLES**

- DIAMOND | 875.00 |
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**ARCADE**

- King of Knaves | 200.00 |
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MARCH 3, 1956

**GuARANTEED MUSIC**

| A.M.I. MODEL “A” | $125.00 |
| A.M.I. MODEL “B” | 150.00 |
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| A.M.I. D-S8 | 95.00 |
| WURLITZER 1400 | 275.00 |
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**Kiddie Rides**

BIG BRONCOS
BALLY MACHINES

**FORitimemeS**

1317 Chicago St.
Phoenix, Arizona 10

**COINMEN YOU KNOW**

- Continued from page 196

- of Uncle Sam's Navy wield a mean gun... W. Mercer Stillman, Richmond branch manager for Brown's, called a vacation this fall to Havasu, Ariz., where two small sons... they are visiting Stillman's only daughter, who acquired an Air Force husband, Stuart Arson... W. Mercer... New model semi-automats were held by most everyone around Tidewater, Va., and in North Carolina, where Stillman himself often visits... and visits him are the Seides, owners of a well-known country store... Stillman's daughter, who acquired an Air Force husband, Stuart Arson... W. Mercer... New model semi-automats were held by most everyone around Tidewater, Va., and in North Carolina, where Stillman himself often visits... and visits him are the Seides, owners of a well-known country store...

Mary Matthews, who handles the candy machines at the Byel Theater, was married earlier this month to Terry Butler... The Richmond Music Makers’ Association will meet soon against the ASCAP bill pending in Congress, according to Bob Minor, of Minor’s Music... George Long, of Premier in Baltimore, visited the other day with Allen Cole, of the Music Corporation of America, who seemed to be some discussion about the trials and tribulations of the music business.

Another singing the praises of the pool games is Jack Ben, of Rosanne Vending Exchange, Inc. Rosanne's showroom looks like a rainbow with the lineup of the new, varied colored AMI jake hole. A giant wood model demonstrates the AMI’s Model G high fidelity speakers.

W. D. Fisher, of Coleman Amusement Company, says his concern as an operator is trying to figure how to get pool games in locations that can't space the three feet needed around the machine for players... The P. F. Mitchell, of the K-A, Kiwi, has received six of the new models and already has them placed. He says the city health department is sold on the machines' sanitary features.

Los Angeles

By SAM ABBOTT

DISTRIBUTOR NURSES INJURY... Paul A. Laymon, Paul A. Laymon, Inc., is nursing an injured finger... The story is he was watching a television set at home when a swinging door closed on him... Paul A. Laymon, who has the Park Minor Buffalo, had a man on the injured list with a compound fractured arm. He has the arm in a cast and is able to get around... William B. Bradley, Bill Bradley Music Company, is a new member of the California Music Merchants Association here.

Sol Gottlieb, of D. Gottlieb & Company, Chicago, made the rounds of the distributors and jobbers on coast to coast during a recent visit here... Clyde D’Angelo was a visitor from Balboa... Jimmy Jackson, of the F. & K. Coin Machine Company, reports the ducks are coming up the game fields in that area. The ducks are interesting the hunters a field day... Ed Wilkes, of Paul Laymon, Inc., is shopping around for a new truck.

Ben Korte, popular Cerdale operator, has been discharged from the Hollywood Presbyterian Hospital and is recuperating at his home in Van Nuys. Friends who went to see the operator and make him a visit were told by the hospital to inquire about his condition... Harvey Kirby and Bill Billings, both operators, have discovered they are near neighbors in Puente. They are living across the street from one another.

Jack Neel, Riverside music operator, made a swing thru his territory around India and stopped off to have dinner with friends at the Plaza Hotel there... Jack Getchall, of Covina, in town on a buying trip... T. R. Werner, a bulk vending operator, recently visited with other operators to hold at the Western Vending Machine Operators Association... Robert McNaughton, popular bulk operator, is making plans for his annual trip via the Midwest to see the Siegel, Bellflower, recovering from a recent illness that hospitalized him. Siegel is a bulk vending music maker.

Miami

By ROAUL SHAPIRO

TOP DISTRI REOP TO MEXICO... Mr. and Mrs. Ted Bush, of Ted Bush Distributing Company, Mexico City, have been among the guests of the Rudolph Western Company. The trip was a reward for the top distributors of the nation. For the whole week at least Ted won't hear a complaint about being on the operator's ear: "When am I going to see delivery on my pool tables?"

Red Gurkin, of Belle Glade Music Company, in town for the first time in several months, Red brought some good news with him. His wife, Miss Gurkin, who is spending her summer months staying 31 miles from him, since married. She has been living across the street from another.

Jean Garcia, of Garcia Music Company, Key West, visiting Miami to buy a supply of records and pick up her car, which she had left here on her last trip in, Fraid had the car completely repaired. While telling the tale, her husband, Oscar, is as proud as a peacock of his new Mercury Station Wagon. She also reports business is good down in our southern metropolis.

Moe Keppel, of Magic Music Company, and his wife at Jai Aah, leaving early without giving a reason. Buddy Kaufman, of C. & L. Amusement Company, also at Jai Aah, but more determined and staying until the better end. Mrs. and Mrs. Jack Kaufman, of C. & L. Amusement Company, were spending a week at Miami Beach, enjoying a good meal at Darby's. Don't think Jack should be eating liver and onions at 1:30 a.m. in the morning, the operator said.

Barney Sugarman, of Rosen Sales Company, in Newark breaking up his vacation at the Beach to make a quick trip to Mexico. His lovely wife, Mrs. Sugarman, who is over seventy, will stay with friends, Mr. and Mrs. Ben Samuel, while Shetty is away.

Harry Silverman, of Ace Music Company, all excited over the long pool games, and relates of a location where $40 to $50 in pool games was a collection of $102 after he switched from the regular game to the larger one. Didn't have there was any such location still around, but Harry says one we can believe...

Everyone at Budisco all excited about the new Gay Lombardo record, "The Intermezzo Song," Bud Lombardo, who left Budisco to go back to her native Texas, back again. She says Texas is wonderful but the music business is great, and there is a lot more glory as Miami's Welcome Home. Paul Bell, Capital Records salesman, rushed to the hospital for an emergency appendectomy operation. Paul came thru in fine shape and hopes to be back on the job very shortly; it is the meantime Bob Klein, Jacksonville branch manager, down in Paul's territory to cover his accounts for him.

**BEFORE YOU ORDER PHOTOS & GMES**

WRITE OR CALL FOR OUR LOW CIF PRICES

WE ACCEPT PAYMENT IN FOREIGN CURRENCY

Badger Sales Co., Inc.
A.M. Gordon Co., Inc.
1221 W. Mid-City Blvd.
Los Angeles 18, California

Cable Address: BOYLES

AMERICAN CANCER SOCIETY
PM Sales Meets Now in Progress

NEW YORK, Feb. 25 — A series of five national sales meetings to be held within a nine-day period in progress for top executives of Philip Morris, Inc.

The meetings began in Atlanta and San Francisco Monday and Tuesday (20 and 21), moved to Chicago and Dallas Wednesday and Thursday (33 and 34), and wind up here Monday and Tuesday (35 and 36).

O. P. McComas, president, and Joseph C. Collins (vice-president), will have special visual presentations. Ray Jones, sales vice-president, and John B. Doolittle (general manager), will discuss sales planning, shifts in consumer buying habits, and the mechanics of cigarette selling.

Brand managers for Philip Morris, Marlboro and Parliament cigarettes will outline plans.

Accommodation

Continued from page 103

A. Garlick Alex, head of Vendall service organization, remarked he believed candy manufacturers should include something in their consumer advertising about vending machines and candy.

"All candy salesmen will agree that vending operates co-operatively in helping to push sales on new bars, and that we do everything in our power to increase sales, but... Alex pointed out cookie sales are increasing with marked rapidity, with the profit better than candy, but the candy volume definitely has not increased to the extent of the growth of the increased costs of labor, equipment, maintenance and sales tax.

"It takes a sales man three times as long to service a candy machine and collect the money as it does for a coffee or allied vending." he said. "Therefore, candy manufacturers should forget the 3-cent bar, and produce a dime bar which would be a real incentive to the operators."

"Just Sell"

Arnold Muller, partner in George F. Muller & Sons, Inc., Blue Island, Ill., stated: "We are always prepared to do special deals, but when it comes to advertising, manufacturers think only of selling across the counter." Quite frankly, he said, too, pointed out the need for dime bars, and all-out drive for one-cent and 5-cent products which would offer operators a fair margin of profit for large investment in machinery.

Bill Garrett, owner of Allied Vending Company, states the opinion that candy manufacturers should recognize the various charging methods according to the value and act accordingly.

"They, too, are aware of the rising costs of living going on for the past several years and should take cognizance of the small profits being earned from 3-cent bars," he stated. "Considering all factors, I believe, they, too, would recognize the need of dime bars, which, with proper competition, would be accepted by the public just like the 10-cent cold and hot drinks."

PM Reports

Continued from page 103

The two firms were merged early in 1946.

Net income rose slightly to $11,351,261 equal to $3.33 a common share from $11,375,276 equal to $3.33 a common share in 1945.

New Products

In a letter to stockholders, O. P. McComas, PM president, pointed out that 25 per cent of the firm's current sales dollars are in products which it did not have three years ago—Philip Morris Kings, Parliament and Marlboro filters.

Peak year for tobacco industry's sales was 1953, when the company earned $131,605,900. McComas said that with PM regulars and kings in new packages, with Marlboro in the Big Top pack and with other products under way, the company is in a good position to meet competition successfully.

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NEW MODEL
NICKEL DISPENSERS
READY NOW FOR INCOME DELIVERY

* Single 5e tube holds 200 nickels, coins, change - touch operation.
* All die-cast parts in mechanicals.
* Chrome-Plated mechanism.
* Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5_8 bases).
* All "wearing" parts of old model eliminated.
* Single 10c, 15c, 20c with base attached in quantity.
* Guaranteed accuracy.
* Wall or Counter mount.

**Price**

$11.95

**FABCO**
For Kilo-Sale Dispensers (Manufactured by McPherson Coin Corp., Inc.)
Washington, D.C.

**DUNIS DISTRIBUTING CO.**
100 Elliott Ave. W., Seattle 99, Wash., Ph. Alder 0414
(Inquiries Accepted Now for Local Distributors)

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**DUNIS DISTRIBUTING CO.**
100 Elliott Ave. W., Seattle 99, Wash., Ph. Alder 0414
(Inquiries Accepted Now for Local Distributors)

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**A COMPLETE POOL GAME LINEUP**
United • Williams • Genco

**TWO WAY MODELS** (Optional Center Hole)
**REGULAR SIZE • KING SIZE**
**ELECTRIC SCORING MODELS**
(Excluding Hi-Score Pool and Williams Diamond Score Pool)

---

**THE HOUSE THAT COINS BUILT**

**Bowling Lanes Flank Jakes In Schuler's Olympic Park**

**ROCHESTER, N. Y., Feb. 25—** Schuler, local game and arcade operator, has just installed a new four lane box in the most unlikely of locations, but then Schuler makes a habit of doing the unexpected to keep his gambling money in the game.

The location is right in the middle of a bowling alley, with Wurlitzer Centenario Model 1900 flanked by 18 lanes on either side.

The alleys are the latest addition to Schuler's Olympic Park, one of the top funpots in Central New York. Emphasis on Olympic Park is heavy on coin operated machines, as 32-kidde riders, a Bert Lane Golf-O-Mat, an arcade and various other coin-operated amusement devices occupy nearly 50 acres.

Lensed by Blisseta

While Schuler owns much of the equipment, the rides are leased from Johnny Blisseta, Newark, N. Y., Wurlitzer distributor and game dealer.

Schuler began operating 15 years ago with the down payment on six coin games and a reputation for paying his bills as his only assets. The operation grew in the first ten years, as Schuler backed pock nearly all of the games he operated.

Two years ago Schuler built his Olympic Park from the floor up from the Rochester airport. The park, with a 4,000-foot frontage, was designed by Schuler son, Al. Another son, Joe Jr., is a senior in high school.

The new bowling alley houses several cigarette and one cigar machine. The juke box is located in the center of the 32 lanes, is set for pay.
LOCATION KEY TO $$

Bakery, Ice Cream Combo Boosts Sales

VANCOUVER, B. C., Feb. 25—Outdoor vending of ice cream can actually mean more sales—even in the coldest weather—provided the proper location is selected.

Central Concessions, Ltd., here has come to this conclusion and is proving it with the sales results shown from the sales of its first outdoor vending machine of the season.

"Sales have been highly satisfactory in spite of the unseasonable weather we've been experiencing—the coldest in 44 years," H. D. Burbidge, manager of the ice cream manufacturing firm, reported in the January issue of Ice Cream Review.

The right outlet in this case is the drive-in Bryce Bakery where, according to Burbidge, the ice cream vendor is boosting the sales of bakery goods, which in turn complements the sales of the automatic salad bar.

Playing an important role in the promotion of sales at the point of sale is the use of an endless recorded message. It suggests to customers buying bakery goods to take home a pint of ice cream, steering a la mode and other tasty combinations of bakery goods and ice cream locations.

"When the record is delivering the message, people at the bakery window will look at the vending machine, and if one makes a purchase many others will do the same," Burbidge disclosed.

Central Concessions placed the plat vendor, said to be the first in Canada, on location in November. The American-made unit had to be converted to handle the 29-per-cent larger Canadian pint. As a result selectivity was reduced from five to four flavors.

It was first located on the lot of a drive-in restaurant at a highly trafficked auto and pedestrian intersection. The restaurant was patronized by hundreds of diners.

Burbidge reported they didn't believe it would be an ideal spot for the vendor. However, sales did not live up to expectation.

Investigation revealed there was too much auto traffic, Burbidge said. Drivers were reluctant to pull out of line to enter the lot during rush hours.

Further, he explained, people don't think about taking food home after dining. In most cases they were not going home. They were looking for entertainment.

The location we were seeking was one where the housekeeper had food to take home as well as her mind, money in her purse and a market basket on her arm," Burbidge declared, "and that's what we came upon the drive-in bakery.

Thorny said on vending machine sales Burbidge stated his firm sees in the not too distant future rows of vendors in parking lots of supermarkets doing as large a volume of business as the market itself.

"Our city has only licensed cigarette machines in the past year. We hope to persuade the bakery owner to install a cigarette vendor as well as a bread machine as we can save the non-vending machines there are at the same location the better business will be for all," he asserted.

Central Concessions, he reported, is definitely seeking all there is to know about automatic vending because of its great plus sale potential. The firm has a number of other locations in mind and is planning an expansion move.

He named the downtown parking lots of department stores, saying very little ice cream is sold in the area as buyers expect it to be sold before they can get home.

With vending units near cars, the vendor will be able to purchase ice cream as they are returning home.

Vending machines will be welcomed to downtown locations for the following reasons, he pointed out:

Consumer convenience, plus 24-hour service, 365 days a year. Extra sales after a customer has completed shopping. Extras sales from impulse purchasers. Product considered the consumer in freezer fresh condition.

The product will last one hour longer when purchased from a vendor. Four flavor selections. Labor-saver, no check-out, wrapping, change making, labor, floor space and rent.

"Most important, vending machines will sell 168 hours a week year in and year out at the 40 employee hours per week.

Cleveland Coin Machine Exchange, Inc.
4065 W. Broad St., Columbus, Ohio.
Tel. 585-4629

WRITE—WIRE—CALL
WANTED
WE WILL ACCEPT IN TRADE
BALLY BRIGHT LIGHTS
AND BRIGHT SPOTS

Exhibit 3-HOLE SKILL POOL
Regular and King Size.
Conversion in friends to
2-HOLE PLAY
510's, Fairl. Same 550, More.
4 GAMES IN 1.

BET YOU BUY
CALL Alippe 4-8717

FRANK SWARZ
SALES CO.
513-A Fourth Ave., 5
Nashville 10, Tenn.

Joe Ash
speak...

When you compare
comparably with prices,
Active is never under-
sold!

EXCLUSIVE DISTRIBUTORS FOR
WURLITZER and D. CARLTON & CO.

TONES, 3-Hole, 7-Hole, and Big Ones.

ACTIVE
AMUSEMENT MACHINES CO.
606 N. Broad St.,
Flaenam 7-4495 Phila. 20, Pa.

YOU CAN ALWAYS DEPEND
ON ACTIVE ALL WAYS

目录

67,000 ACTIVE BUYERS

The Billboard classified column with weak

MARCH 3, 1956 THE BILLBOARD COIN MACHINES 117

FOREIGN BUYERS!
Buy your music machines from us now and take advantage of our very low prices. We are cleaning all of our locations of present music equipment.

All machines are direct from our locations. All are in perfect condition. Write if you are interested in purchasing any of our perfectly operating music machines.

You will be surprised to find that our prices are the lowest music machines prices in the country. If you are not satisfied with our equipment you will receive your money back immediately.

YOU CAN RELY ON US FOR A GOOD DEAL...
WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS

1500's 1700's 1800's

1500's

1700's

1800's

Stock these machines now, at terrific savings! You cannot lose on this deal! We must sell these machines now! You have our money-back guarantee.

WRITE OR WIRE TODAY!

MUSIC DISTRIBUTING CO.
1001 Fells Ave., Pittsburgh, Pa.

1/3 DEPOSIT

VALLEY PRESENTS
A SUPER NEW MONEY-MAKER...

BUMPER POOL

KING SIZE

18" longer!

Makes You "King"
Wherever You Operate!

NEW 3-HOLE MODEL
(Also Available in Regular Size)

with

VALLEY'S SUPER-LEVEL
TOP ADJUSTER—
VALLEY'S BUMPERS and . . . . Top Skill-Play Appeal

Ask the Man Who Oper-
ates Them...VALEY QUALITY
PAYS OFF BEST!

Write, wire, phone for information

VALLEY MANUFACTURING CO.
333 MORTON ST. BAY CITY, MICH.
PHONES RS97 or BS88
Bally Kiddie-Rides EARN BIGGEST PROFITS

Bally Kiddie Fun Equipment earns biggest profits in kiddie-ride class. Flashy eye-appeal...thrilling action...simple...safe...and sturdy construction insure years of top earnings operation.

BULL’S EYE

Bally ABC Bowlower

WHAT ARE YOU FRIENDS IN THE BUSINESS DOING?

Find out every week in

Billboard

Order NOW at LOW Subscription Rates: Fill in and Mail Coupon Today!

FOR THE BILLBOARD for one year at 75c. Two years, $1.25. \n
Name: \n
Address: \n
City: \n
State: \n
MARCH 3, 1956

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar for future events of importance to your area.

February 28—Western Vending Machine Operators’ Association, monthly meeting, Unique Restaurant, Los Angeles.

March 1—California Merchants’ Association, Sacramento regional meeting, association headquarters, Sacramento.

March 1—Springfield Phonograph Operators’ Association, monthly meeting, association headquarters, Springfield, Ill.

March 3—Nebraska Music Guild, quarterly convention, Evans Hotel, Columbus.

March 6—Automatic Phonograph Owners’ Association, monthly meeting, Hotel Sheraton-Columbia, Cincinnati.

March 6—Washington Music Merchants’ Association, monthly meeting, Seattle.

March 6—West Virginia Music Operators’ Association, monthly meeting, Wheeling.

March 6—Arkansas Music Operators’ Association, monthly meeting, Wilkes-Barre, Pa.

March 6—California Merchants’ Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.


March 7—Surry County Music Operators’ Association, monthly meeting, Alona.

March 8—Massachusetts Music Operators’ Association, monthly meeting, Beaconfield Hotel, Brookline.

March 8—Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield, Mass.

March 9—Cleveland Phonograph Merchants’ Association, monthly meeting, Roosevelt Hotel, Cleveland.

March 10—Regional VI National Automatic Merchandising Association, regional meeting, Congress Hotel, Chicago.

March 12—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.


March 13—Automatic Equipment & Owners’ Association of Indiana, monthly meeting, association headquarters, Gary.

March 14—Regional IV Management Association of Canons, monthly meeting, Massillon, O.

March 15—Western Operators’ Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

March 20—Chicago Independent Amusement Association, monthly meeting, Four Roses of Congress Hotel, Chicago.

March 24—New Jersey Automatic Merchandising Association, first annual banquet, Terrace Room of Madison Hotel, Newark, N. J.

March 24—Region IX National Automatic Merchandising Association, regional meeting, Baker Hotel, Dallas.

March 24—Kansan Music Association, monthly meeting, Emporia.

March 26—Central States Phonograph Operators’ Association, monthly meeting, Peoria.

April 1—West Virginia Music Operators’ Association, board of directors meeting, Bayou Blue Hotel, Charleston.

April 7—Region V National Automatic Merchandising Association, regional meeting, Sheraton-Cadillac, Detroit.

April 15—Music Guild of New Jersey, 19th anniversary banquet, Elizabeth Room, Hotel Essex House, Newark, N. J.

April 21—Regions II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadelphia.

May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton Plaza Hotel, Boston.

May 6—National Coin Machine Distributors’ Association, dinner meeting, Morrison Hotel, Chicago.

May 8—Music Operators of America, annual convention, Morrison Hotel, Chicago.

May 18—National Vendors’ Association, annual convention, Morrison Hotel, Chicago.

May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.


Augusta, Ga., Lifts Fees on Vending Units

AUGUSTA, Ga., Feb. 25—License fees no longer will be required of a few coin-operated amusement games and juke boxes. The section governing games and phonographs remains in effect. The deadline for receiving licenses is Feb. 28.

The recodified section of the law, reading as follows, would have had paid $1 a year for the 1 to 4-cent variety of bulk machines, $2 for 5 to 9 and 10-cent machines, and $10 a year for cigarette machines.

Commissioner Henry W. Patet stated: "We feel the fee is just a little tough on the small machines but don’t believe it is feasible at this time to require general business licenses for merchandising in machines."

State law last year was to control coin-operated amusement games and juke boxes. The section governing games and phonographs remains in effect. The deadline for receiving licenses is Feb. 28.

Under the recodified section of the law, vending machine operators would have had paid $1 a year for the 1 to 4-cent variety of bulk machines, $2 for 5 to 9 and 10-cent machines, and $10 a year for cigarette machines.

JUKE BOX ROUTE FOR SALE—LOS ANGELES COUNTY

Old-time operators wish to retire from phonograph business. Approximately 75 locations, all Searsburg C’s and A.M.I. 45’s. 1955 Gross Net $50,000, books open. Price $75,000—$50,000 down, balance financed. Excellent operator and purchaser suggested. Price firm. No correspondence. Will talk to principals only. Experienced reliable route mechanic will stay if desired. Phone Nicholas Baros in Los Angeles, Calif. — W. Easter 16740, 5 to 8 p.m. Los Angeles time.
W. Va. Smoking More; Taxes Increase 16.7%

CHARLESTON, W. Va., Feb. 25—Net receipts from the 4-cent-a-pack cigarette tax during the first seven months of the current fiscal year were up 18.7 per cent, to $1,780,251, as compared with $1,626,384 during the like period in the preceding fiscal year, it was announced by the State Tax Department.

Receipts from the penny-a-bottle pop tax for seven months from January 31 amounted to a set of $1,917,844. The comparable figure for a year earlier was $1,780,251.

It was stated:

You SHOULD BE DOING BUSINESS WITH

TRIMOUNT

America’s foremost exporters of

Reconditioned coin-operated equipment

• Trimount has New England’s largest stock of used Photographs, 3 Balls and Arrows Equipment.
• All equipment is guaranteed mechanically and electrically perfect—all has been completely reconditioned.
• Trimount has one of the country’s largest parts departments with thousands of parts in stock for immediate delivery.
• Trimount has a large Service Department completely staffed with highly trained technicians.
• Export Shipping Department specially packs equipment to assure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURES, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and international Manufacturer Distributors.

Remember

IN NEW ENGLAND
IT’S TRIMOUNT

40 WHITTEM STREET
BOSTON 18, MASS.

GIVE TO DAMON RUNYON CANCER FUND

FOR SALE—BEST BUY YET

MARCH 3, 1956 THE BILLBOARD COIN MACHINES

FOR SALE—BEST BUY YET

CROWN NOVELTY CO., Inc.

929 Howard Avenue, New Orleans, La.
Phone Canal 7137

Bally

Exclusive Distributors

for

ROCK-OLA

SHAULOE ALLEYS

Bally Cold Medal.................. $40.00
Bally Bell Beauty.................. 12.00
Bally Pin Flower................... 15.00
Bally Champagne................... 25.00
Chicago Coin Bally’s-Eye Bowler... 45.00
Century Century................... 20.00
Century Penny..................... 35.00
Century Red Mist.................. 15.00
Century Ringer.................... 45.00
Century Surf....................... 40.00
Century Tricolor................... 25.00
Century Wave...................... 12.00
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ARCADE

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Century Ringer.................... 45.00
Century Surf....................... 40.00
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Century Wave...................... 12.00

PINSAILS

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Century Ringer.................... 45.00
Century Surf....................... 40.00
Century Tricolor................... 25.00
Century Wave...................... 12.00

POOL TABLES

New Delivering Bally Pin Pool Table Trimount Pool Table... 325.00
Gottlieb Pool Table Trimount Pool Table............... 325.00

WALL BOXES

Southern 2W Shellac............................. 5.00
Southern 3W Chrome............................ 6.00

GOTTLEIB’S

HARBOR LITES

TESTED AND PROVEN FOR HIGHER PROFITS...

4 Brand New Center Score Targets...

Bull’s Eye on each target lights A-B-C-D sequence which lights hole for
replays.

• Mystery light doubles replays scored.

6 Alternating Light High Score Bumpers.

• 2 all new High Power Target Shooters.

• Extra Heavy Duty All Steel Legs.

• Plated Cigarette Holders on Side Rails.

D.Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Amusement Pinballs

as American in Baseball and Hot Dogs!
Florida Citrus Firm Has 30th Anniversary

ORLANDO, Fla., Feb. 25 — Southern Fruit Distributors, Inc., producers of Blended brand canned and frozen citrus products, is celebrating its 30th anniversary this year.

Founded in 1920, the firm has been operated continuously by the same family, according to Austin A. Carson, president. The firm is located in the heart of the citrus belt of Florida.

Gottlieb Cites

...Continued from page 110

...the inside rim. As targets are hit on the playfield, other targets light up in the decorative harbor scene on the backglass.

Ball-eyes on targets also light up a special A-B-C-D sequence on the playfield which in turn lights up the center ball hole for a split.

A “mystery” light doubles replays scored.

New ball shooters flushing the ball flipper mechanisms shoots the ball back up the playfield to the center targets. Ball flippers act in the same fashion, but require more skill on the part of the player.

Harbor Lites is also expand by six alternating light ball bumpers, and other playfield features common to other Gottlieb free-balls.

The game has all steel legs, plated cigarette holders on the side rails.

“...the Fastest Growing Company in the Coin Machine Industry”

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MECHANICAL & ELECTRICAL ENGINEERS

and

ENGINEERING RESEARCH ASSISTANTS

For All Phases of

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Top Pay—Fees & Bases, No-Possing, All Other Benefits. Wonderful Growth Opportunities. Come in for a confidential interview. BE FOR YOURSELF!

Call Mr. Lewis at the Bocks

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MARCH 3, 1956

$100.00 100-Point Wall Unit

$250.00 100-Point Wall Unit

$360.00 100-Point Wall Unit

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AMERICAN POOL TABLES

We have the largest variety of Pool Tables in the entire world.

HORSESHOE VENDING MACHINE

All kinds. New, Improved, and ready to Operate. Fully equipped at 

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We are Distributors for

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SPOT POOL

In a NEW Series

FEATURING . . . . .

• Standard 3 or 4-Sided Play
• Fast Playing Advance Hole Model
• Optional Center Hole Play

All Models Available With Colorful Light-Up Bumpers and Indirect Playfield Light!
Keeney Installs
Compensator Bar
On Pool Models

CHICAGO, Feb. 25. — J. H. Keeney & Company introduced this week a compensator bar for checking warp of pool games playfields. The bar will be installed in all Keeney pool games coming off the production line as standard equipment. The bar consists of a steel brace with an adjustable screw attachment with which, according to Paul Hulsch, general sales manager, operators can readily adjust pool table playfields on location.

WANTED
FOR EXPORT:

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

SINGAPORE...$125 YACHT CLUB...$60
TOPICS...$50 RIO...$75
SEESEBURG RS-1—8" Tear Drop Speakers. Ea. $7

Write for Complete Price List

"The House That Confidence Built"

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

ESTABLISHED 1927
1112 Halcyon Ave., Lexington, Ky.
735 & Brown St., Louisville, Ky.
122 N. North St., Indianapolis, Ind.

For BIG VALUES—Southern Automatic!

CHICAGO COIN
"HOOLIGAN" POOL

CHICAGO, Feb. 25. — The new "HOOLIGAN" POOL is now available nationwide in both regular and jumbo models. This new pool, designed for both serious and casual players, offers a unique combination of features that make it a standout in the pool game industry. The pool table is made of high-quality materials, including mahogany and rubber back felt, ensuring a smooth and consistent playing surface. The "HOOLIGAN" POOL is equipped with a variety of features that make it stand out from other pool tables, including:

- Large, comfortable playing area
- Solid, sturdy construction
- Easy-to-use, intuitive controls
- Aesthetic design

Available with Center Hole
(Reversible Plug)

Available with Lited Bumpers in both Regular and Jumbo models

Features
3 or 4 sided play
Available with Center Hole
(Reversable Plug)

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MISS ILLINOIS 1954-55
likes to play Keeney's FASCINATION

Mahogany Grained Moulding—Cork Finish Body and Legs
- Green, rubber-backed felt
- Simple motion mechanism
- Levels on 2 Side Rails
- Log Levelers
- White Diamonds on Side Rails

REGULAR SIZE 32" L x 36" W x 32" H

6WAY
- SPEED
- TIMING
- ACCURACY

Order Yours Today!

J. H. Keeney & Co., Inc.

2600 West Fiftieth Street • Chicago 32, Illinois
Canteen of Utah
Continued from page 102
they see our new facilities," he said. "With the new space the firm has expanded their "light lunch" vending program.
They have more sandwich, milk, soup, coffee and hot chocolate machines out than ever before.
The new offices have all glass partitions, plastic boxed dividers and a clear view due to the glass of all operations.
There is parking space, under cover, for 14 trucks and built-in lockers for service men's products.
We are figuring 10 to 20 years ahead in this business and we can use the space now. In vending, if you don't look ahead you lose business," Mr. Nechtinski said.

POOL TABLES
ALL MAKES AND MODELS!
IMMEDIATE DELIVERY

RECONDITIONED EQUIPMENT
Now you can buy the finest reconditioned games or below trade-in allowances.
Games have been reconditioned, refinished and面貌 for business continuity since 1916.

BEACH CLUB $100.00
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GAILYTE 315.00
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EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHOTOGRAPIES AND POOL GAMES

TAKING IT FROM WILLIAMS HERE ARE YOUR "BEST BUYS" IN POOL TABLES!!

Williams DIAMOND SCORE-POOL

NEW SCORE ADVANCING FEATURES!
LIVELIER HIGHER ACTION SCORING
2 DIMES PER GAME!
Two or Four Players!

ORDER NOW... SEE YOUR WILLIAMS DISTRIBUTOR TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILMORE ST. CHICAGO 24, ILL.

2-WAY DELUXE BANK POOL
2-WAY SPECIAL DELUXE BANK POOL
2-WAY SENIOR DELUXE BANK POOL

All Models Available with or without 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 score board
- Lively Rails
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SENIOR DIAMOND SCORE-POOL 18 inches longer same width

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Meet Genco’s Royal Family of Tournament Pool Games

for 3 or 4-Sided Play
All Models Available with Lighter Bumpers

Center hole plug provided with each game

DE LUXE 3 hole game

SUPREME DE LUXE 3 hole game (with outside holes moved in and extra bumper posts) for more skill and fastest playing time.

DE LUXE Deluxe Status

3 hole game

SUPREME Deluxe Status

3 hole game

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!

NEW! Each Table Equipped with Cue Repair Kit and Table Brush plus Back-bar and Window Banners FREE

See Your Distributor for Genco’s Super Big Top Rifle Gallery

Genco MFG. & Sales Co.
2631 N. Ashland Avenue
Chicago 14, Illinois

Judd Names P. R. Distrib

CHICAGO, Feb. 25—Judd Industries, export subsidiary of D. Gottlieb & Company, this week appointed Horatio Garcia, San Juan, Puerto Rico, as director of the Gottlieb line in that territory.

Judd Weinstein, Judd Industries head, told Garcia would handle the full line of Gottlieb coin-operated amusement games, including five ball and pool units.

Blow That Horn

Continued from page 110

Many of the pieces have already been acquired, and he is searching for a few old nickels and other vintage machines for the Arcade.

Since the major appeal of “Build-U.S.A.” is being made toward the落入单词, McCullough states the Arcade will be limited to equipment strictly in the amusement category.

He is considering having out the cigarette, candy and joke boxes to every operators. Such an arrangement, he feels, would allow him more time to place greater emphasis on his Arcade.

In addition to the Arcade, the “Build-U.S.A.” line of concessions will include a Kiddieland, Land of the Future, Storyland, Picnicland, Pioneerland, Main street-Railtown of 1890, a carousel, circus, hot red racing course, and a group of educational exhibits all sponsored by railroad and automobile manufacturers. One hundred and fifty-four acres have already been purchased, and an option has been taken on a surrounding 40 acres for future expansion.

Vacation Route

Located on busy Highway 41, “Build-U.S.A.” will be on the route of many thousands of tourists who yearly use the road during summer while heading for Wisconsin’s vacationlands.

A big factor in its success potential is the nearness to Chicago and a number of other popular centers in northern Illinois and southern Wisconsin. A traffic survey taken last summer revealed that during July and August more than 2,000,000 people rode past the site in their automobiles.

Another factor that should keep the traffic count high in the amusement park, says McCullough, is that there will be about 50 acres of free parking. Admission to “Build-U.S.A.” will be only a dime.

See Variety

Continued from page 110

back this spring as a popular recreation piece, but they do expect them to do a good business in Arcades and similar places.

The pool game will definitely not be overlooked as a top money earner on the spring market. Operators plan to move the pool units into resort areas, Arcades and amusement parks and expand their pool operations to other locations not covered during the winter months.

Ralph Sheffield, Genco director of sales, said the firm is filling orders for pool games every week. He said the industry will see a greater variety of equipment this spring compared to other years. “Pool games will help to diversify the market,” he concluded.

Bill Delkosh, United Manufacturing Company, reported a new pool game already is being prepared for production—this indication that the spring market is already “on tap.”

In addition to its pool game line, Exhibit Supply will again have games on the market this spring, according to Frank Menz, vice-president and director of sales.

Art Weinland, Williams Manufacturing Company, said the firm is planning new games to meet spring demands. Baseball games will definitely be among them. He expects five-ball sales, presently at a high level, to continue very good three to the spring.
**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.

**EARNs 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 glance at score-card tells player how to boost scores by skill.

Get your 5-ball spots back on a money-making basis!

Get Bally Crosswords today!

---

**Arrow points**

Arrow points to one of 4 Magic Squares—A—which may be shifted by player's choice of 4 different combinations illustrated above. Each Magic Square—A, B, C and D—may be shifted to choice of 4 different combinations. Separate button for each Magic-Square permits player to shift only Square or Squares he desires to shift—without shifting other Squares. Maximum number-shift flexibility provided by 4 Magic Squares insures maximum play-appeal, maximum earning power.

---

**EXTRA TIME**

EXTRA TIME

Player shifts Magic Squares before shooting sixth 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.

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OF QUALITY
POOL GAMES
IN THE INDUSTRY!

1. Hooligan Pool
Combines the top features of Automatic Pool plus the scientific and most interesting playing features of 4-sided pool games...

2. Champion Pool
Available in 2 or 3 hole models with the exciting center hole feature!
New type ball drop mechanism... simple... positive...

3. Jumbo Pool
2 or 3 hole models with or without lighted bumpers!
18 inches longer than regular size (70 inches by 36 inches)
3 or 4 sided play

4. Champion Pool Special No. 35
End holes are located 4 inches closer to center!
Choice of 2 or 3 hole models!
3 or 4 sided play!
Super sensitive rebound rails!

POOL GAMES FOR EVERY LOCATION!
*All Models Furnished With Center Hole Plugs!

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NEW 4-POINT BALANCED PUSH-PULL ACTION ANTI-WARP Stabilizer

BUILT INTO ONLY Bally Pin-Pool

Triple protection against warpage

POOL-operation is a big business with a bright future. So why buy future trouble . . . warped "golf-course" tables that kill play and eat up your profits in costly repairs and replacements?

Now, when you invest in Bally PIN-POOL, you get triple protection against warpage.

First, because Bally owns and operates 2 large cabinet-furniture plants and is geared to big-volume production, Bally warehouses are constantly stocked with select, seasoned, kiln-cured lumber.

Second, new exclusive Bally 4-Point Stabilizer, built into Bally PIN-POOL . . . rigidly mounted on steel-reinforced cross-bars . . . is factory-adjusted to flatten out the slightest "wood-wave" that may develop in table-panel during construction.

Third, Bally Stabilizer controls warpage caused by atmospheric conditions on location . . . damp weather, steaming radiators or other sources of humidity . . . keeps Bally PIN-POOL playing surface flat as a professional billiard table.

Bally 4-Point Stabilizer is not merely a so-called "jack" that can apply only pressure—and only to one spot. Bally Stabilizer acts at 4 separate points, exerting flattening force on all 4 quarters of table.

New EASY-ON-EYES GUIDE-LINES

with precision-marked spacer-dots . . . standard in all models of Bally PIN-POOL . . . and at Bally Stabilizer in every model . . . insured accurate re-positioning of balls, when table is against wall (3-SIDE PLAY).

See Bally-Stabilized PIN-POOL at your Bally Distributor today.

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United's CARAVAN
features MORE WAYS TO SCORE

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8-IN-1 CARD COMBINATION
PLAYER CAN MOVE NUMBERS CLOCKWISE WITH EXTRA COINS

DOUBLE-SCORING
DIAGONAL FEATURE
FIRST COIN LITES LARGE CARD SECOND COIN LITES DIAGONALS WITH DIAGONAL PANEL LIT PLAYER CAN OBTAIN REGULAR CARD SCORES PLUS DIAGONAL SCORES

12 ADDITIONAL WAYS TO SCORE 3-IN-LINE SCORES

4 ADDITIONAL WAYS TO SCORE 4-IN-LINE SCORES

3-IN-LINE SCORES
4-IN-LINE
4-IN-LINE SCORES
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8 BALLS NEXT GAME
ADVANCING SCORES
NUMBER SELECTION
SPELL NAME
PENNANT FEATURE
4 CORNERS SCORE 5-IN-LINE
EXTRA BALLS

NOW AT YOUR DISTRIBUTOR
6-Player Shuffle-Alley BOWLING GAMES
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