Report Verifies Top Record Industry Yr.

Projection of 10-Month Excise Tally Shows $220 Mil in ’55 Tops Even ’47 Peak

By JAPS KEMPNER
WASHINGTON, March 3 – The United States Treasury Department’s Excise Tax Report, issued this week, appears to confirm comfortably the record industry’s earlier predictions that 1955 would prove to be the biggest year in its history.

Based upon a conservative projection, the distributors and dealers almost unanimously claimed that last November and December were substantially better than any previous 3 months in history, with the gain of approximately 19 per cent for the 14-month period from January through December with no prospect of an upturn for the total year. Total 1954 domestic sales to consumers is known to have been about $1,825,000,000. An increase of 19 per cent over this figure would make 1955 $2,139,000,000.

A recent check by the Treasury Department of the analytical data in excise tax reports for the industry, revealed a tendency toward lower than usual sales in the first 3 months of 1955, indicating that sales in the last 9 months of the year may well approximate $2,300,000,000. This would mean that sales for the year 1955 will represent the highest total sales figure ever recorded.

In March 1954, sales were approximately $1,843,000,000. Now 1955 will have exceeded that figure by approximately 1 per cent. It will have the highest peak figure for 1956 by approximately $4 per cent.

Industry sales at the retail level have followed a upward trend for over the last nine years. Following the 1945 peak of approximately $1,2,520,000 in 1946, 1945 was around $1,757,000,000 in 1946, $1,701,000,000 in 1950, 1951, 1954, 1955, 1956, and 1957. In 1953, and 1958, 1945, 1955, 1956, and 1957.

The movie industry sales of 1955 are far from being a total of $2,139,000,000. It is not possible to say what the actual total sales were in 1955. The census agencies have not yet published their final figures.

The situation in the movie industry is such that the census figures may not be accurate. The movie industry is a very complex one and it is not possible to obtain accurate information about the industry.

The movie industry sales are not only affected by the movie industry itself, but also by the radio industry, the television industry, and the recording industry. The movie industry is dependent on the success of the radio industry, the television industry, and the recording industry to sell their products.

The movie industry is also dependent on the success of the radio industry, the television industry, and the recording industry to sell their products. If the radio industry, the television industry, and the recording industry are successful, the movie industry will be successful.

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AFTRA Stakes Out Its Claim On Video Tape Jurisdiction

NEW YORK, March 3.— The American Federation of Television and Radio Artists this week took a step toward asserting its jurisdiction over video tape transcription by filing a clarification of its pros and cons of telecasting. The move is applicable to network TV programs, and a new clarification of the union's position on video tape transcription is likely to follow. This is the first time any union has attempted to assert jurisdiction over video tape transcription. The move is likely to be challenged by the networks, who are likely to claim that the union has no jurisdiction over video tape transcription.

Steel in ABC, CBS Struggle

NEW YORK, March 3—U.S. Steel officials must hedge their bets on the demand for steel. They are facing the possibility of a steel shortage in the near future, which could lead to higher prices. The steel companies are likely to be concerned about the possibility of a shortage, as the demand for steel is expected to increase in the coming months.

Time Switches Mean Gain for Programs

NEW YORK, March 3.— This year's season for network programming means a gain of time for programs. The network has decided to extend the length of the programs by 30 minutes, which will give the networks more time to fill their schedules. This is a significant change from previous years, when the networks had to cut back on programming due to budget constraints.

television readers will want the NEW Graphics

The New Billboard...

out March 24... packs more punch than ever...

and packs it into a new, easier to read and easier to use package. You'll love it!
Everyone Gangs Up On Video Networks

WASHINGTON, March 2 - "I have nothing to lose but my journeyman's cubby, or Jack the Radio Plumber," says an ancient trade expression, and the Communications Act of 1934, known to the industry as the "new radio act," it would seem, has ramped up the power of this. A recent FCC ruling issued to the National Association of Broadcasters, the parent organization of the American Federation of Television and Radio Artists, has added to the power of this new influence of the 'new radio act.'

At least six government agencies and six communications groups have joined forces to call for an investigation into the possible monopoly of the video networks by the National Association of Broadcasters. The Department of Justice, the Federal Communications Commission, the Department of the Interior, the Federal Trade Commission, the Department of Justice, and the U.S. Congress, have all joined forces to look into the matter.

The FCC has already been asked to investigate the matter, but the decision has been delayed until the courts can rule on the matter.

Even the House Appropriations Committee has joined in the fight, issuing a statement that the FCC should not be "allowed to run roughshod over the rights of the American consumer, or to use the power of the FCC to enact regulations that are harmful to the interests of the American consumer, or to use the power of the FCC to enact regulations that are harmful to the interests of the American consumer."
ADVISORY BOARD SURVEY
What Shows Would Correct Daytime Ills?

The minor revolutions that have been taking place in daytime programming as both the network and local producers are leaving most of the industry far behind, according to the tallies regis-
tered by the TV Editorial Advisory Board, the pioneers as "Matinee Theater, "House, "After-
noon Film Festival," The Little Women. In the word represen-
ting only a handful responsible for new daytime innovations. Margot Hayman seen as running on a strip by 50 stations.

This seems to be the girl of the new revolu-
tion, with the capital in operation in the theory
that the daytime audience wastes the same values that it gets at night. The advisory board, at first
blur, tends to lean on the old traditions of day-
time radio in that it was nighttime. They were

However, several of the board's tests are not quite
that clear cut. They favor the discrimination
of daytime from nighttime, their replies also in-
dicate a preference for the evening nighttime flavor on
daylight programming.

The tests were well received for the board's opinion. If you were in the market for a film in a premiere, what type of shows would you look for. What is the main flaw you find in the daytime shows now on the air?

In response to the first question, over 50
percent of the total replies were in favor of the types of programs that are on the air at night. Dramatic
ances, variety with an enema, feature films, alter-
naire films seen as a "boring" and "I love Lucy"
and light drama gained the board's favor. What
it was the evening programs showing. All the
board is seriously in the use of the old radio pattern.

The answer seems to be an emphatic "No.
Although the board was definitely that day-
time should be different from nighttime, it still
advocates film seen as "pure" and "I love Lucy" seen
with its own particular daylight styl.

Another poll went to Cy and Jack Hart with their variety-spin formats have
impression on the time flavored on
daylight. Several panellists mentioned these
doucments specifically in defining how daytime should differ from nighttime. In the case of some 12 percent took a look to this type of show, as old another 12 for the drama anthology.

Light trumps and stop open as heavily
on daytime. However, over 10 percent favoring these types of shows. This, however, represents a
correlation. However, the influence of "Matinee" is perhaps being felt, for the leaders in the in-

ADVERTISERS AND AGENCIES SAY...

Ralph P. Duff, president, Cooper & Bethesda, new
orland, Florida, the sweeps or sweeps that
Fupo, our product with
the product appeal to sweepers
would require to buy a
Fundo more type of show. The
of the air are all too similar in format.

BRUCE MORGAN, TV director, Henry Morgan
Advertising Agency: "Fupo's first consideration would be a
dramatic central personality—then find a film
were the personality glamorous the household's routine,
either the household's regular line, or a movie. The
daytime shows are set as carefully performed
and as much as a home shows. The main idea seems to be to
get off and sell participants." It was never
as a film in the line or by the audience and
be the other, grandeur would be more willing to
semble to some or another. In the house, president, J. M.
Mathes, Inc., New York, "Entertainment of
be good. In any type of show, it is the
Couson, sweep material. It is to what
it is to look for in the show. The best is
with those now on the air? Adaptations of
of fiction that are drawn from. Audience
is participation shows are tests of night-

JOHN MARVIN, TV director, Wayfarer Welch, Inc.
 empresa. "We'd like to see the viewer at the
ful situations from helpful
of dramatic information show. In this
daylight market these shows would be
entiating and making the show
duced too close to the actors. It has been a long
in the air. There aren't enough personalities to

JAMES ANDREW, N. VANDLER, TV director, Gotham
In the next TV Editorial Advisory Board study
I think work would

What we would be

A TV production survey is made at
radio station.

'authority research needs." It has
was reported that

COUNTER SAYS...

DOUGLAS A. CLARK, CEC-TY, Sydne, N. S.
trying to address common to properly on the floor
something with very definite audience appeal. "Jesso
the syndicated film shows should be included.

Many shows on now, daytime, are designed
to be too short, too weak and too
date type show, the kids are bored."
"It is a long advertised show and
zine for "good and bad."

MERRITT
PRESIDENT, WTV, a syndicated
The question of what to look for in
certainly it's got to be a good
Mschenhorne. The second, off-
sneak and do it. They do. The
the other media techniques
of TV's possibilities and are
with than for the media from
which they were unable to

"It is a long advertised show and
zine for "good and bad."

MERRITT
PRESIDENT, WTV, a syndicated
The question of what to look for in
around the country. The kids can't
TOKYO TO TV.

A 'good light dramatic offering which
just wouldn't be wanted religiously to be
behind should be given the
play. The kids in some cases
be two to three years old. Some
the day, they can become very
should know enough program material involved to keep

PRODUCERS SAYS...

JOSEPH J. COHEN, TV productions, Inc., Mil-
ford, Conn. "Daytime TV programs without
daytime, the audience is constant, the
culture and behavior as well as personality
should be considered. If not in the
are, there's a difference. Daytime
dish houses, even cooks and a trained house-

MRS. BABBETTE J. DONICER, Television
producers, Inc., said that the
would give informative material, imaginative programming and
and advertising. Let's see if they are
advertisers to daytime audiences. The
choose programming that is informative
and the slogan sounds like a

in the next TV Editorial Advisory Board study
FEATURE FLOW COST TREND?

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The new TV series for EVERYONE!

In exclusive, never-before-photographed scenes THE WORLD AROUND US unfolds nature's most startling and fascinating mysteries and spectacles. In breathtaking color, it dramatizes the how and why behind nature's complex plan of survival. That's because John H. Storer, America's foremost naturalist photographer, travelled over 150,000 miles to film this natural, all-star cast in its natural habitat.

Top TV showmen spent 2 years editing THE WORLD AROUND US into the only show of its kind on TV. Each program opens and closes with pertinent and amusing "chalk-talks" by Tex Antoine, popular personality.

THE WORLD AROUND US not only appeals to everybody's interest* in nature, animals and weather, it also provides incomparable merchandising opportunities. All sorts of civic, community, fraternal and social groups are ready for exploitation and tie-in by alert sponsors.

For complete information and audition prints, write, wire or call your nearest RCA recorded program services office.

JOHN H. STORER pioneered in the slow-motion photography of birds. Some of his extraordinary shots of bird life were used in Walt Disney's Academy Award winning movie, "Water Birds," and in other True Life Adventure films.

*Today nature movies pack multi-million dollar box office appeal. As Charles M. Stewart of the N.Y. World-Telegram and Sun has said, after viewing several programs from THE WORLD AROUND US, "Disney apparently has started something."

Produced by Thomas Craven
Story and Photography by John H. Storer
Released by Feature Films Corporation
Distributed by RCA Recorded Program Services

RCA VICTOR RECORD DIVISION
155 East 54th St., New York 1, N. Y.
1150 Long Island Ave., Chicago 12, Ill.
1224 Sunset Bldg., Hollywood 4-3530
322 Sunset Bldg., Atlanta 2, Ga.
1224 Sunset Bldg., Los Angeles 2700
600 Ritzert Ave., Dallas 1, Texas
1600 Vine Street, Hollywood 28, Calif.

ROLLING HILLS PROGRAM OFFICE
465 N. Lakeshore Drive, Chicago 15, Ill.
131 N. Michigan Ave., Chicago 1, Ill.

RCA VICTOR DIVISION
1000 Woodrow Wilson Ave., Hollywood 36, Calif.

THEY ADD UP TO
THE WORLD AROUND US

RCA CORPORATION OF AMERICA

* complete series of quarter-hour shows; B/W and Full Color * each show begins and ends with humorous "chalk-talk" by Tex Antoine. SEE * terrifying shots of cyclones and land floods * close-up color movies fighting * immense iceberg breaking up * salmon leaping up cascading waterfalls * bear fishing for salmon, euryphor diving for fish.
First Warner's Group Due On Market in Four Months

NEW YORK, March 3. — The first group of Warner Bros. pictures will be on the TV market in four months. It will consist of an average of 10 TV films per week, the first group to air on March 10. The films will be sold to wholesalers, who will then package them into sets for sale to individual homes.

Rough Sketch' Production in Scandinavia

HOLLYWOOD, March 3.—Actor Gerald Mohr returned this week from Stockholm with the pilot reel of a new series, "Rough Sketch." He will be producing and starring in the series in the Scandinavian countries, serving as an executive producer with Mohr & Norman Foster and Ted Sherman, Foster, who directed a number of television series, including "Davy Crockett." The series will be produced by the Mohr & Norman Foster company, which will also be handling the series in the United States.

NBC Near Nix Of 'Popeye' Pix

NEW YORK, March 3. — The National Broadcasting Company is close to turning down a deal to offer 'Popeye' pictures to TV viewers. The owner of $2,000,000 for the 'Popeye' prop, Buz, has decided not to pursue the deal.

Optimist High

Three Holdout Majors Expected to Enter TV

NEW YORK, March 3. — The three major motion picture companies — 20th Century-Fox, Warner Bros., and RKO have indicated that they are moving closer to entering the field of television. The companies have been discussing the possibility of forming a joint venture to produce television shows and series. The companies have also been in talks with several networks about the possibility of carrying their programs.

Stevens to Concentrate On Expansion of Firm

HOLLYWOOD, March 3. — Warner Bros. is expected to announce plans to expand its television operations. The company has already announced plans to produce several new series in addition to its current lineup.

Fils to Watch

ANNE OAKLEY—CBS-TV Film Sales

"Annie Oakley" is riding high. Among syndicated Western series, it is the second highest national average Peake in December. Among children, the series is more popular than "The Little Rascals" and "Abe Lincoln." It is a series which has a considerably lower audience rating. Of the eight markets listed, only one is below the national average, and that is a syndicated gal in two, Baltimore and Buffalo. She is fourth in American, Kansas City and Minneapolis.

MR. DISTRICT ATTORNEY—ABC-TV

"Mr. D.A." will be one of the series of special programs produced by the department of the United States. It is a series which has been popular with audiences, and the series is expected to be one of the top ten all-over in one of the markets listed in this week's list. It is a series which has been well received, and the measure of its accomplishments is the fact that it was produced by the department of the United States. "Mr. D.A." averaged only .5 better and that on the other four stations.

Webs Sales Catch Distributors Pilothole

NEW YORK, March 3. — The motion picture industry has been hit with a Pilothole of sales this week. The films have been selling in a steady stream to buyers around the country, and the sales have been increasing steadily from week to week.

To Nix 'Fair' Participations

NEW YORK, March 3.—ABC is considering the idea of selling its new Monday night feature film show, "Film Fair," on a national basis. The company has already sold the show to a number of stations, and it is expected that the show will be sold to all the major networks. The company is also considering the possibility of selling the show to other television networks.

ABC is thinking that there aren't enough participation network stations interested in supporting these feature film shows. Two such stations are considering the possibility of having a national network show on a regular basis.

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DO YOU REMEMBER THESE TV "FIRSTS"

1 December, 1945—First Intercity Telecast: Army-Navy Game. Bell Telephone lines link Municipal Stadium, Philadelphia, to New York City. From there it was broadcast by TV stations throughout the area.

2 October, 1947—First Telecast of World Series. Baseball fans in Philadelphia and Washington, D.C., are brought within television range of the baseball classic in New York by Bell System coaxial cable facilities.


7 June, 1951—First Theater TV. Prize fight in Madison Square Garden carried to nine theaters in six eastern and midwestern cities. Telecasts in New York travel from ringside over Bell System video channels.

8 September, 1951—First Coast-to-Coast TV. Japanese Peace Treaty Conference, San Francisco. To cover ceremonies Bell System advances previous plans, by about a month, for opening cross-country TV service.

9 November, 1952—First Presidential Election on TV. Bell System uses almost 30,000 miles of intercity television channels to carry events to the nation. Programs are transmitted to 110 television stations in 67 cities.

BELL TELEPHONE SYSTEM
Providing transmission channels for intercity television today and tomorrow
DURING THE PAST DECADE?


5 January, 1949—First East-Midwest TV Link. Bell System's eastern and midwestern television networks join 30 TV stations in 14 cities from the Atlantic to the Mississippi—another television milestone.

6 January, 1949—First Presidential Inaugural on TV. Millions of Americans in the East and Midwest watch inauguration ceremonies. On-the-spot TV coverage is transmitted over Bell System's Television Network.

10 January, 1953—First International Television. Toronto's first television station links Canada to the U. S. by TV network facilities of the Bell System. This historic event marks the first regular video link between nations.

11 January, 1954—First Public Colorcast. Tournament of Roses. Bell System converts transcontinental channels so that for the first time viewers from coast to coast can see the Pasadena classic in color.

12 September, 1955—First Colorcast of Football Game. Georgia Tech-Miami University game in Atlanta. For the first time a national audience sees football on color television. Game is colorcast to 100 stations in 100 cities.

Today, 10 years after the first intercity transmission of television, the Bell System continues to make advances in equipment and technique. It assures the television industry the benefit of the best possible service, at low cost, now and in the future.
Big Nat'l Client Push
On for RKO's Top 52

NEW YORK, March 3—RKO Teleradio this week launched a
massive effort to get national sponsors for the top 25 programs
in the RKO catalog. These 52 were picked from the 150 that Teleradio
is withholding for two years from CBS Television, which owns the
rights to all 740 RKO pictures for local sales.
Teleradio this week was entertain-
ing agency executives at the St.
Regis Hotel, where there was a
continuous closed-circuit screening
of the first ers of each of the 52
pictures. The screenings will con-
tinue at Teleradio headquarters
next week. Each agency man
gets a book titled "RKO's Phone
52." The cost of each copy is said
to be about $20. It was turned
out by Teleradio's promotion chief,
Bob Schonfeld, in two weeks. It
was widely said to be one of the
most imaginative presentations
ever made on TV programming.
Among the titles in the "Finest
52" package are "The Bachelor
and the Bobby-Sitter," "Cigarette
Kane," "The Enchanted Cottage," 
"Experimental Perdcox," "The Fallen
Spurrow," "Gongo Doll," "The In-
former," "I Remember Mama," "Love
Affair," "The Magnificent Ambersons,"
"Mary of Scotland," "Mr. Blandings
Builds His Dream House," "Murder,
My Sweet," "Noise of the Lonesome
Hoot," "Rashel and the Stranger," "Sit-
hed the Sailor," "Stage Door," 
"Suspicion," "Till the End of Time,"
and "The Wisdom."
ALEXANDER'S
"POWER PLUS PACKAGE..."

PACKS PROGRAMMING PUNCH!

16 TOP FLIGHT FEATURES BRAND NEW TO TV WITH SUCH TOP STARS AS:

Abbott & Costello
John Agar
Pier Angeli
Edward Arnold
Max & Buddy Beer
Lionel Barrymore
Eva Bartok
Clyde Beatty
Mary Boland
Whitney Bourne
Frank Buck
Neomi Chance
Wendell Corey
Frances Dee
Richard Denning
Andy Devine
Richard Dix
Brian Donlevy
Irene Dunne
James Dunn
Richard Green
Anne Harding
Evelyn Keyes
Dorothy Lamour
Gina Lollobrigida
Andrasmarie Lord
Richard Dix
William Lundigan
Joel McCrea
George Marchal
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Jeannie Page
Dick Powell
William Powell
Frances Rafferty
Danny Robin
May Robson
Sak
Robert Shayne
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Claire Trevor

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Film producers for Motion Picture Theatres and TV spend thousands of dollars weekly, millions yearly, for fine, outstanding productions. Discriminating producers protect their creative efforts by having their negative developing and printing done at Consolidated Film Industries located in New York, Fort Lee and Hollywood. For over 35 years, Consolidated Film Industries has been renowned for the highest quality film processing in both color and black-and-white. CFI is ready to serve you at any of their plants located at: 959 N. Seward Street, Hollywood, California • 521 West 57th Street, New York, New York • Consolidated Park, Fort Lee, New Jersey

THANKS TO THE ENTIRE TV INDUSTRY FOR THIS UNPRECEDENTED HONOR
years in a row for all three!

THE BILLBOARD AWARD
for outstanding achievement in Television Film
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CONSOLIDATED FILM INDUSTRIES
A Division of Republic Pictures, Inc.
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TV FILM INDUSTRY
FOR THE MOST ECONOMICAL, FASTEST, AND HIGHEST QUALITY SERVICE

** THE BILLBOARD FOURTH ANNUAL TV FILM SERVICE AWARDS FOR 1955

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** WHICH LAB EXCELLED IN QUALITY OF ITS WORK? **

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** WHICH LAB EXCELLED IN SPEED OF ITS PERFORMANCE? **

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** WHICH LAB WAS OUTSTANDING FOR THE ECONOMY OF ITS WORK? **

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Consolidated Film Industries Repeats 3-Way Win for Labs

Keeping pace with the increasingly important role that film labs play in a TV industry that has embraced film more and more, Consolidated Film Industries has stayed atop its competition and again this year copped all three first-place service awards in the laboratories category. Consolidated, a subsidiary of Republic Pictures, was voted tops of all the labs in the quality of its work, the speed of its performance, and the economy of its work. Its feat in winning all three first-place awards in this year's balloting duplicates its showing of last year.
TV Program and Time-Buying Guide

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

The Billboard Scoreboard

ARB Audience Composition Studies

**Web Quiz and Panel Shows**

**January Ratings**

**Among Women**

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<th>Show, Sponsor &amp; Web</th>
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<td>6:00 Question, Rowan (CBS)</td>
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** Syndicate Program Compositional Analysis**

**December Ratings**

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**ARB Top Shows Among Kids**

**How Network Shows Rated Among Children in January**

How network shows rated among children in January takes into account the relative popularity of network series enjoyed by children. By number of viewers tuned in, it is a key indicator of how well shows are doing among the younger audiences. The following information is not intended as a guide for the purchase of a show, but rather as an overview of current activity, particularly in the area of children's programs.

**Videoex Top 5 TV Web Shows**

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**The Pulse Audience Composition Studies**

**Syndicate Film Programs**

**December Ratings**

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**How Non-Net Films Rated Among Children in December**

This audience composition analysis takes into account the relative popularity of non-network film series enjoyed by children. By number of viewers tuned in, it is a key indicator of how well shows are doing among the younger audiences. The following information is not intended as a guide for the purchase of a show, but rather as an overview of current activity, particularly in the area of children's programs.

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**The Pulse Top Pic Among Children**

**How Non-Net Films Rated Among Children in December**

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**Viewers/100 Homes**

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IT HAS BEEN A HARD, ROUGH ROAD, BUT IT'S BEEN WORTH IT!!!

The "PINKY LEE SHOW" is now in its THIRD YEAR on NBC-TV

My Warmest and Deepest Thanks to Everyone Who Has Helped Me.

How Could I Miss With All These Wonderful People Giving Me Their Help—

My Two Wonderful Bosses
Larry White and Adrian Samish

My Sponsor
SWEETS CO. of AMERICA
(Tootsie Roll)
William B. Rubin and Leonard Stone

My Sponsor
WEATHERBIRD SHOES
Advertising Agency
Henri, Hurst & McDonald

And to All the Executives, Staff and Personnel at NBC-TV

—CAST—
Jimmy Brown, Ken Bayer, Jymme Shore, Sid Fields
Milton Newberger, Margie Liszt, Isabel Dwan, Rex May (Announcer)

—ALSO—

LEE WAHM, Producer
JOHN LYMAN III, Director
JERRY BOWNE, Supervisor
JIMMY STARK, Associate Director
ROB ANDERSON, Unit Manager
JIM ALLEN, Writer
RAY ALLEN, Writer
BILL DERMAN, Writer
GAYLORD CARTER, Music Director
CURT NATIONS, Art Director and his Crew
WILLIAM PALMERSTON, Technical Director
Camera Crew and Audio Crew
Sound Effects Crew
GENE REED, Lighting Director and his Crew
BLANCHE KING, Wardrobe and her Crew
JOHN CHAMBERS, Make-Up
RAYMOND COOK, Head Property and his Crew
RAY ARMSTRONG, Head Electrician and his Crew

GEORGE KUNKLE, Head Carpenter and his Crew
ROB CRAMER, Stage Manager
GEORGE FULTON, Stage Manager
MANNING HALL, Artist
JEAN BROSEN (My Girl Friday)
SALLY GRAHAM, Assistant to Producer
PAT HOLST, Production Assistant
LYNN RHEIN, Public Relations
ESTELLE WOLEN, Stenographer

Love and Kisses to All,
### The Billboard Scoreboard

#### PULSE LOCAL RATINGS JANUARY

The industry's most complete rating index pointing up outstanding TV shows and spot adjacencies in every local market.

This chart supplies ratings for the top 15 once-weekly shows and for the top 15 locally originated film series in each market. The data is based on VHF only. The ratings are expressed as a percentage of the total TV audience in each market. It should be noted that the ratings may not be comparable from market to market in rank order according to ratings.

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### BALTIMORE —— 3 STATIONS

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<th>Rank Title(s) (Station)</th>
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British Decca Reports Hefty $’s Progress

1955 Output Up Nearly $7 Million Over Previous Year

DECCO CORPORATION, Inc., the world’s largest record company, has reported a 1955 sales increase of nearly $7 million over the previous year, with the total output for the year amounting to $30,863,000.

Edward M. Decca, president of the company, has commented on the significant increase in sales, stating that "the company has experienced a steady growth in all areas of its operations, including record production, distribution, and sales.

Decca further stated that the company’s success is attributable to the excellent quality of its product and the continued efforts to meet the ever-changing demands of the consumer.

ABC-Par Preps Mag Ad Plugs For Jazz LP’s

NEW YORK, March 3—ABC has announced that it will be releasing a series of magazine advertisements to promote its new jazz LP’s. The advertisements will feature the latest jazz hits and will be distributed through leading music magazines.

ABC-Paramount is currently residing four more releases on its official Mickey Mouse Club label. The Walt Disney quartet includes "Silly and Nifty," "Cowboy and Indian," and "Honey, I’m Home!"

Granz Acquires Hord Masters

MILLION, Ca., March 3—Appoosey Records, the new jazz label founded by Woody Herman orchestra president and bandleader, has announced the acquisition of the Hord Masters, a noted jazz label founded by the latter’s Cern and Norgran Recor

MUSIC-RADIO

Communications to 1564 Broadway, New York, N. Y.

The Billboard

MARCH 10, 1956

25% Off to New Tape Clubbers

BENTON HARBOR, Mich., March 3—V-M Corporation and Benton Harbor Enterprises have formed a new promotion designed to sell tape recorder purchases in association with the recording industry. The plan was to develop a new market for tape recorders.

Some of the benefits of tape recording include:

1. Access to a wide range of music and spoken words
2. Ability to record and play back music and speeches
3. Portability of tape recorders

Fireworks Likely at NAMM Convention

By JUNE BUNDY

March 3—The record panel session at the annual convention of the Music Merchants Association in July will be a spectacular event, according to reports.

The convention is an annual event that brings together record makers, distributors, and retailers from around the world.

Cap’s Sales, Earnings Climb to Record $21 Million

BOWLING, March 3—Capitol Records’ sales and earnings during 1955 reached a new record high. Total revenues rose to $21,308,000, an increase of 31 per cent over the previous year’s sales of $16,554,000.

The increase was due to the success of the company’s new albums, including Frank Sinatra’s "Come Fly with Me," Elvis Presley’s "The King," and Nat King Cole’s "The Nat King Cole Album." The company’s radio stations also contributed to the increase.

M-G-M Preps ‘Dozen’ Pitch For Spring

NEW YORK, March 3—M-G-M Records has announced a new promotion, which closed February 25. The promotion included a dozen branded products, including albums, singles, and a film.

The promotion was a huge success, with albums selling over $1,500,000 in sales. The company is now planning a similar campaign for the summer.

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ASTROLOGY FOR MERCURY DJ’S

NEW YORK, March 3—Mercury DJ’s are in for a treat this month. Mercury has set up a special weekly series, "Mercury DJ’s Astrology," which will feature various astrology readings for the week.

The series will begin each Thursday and continue throughout the month. The readings will be based on the positions of the planets at the time of each Mercury DJ’s birthday.

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ASTROLOGY FOR MERCURY DJ’S

NEW YORK, March 3—Mercury DJ’s are in for a treat this month. Mercury has set up a special weekly series, "Mercury DJ’s Astrology," which will feature various astrology readings for the week.

The series will begin each Thursday and continue throughout the month. The readings will be based on the positions of the planets at the time of each Mercury DJ’s birthday.
THE SOUND TRACK RECORDING
THAT STARTED IT ALL
NOW AVAILABLE AS A SINGLE

MAIN TITLE
from
THE MAN WITH THE GOLDEN ARM

B/W
CLARK STREET
29869 • 9-29869

THE MAN WITH THE GOLDEN ARM
DL 2257 ED 2335
2336 2337

DECCA records
Big 3 Policy Assures Action On All Material

MARCH 10, 1956

AFM TIFF DRAWS C. D. ATTENTION

HOLLYWOOD, March 3—Chairman of the House Labor Committee, has been reported to the labor committee to conduct a new investigation of the situation at the music publishing trust.

SPOUT LIKE MUSHROOMS

Producers, Tunemshists, Pic Stars Ride Publishing Train

By JOEL FRIEDMAN

HOLLYWOOD, March 3—There’s a rash of new publishing firms currently being organized in Hollywood, and still more to come, as a result of the proposed split of the composition and publishing interests of the music publishing trust.

For spectacular Reed, vice-president of Local 47, filed an application with the Department of Labor for the right of a new laborers’ trust to operate in Hollywood.

The additional 10 publishers, none of which has a music publishing firm of its own, have formed an association to establish an independent set-up which will handle some of the growing number of independent music publishers who have set up shop in Hollywood.

The reluctance to relinquish a score from a new music publisher has gathered momentum as more and more independent music publishers have set up shop in Hollywood.

Some studio observers aver that it’s a case of giving up and taking the bait, and that the studios recognize in some cases that the stars and their involvement in the picture is infinitely more worth than a few seconds of airplay rights.

Other examples of new blood in the publishing business include the Danny Kaye and Otto Preminger film association in Hollywood, independent producer Fred Raphael, a firm by writers Nicholas Brody and John Talbot, both associated with Columbia Pictures Music Corporation, and the new studio in “Golden Boy” starring Mario Lanza, with a publishing set-up which will handle some of the growing number of independent music publishers who have set up shop in Hollywood.

Newark, N. J., March 3—Ben and his Rock ’n Roll Band, "Bandwagon," have been kicking up a total gross of $33,500 during six one-nighter last month at theaters in the United States and Canada. The band was booked for $30,000.

"Bandwagon" is the brainchild of Bruce’s success, state WAAV owner who will get a nice share of the money.

Newark, N. J., March 3—Senator Joseph M. (29), who has been a “vote of confidence” to the International Federation of Composers, has been invited to the Senate elections to the International Federation of Composers, has been invited to hear him make his speech on the "factious involvements" involved in the new laborers’ trust.

The chairman of the Federation of Composers, chairman of the Federation of Composers, president of Composers, to amend the Copyright Act to eliminate the box office exemption.

The present federal law stipulates the case of the 1933 international agreement amendment was held in front of John Schuller, President of the Associated Press, to amend the Copyright Act to eliminate the box office exemption.

Newark, N. J., March 3—The Juke Box Royalty Exemption Bill, which is the latest in a series of attempts to nullify the Copyright Act, has been invited to hear him make his speech on the "factious involvements" involved in the new laborers’ trust.

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It was great 3 years ago...and it's still great today!

Madeira

c/w
Bolero Gaucho

as played by

Mitch Miller

on
Columbia 40655 and 4-40655

* Originally cut and released three years ago under the title Tira Lira Madeira.
Three days, three months, three years, hit records are hit records are hit records.

COLUMBIA RECORDS
LONDON, March 3—The British Broadcasting Corporation (BBC) this week faced up to an ultimatum from the Musicians’ Union in its呈上.

The Union threatened the Corporation with a strike if the Corporation did not agree to its demands.

The Union stated that the Corporation was using its musicians in a way that was detrimental to their health and well-being.

The Corporation, on the other hand, stated that it was unable to meet the Union’s demands due to financial constraints.

As a result, the Musicians’ Union has called a strike to begin next week.

The strike will affect all BBC’s Musicians’ Union members and will involve all sectors of the Corporation.

The Corporation has stated that it will not make any concessions to the Union and will continue to operate as usual.

The Musicians’ Union has responded by stating that it will not be deterred and will continue to fight for its members’ rights.

The situation is expected to remain tense in the coming weeks.


epic Shuffles Pkg. & Singles Sales Exes

NEW YORK, March 3—Recurrent downsizing at the Epic Shuttle has affected the Piano and Single Sales departments.

Bill Nielsen, director of sales and marketing, has been moved to Epic Shuttle’s New York City office and will be responsible for handling packaged records and singles.

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Artists Reap Fat Harvest on Cruise Dates

NEW YORK, March 3—There is plenty of cash in cruise bookings for performers, according to the president of WOR-Moth’s Atlantic, who said that the company has already sold more than 45,000 tickets for its upcoming cruise season.

The unusual feature of the Mediterranean cruise routes the company is offering next month will be that they are being offered to the public.

The ships will sail out of New York on April 19 and will return to New York on May 13.

Artists are expected to earn a substantial amount of money from the cruise bookings.

Hendrickson To RCA Post

NEW YORK, March 3—John Hendrickson was named manager of RCA’s European Foreign Sales division for the last week of the year.

This division, which will work under G. H. Finn, is responsible for the promotion of RCA products in Europe.

Hendrickson, formerly a personnel assistant at the RCA Record Division, is expected to take over the division and begin promoting RCA products in Europe.

RCA Repeats Joe Reisman

NEW YORK, March 3—Joe Reisman has been signed for two years by RCA Victor.

Reisman is expected to continue to handle assignments on records that are of special interest and expertise.

He has been signed for both U.S. and international assignments.

Negotiations between the disk and record companies and the Society of American Musicians and Business are expected to last for a substantial salary increase.

Freed Gets Lead Pic Role

NEW YORK, March 3—Denis Freed has been cast in the lead role in a new movie, “Rock Around the Clock.”

Freed recently appeared as himself in the movie “Rock Around the Clock,” and his performance in that feature has put him in line for a major role in this new picture.

RCA, which is producing the movie, has decided to cast Freed in the lead role.

Brother Will Carry On for Frank Daley

NEW YORK, March 3—Veteran ballroom impresario Frank Daley, owner-manager of the Meadowbrook and Cramer, will leave his job and form his own company.

Daley, who has been in charge of the Meadowbrook since 1951, is retiring and will turn the operation over to his son, Mike Daley, who is currently the manager of the Meadowbrook.

Mike Daley will continue to operate the Meadowbrook, but it is expected that Frank Daley will carry on his ballroom activities on a smaller scale.

Daley has been associated with the Meadowbrook for more than 20 years and has built up a loyal following among music fans.

Randle Still Top-Rated DJ

CLEVELAND, March 3—Bill Randle, who has been the most listened-to disc jockey in the country, according to the Pulse magazine’s Top 100 DJ charts, has continued to hold on to his top spot.

Randle, who has been on the charts for more than 10 years, has had a steady following and is expected to remain at the top of the list.

The latest Pulse magazine charts, which are published quarterly, show that Randle has maintained his position at the top of the list.

Randle, who has been in the business for more than 20 years, has been praised for his ability to keep his audience interested and engaged.

He has been described as a master of his craft and has been credited with being one of the most influential figures in the radio industry.

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MUSIC AS WRITTEN

LONG TALENT FEATURE ON IST RCA DISK

Jackie Sherrington, recently named an artist and repertoire assistant to Steve Sholes, in charge of specialty records at RCA Victor, is featured as talent in his first disk for the label. It's titled "Lullaby." Long, meanwhile, is soon due to appear in a featured role for Radio-Television Music, "The Most Happiest Family." At the same time, Jack Lewis has begun his duties as artist relations in Sholes' department. Lewis was formerly in charge of jazz diskings at Varsity.

FRANK KORTE, COSTA MEDITERRANEAN VACATION, DIES IN SLEEP...

A public Korte, Sr., veteran music industry figure, passed away in his sleep in San Gabriel, Calif., February 13. He had been associated with the new defunct Exclusive Record Corporation more than five years, later joining Paul Reiner's

MUSIC NEWS

THESE HANDS

By R.G. Young

JUSTICE Minns & Company and publisher Bob Irwin were awarded a first prize for last week in the 4th Annual Art Directors' Club of Los Angeles Award for their Chet Baker album cover design. This was the only award accorded the artists for their work in the record industry. The cover was in the first place in the Art Directors' Club series, which also includes the work of artists such as Keith Finch and Sue Sosnowski.

ASCAP has opened a new branch office in Miami Beach. District manager is William Bareu.

Volleyball Publications has announced a new series, "The Four Chaps," by Robert T. Grant and the Grant family.

HILL & RANGES

HOLLYWOOD, March 3. Everything comes to him who waits. Bill Feist, publisher of "Music," published for releases, was out of print yesterday as "Music." The firm will reissue its releases, starting with "500 Turn Out For First Six BMI Clinics" New York, March 3—Some 500 radio music directors from six Broadcast Music, Inc., clinics as the 50th clinic series got under way. Carl Haverstick, BMI resident, is attending the Western series that started in St. Louis yesterday (57), and Glenn Danler, vice-president in charge of station relations, is heading the Southern and Eastern sections of travel and local speakers. Eastern clinics started in Los Angeles and

THE COMING CHALLENGE OF ROCKS," suggests that there is a need for changing ideas in programming.

WHY DO Fruit FALL IN LOVE

BY THE TENDERLOIN'S ELDINA MANN...Dean

THE DIAMOND Memory

PATERSON MUSIC PUBLISHING CORP.

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BY THE TENDERLOIN'S ELDINA MANN...Dean

THE DIAMOND Memory

PATERSON MUSIC PUBLISHING CORP.
DICK JACOBS
and His Orchestra

"MAIN TITLE"
and
"MOLLY-O"

From the Otto Preminger Film, "The Man With the Golden Arm"

ACROSS THE BOARD!

The Billboard Review Spotlight On

DICK JACOBS ORK. . . Coral 61606

... MAIN TITLE & MOLLY-O

(Dennis, ASCAP)

There are several instrumental versions out on "Main Title" theme from the movie, "The Man With the Golden Arm," and it is safe to say that the Dick Jacobs version is the best of them all. The Johnnie Pacheco version has the same basic introduction, which is followed by a nice interpretation of the title song. Dick Jacobs has made a very interesting instrumental version of the theme, and it is very much worth listening to.

Variety Best Bets

DICK JACOBS

MAIN TITLE
Butternut (Coral)

and "BUTTERNUT"

THE BIG HIT VERSION ON...

Coral Records
America's Fastest Growing Record Company

Coral
61606 (78 RPM)
9-61606 (45-RPM)
Another Smash Hit
by the CHORDETTES

"Eddie My Love"
c/w Whistlin’ Willie
cadence #1284

Petrillo Acts in Coast Fight
- Continued from page 31

nothing by proceeding as they are.
A motion picture studio spokesman
stated, "All of the demands made
by Local 47 would require either
revocation or alteration of con-
tacts. The motion picture industry,
networks and local radio and TV
stations, television film producers
and recording companies all are in
contrasts with the Federation and
not with Local 47.
It continued, "Should Local 47
be disfellowshipped from the Fed-
eration or form an independent
union, we would not honor such a
contract simply because we don’t
want AFM pickets in front of the
theaters playing our pictures thor-
ough the country."
Read’s group, seeking changes
in the administration, collection and
disbursement of money in the mo-
mentum of the trust fund, was a
second test of strength here Thurs-
day in the election of directors to
the Musicians Club, a separate corpo-
rate entity which actually owns the
old television building here and who
control all assets of the local.
By a write-in vote, Read along
with Marshal (“Buddy”) Coen, Bill
Crossey, Maurice Harris, Uam Roosy, Jack
Dallman and Ray Tolland were
accepted by a margin of more than
two-thousand votes, making the
morning opposition to the te Green
state.

Hold Office, Funds

Read’s forces continued to
Green’s order during the
week, as the Local 47 board of direc-
torsisclosed him and two officers,
Maury Paul and Bob Emonson,
…of molestation of office. Claiming
the former actions illegal, to Green
has successfully maintained control
of the Federation’s office and the
union’s funds.
A meeting has been called for
the April 11 by Read’s forces, at
which a new officers’ membership
will be asked to try to settle a proposal
for a merger of Green and Record-
ing. The Federal and Financial Sec-
tary will be at the March meeting.

Greene will ostensibly assert to have himself
renominated as per Petriello’s dictate.
Negotiations yielded no results in
an open to Petriello and the AFM
at the AFM’s request, but the federation
that the AFM president will
my them at this time. Groups of
similar actions in New York and
other areas were begun here, this
unconfirmed. Petriello ostensibly
could move every member’s card
from Local 47, take away the AFM
franchise of the local 47 and bring in
musicians from out of town eager
for the lush studio jobs.

A court action was viewed as in-
vestigable, or legal opinion that far
precluded that Local 47 members
would ask for a restraining order
and injunction against further dis-
regard of the trust fund only.
In a similar case that occurred
in New York more than 30 years
ago, AFM Local 310 entered into
no disruptions against the federation.
The federation subsequently
revised its charter and chartered a new
local, now Local 602.

Cap Releases
- Continued from page 31

Paris Opera, is regarded as the
most important. Other packages in-
clude works by Pierre-Michel le
Courbe, Larry Scribner and the
entertainers of the W.B.D.R. Orchestra
of Hamburg, Splid Lopez and her
Spanish Ballet, the City Lyceum Orches-
ta, Pepe Villa and the Mar-
ches Mestizo, Frank Pourcel, and
the band of her Majesty’s Royal
Militia.

Highlighting the pop schedule is a
new package by Frank Sinatra,
who appears in the upcoming,
"Songs For Swing Lovers,"
accompanied by tenors Ernie Ford, Af
Bobbe, Gordon North, Merle Travis, Joe (Finger) Carr, Art Tatum, Tony Bennett, Arthur Murray Targon, and the Binga-
Ingles Band. and Barrowly & Bailey Car-
son Band.

Granz Acquires
- Continued from page 31

Dinel amounted to approximately
15,000 plus royalties.

Richmond, since the week on the
East Coast, it is reported,
revealed that he will continue to
operate the Mux label through distributed
outlets, the activity will be limited to
package sales. Press plan call for the future release of
a number of compact discs on the Richmond
labels. Marr will continue to record pop single material as a
recording artist on a house label for the Richmond
publishing firms.

Diskers on Cover LP Alert
- Continued from page 19

Breaking the trail, and the other labels
being named as quick time carbon
clones? This idea is quickly
scotched by any long look at the
situation.

It is probably no secret, for
example, that Columbia itself orig-
inally issued its “Hedda, Rosser and
Shoestring” with Art Linkletter
in the dray of the phenomenally successful “Pardon
my French” series of albums.

Another trend, still being ex-
hibited with characteristic illu-
seness by many diskers is that
shown by Van. Its “Hedden” series spawned a flock of similar
packages. And now it is in the “Holi-
day in . . .” gimmick that is
gearing a share of the attention.

The cove technique, appearing
will not abide in intensity as time
passes. With respect to albums it
will show itself more frequently as
diskers strive for heavy package
sales.

The quick goal, or measure of
sales success in pop albums today,
is the movement of some 20,000,
to 25,000 LP’s in two months. This
is a solid entry in a market which
still produces a substantial number
of pop albums (Clair’s) that move no more than about 3,500
copies in 40 days. Yet, an album smash (and they do occur) will
sometimes sell 50,000 in two
months.

To grasp up this fast action, diskers are ever attempting to
speed up the production process that often willy Bobbe” once
created six weeks to get a fancy package, with elaborate, four-color and
divide dealers’ hands.

Producing the physical details, when a rush is called for, can
now be accomplished within 48 hours after the recording date. It is
the package and which holds up
the record and the package, that is where
manufacturers are currently doing
their prolonged tenure study.

It is all aimed at getting the “original” pop albums fast-
m ost of the time. But in a growing number of cases the
reporter is skin off dealer and consumer
action on a comparison between
already catching on with the buyer.
the First Record on the ISOLATION BOOTH THEME

TONY TRAVIS

Singing

LOVE IS THE $64,000 QUESTION

and DRUMMER BOY

20/47 6476

the dealer's choice RCA VICTOR
**Review Spotlight on...**

**ALBUMS**

**Popular**

**HIGH TOR (1:12) - TV Film Sound Track. Decca DL 5277.**

This is a most impressive program made by this sound track package from the forthcoming TV film musical version of "High Tor," which will be presented by Ford Motors over NBC-TV, Saturday (10). Bing Crosby stars, and Ethel Merman introduces the songs. Crosby dominates the LP, warbling for the most part, and bawling in a few settings. The rest of the LP is divided between the two arias. Crosby dominates the LP, warbling for the most part, and bawling in a few settings. The rest of the LP is divided between the two arias. Crosby dominates the LP, warbling for the most part, and bawling in a few settings. The rest of the LP is divided between the two arias. Crosby dominates the LP, warbling for the most part, and bawling in a few settings. The rest of the LP is divided between the two arias. Crosby dominates the LP, warbling for the most part, and bawling in a few settings. The rest of the LP is divided between the two arias. Crosby dominates the LP, warbling for the most part, and bawling in a few settings. The rest of the LP is divided between the two arias. Crosby dominates the LP, warbling for the most part, and bawling in a few settings. The rest of the LP is divided between the two arias.

**Classical**

**VIVALDI: CONCERTO IN A MINOR FOR TWO VIOLINS, BACH: VIOLIN CONCERTO No. 1 IN A MINOR, VIOLIN CONCERTO NO. 2 IN F MAJOR (1:12) - David Oistrakh, Isaac Stern, Violins; Philadelphia Orchestra and Eugene Ormandy, Cond. Columbus ML 5087.**

Surely one of the most interesting violin package to hit the market in a long time. Talent-wise it packs a punch and all the musical values are high. The disk also provides a unique opportunity to compare the styles of the two artists—the lush tone of Oistrakh and the dreary, the perhaps equally appealing, tone of Stern. Oistrakh plays the E Major, Stern the A Minor. Money in the bank for the package store.

**Reviews and Ratings of New Popular Albums**

**LOVE MUSIC FROM HOLLYWOOD.**

Paul Whiteman with his Orch (1:12) - Decca DL 5475.

Paul Whiteman always sells well, and that's a great thing.-motion pictures are a particularly strong commercial possibility, and the possibilities, attitudes are all on display on 13 ballade tunes here, covering song, stylings, and with the names of many of Whiteman's recent clients. It is a very well-made set that will appeal to many.

**FOLK SONGS OF THE FRONTIER.**

Blind Boy Fuller, Freddy Randall, Jack Yarmy, etc. Columbia CL 756.

Putting together songs in some of the music's historical periods of American music are an interesting and amusing proposition. It is a basically produced recording of a very fine effort from material by Whiteman, Ball Follett, and Yarmy. These are beautifully harmonized and sometimes with a goodly tone. All are from Columbia CL 756.

**MERCIERIE A LA NORD.**

Marc Secretai, Charles Richer (1:12) - Veejay EP 166.

Here's a high profile package of Latin-American stylings waxed up in a commercial recording. The inclusion of the American stellar is a natural one, for the gestures are a likely one. The album is beautifully produced and has a certain aura of excellence. The album is further enhanced by an excellent booklet containing excerpts from material by Whiteman, Ball Follett, and Yarmy. These are beautifully harmonized and sometimes with a goodly tone. All are from Columbia CL 756.

**SENTIMENTAL SOUVENIRS.**

Bob & Earl, Dan Rice, etc. Decca DL 5487.

A group of sentimental standards along with the most popular and most of the others, this may be a very good set for the listener. All are from Columbia CL 756.

**NEW COUNTRY SONGS.**

Bob & Earl, Dan Rice, etc. Decca DL 5487.

A group of sentimental standards along with the most popular and most of the others, this may be a very good set for the listener. All are from Columbia CL 756.

**The Chicago Agents Speak...**

An Open Letter to the Entertainment Industry:

The Entertainment Managers Association of Chicago is composed of over 100 business men who for many years have furnished live entertainment for industry business associations and trade groups.

In the efforts of these business men, in the year 1955, more than ONE MILLION DOLLARS was PAID TO PERFORMERS that are MEMBERS OF THE AMERICAN GUILD OF VARIETY ARTISTS.

For many years the members of AGVA have worked in complete harmony with the various E.M.A. officers and virtually no disputes over working conditions, salaries, etc., have ever existed. In fact, through the efforts of the E.M.A. officers many AGVA performers are now making in excess of one thousand dollars per week.

There is, however, no DISAGREEMENT NOW EXISTING BETWEEN THE PERFORMING MEMBERS OF AGVA AND THE E.M.A. MEMBERS. However, on February 29th certain AGVA officials, without discussion or negotiations, attempted to force several AGVA performers to cancel a convention show because it was booked by a member of E.M.A.

This arbitrary action was taken because this E.M.A. booker REFUSED TO MAKE A YEARLY FIFTY DOLLAR DONATION TO THE COFFERS OF THE AGVA, FOR THE PURPOSE OF HELPING TO DEFRAY THE OPERATING COSTS OF THIS UNION.

The mere fact that the AGVA performers disregarded the arbitrary demands of these AGVA officials is ample evidence of the true feelings of the performers themselves.

We the members of the Entertainment Managers Association believe in the American doctrine of free enterprise and will not coerced by threats, and solicit the support of every thinking member of the entertainment industry.

Signed: Entertainment Managers of Chicago
203 North Wabash Avenue
Chicago 1, Illinois

---

**The Brothers**

**MARTY ROBBINS.**

"Lost in the Fifties," A&M, CBS. A gentlemanly LP.

"It's a fine LP..." But is that enough? Well, if you like Robbins' style and you've always had a fascination with the ’50s, then this one has something for you. A great LP that will keep you interested for hours.

**Progressive Jazz.**

**BLUE WAVE.**

Alex Acuna Quartet (1:12) - Blue Note OL 322.

"This LP isn't really bad, no. It's just that we can't be as enthused. It's an LP that doesn't really capture the spirit of its performers. It's more of a collection of stretches than a cohesive piece of music. It's a good LP for those who want to hear something different, but it's not for everyone. It's a LP that's worth listening to, but it's not for everyone."
A thrilling new album...

Midnight Rhapsody

T-711

Capitol proudly presents

JOE BUSHKIN

his piano and orchestra

Rhapsodic piano and large, lyrical orchestra linger over a collection of memorable tunes... bespeaking the tall, dark beauty of Manhattan late at night...

includes: Manhattan, Laura, Stormy Weather, September Song, Embraceable You, Come Rain or Come Shine, I Cover the Waterfront, I Can't Get Started, The Song is You, As Time Goes By, It's the Talk of the Town, Above All You.
### The Billboard Music Popularity Charts

**The Nation's Top Tunes** for survey week ending February 29

#### First Ten

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Week of Entry</th>
<th>Record Label</th>
<th>Original Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kock and Roll Waltz</td>
<td>By Dick Waven &amp; Snitty Alex—Published by Boudin (BMI)</td>
<td>1 10</td>
<td>ELECTRICAL RECORDS: Long Henry, Line-Work.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Lisbon Antigua</td>
<td>By George Van Tricht—Published by Southern (ASCAP)</td>
<td>2 11</td>
<td>ELECTRICAL RECORDING: H. Chase, Cap, Lusk.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Great Pretender</td>
<td>By Sonny Drax—Published by Southern (ASCAP)</td>
<td>3 13</td>
<td>ELECTRICAL RECORDING: Long Henry, Line-Work.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Poor People of Paris</td>
<td>By E. G. L. Dunham &amp; C. E. Maguire—Published by Atlantic Music</td>
<td>4 6</td>
<td>ELECTRICAL RECORDING: Long Henry, Line-Work.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>No, Not Much</td>
<td>By Sillmans &amp; A. Allen—Published by Bevan Music (ASCAP)</td>
<td>5 7</td>
<td>ELECTRICAL RECORDING: Adams Trio, Line-Work.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Memories Are Made of This</td>
<td>By Giselle-Del Mon—Published by American (BMI)</td>
<td>6 14</td>
<td>ELECTRICAL RECORDING: Little Richard, Specialty.</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Theme From the Three Penny Opera (Moritari)</td>
<td>By Kaye Well-Brook—Published by Harms (ASCAP)</td>
<td>7 6</td>
<td>ELECTRICAL RECORDING: E. Chase, Cap, Lusk.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>See You Later, Alligator</td>
<td>By Bob Dylan—Published by Acme Music (BMI)</td>
<td>8 9</td>
<td>ELECTRICAL RECORDING: E. Chase, Cap, Lusk.</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Band of Gold</td>
<td>By Bob Mooy &amp; Jack Turner—Published by Lesner Music (BMI)</td>
<td>9 8</td>
<td>ELECTRICAL RECORDING: Adams Trio, Line-Work.</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I'll Be Home</td>
<td>By Washington &amp; Lowe—Published by Art (BMI)</td>
<td>10 12</td>
<td>ELECTRICAL RECORDING: Adams Trio, Line-Work.</td>
<td></td>
</tr>
</tbody>
</table>

#### Second Ten

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<tr>
<th>#</th>
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<th>Week of Entry</th>
<th>Record Label</th>
<th>Original Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Eleventh Hour Melody</td>
<td>By King Palmer-Carl Semon—Published by Patson (ASCAP)</td>
<td>16 23</td>
<td>ELECTRICAL RECORDING: A. Rob, Cap, Lusk.</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Sixteen Tons</td>
<td>By Mitch Miller—Published by American Music (BMI)</td>
<td>17 13</td>
<td>ELECTRICAL RECORDING: E. Chase, Cap, Lusk.</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Eddie My Love</td>
<td>By Coltrane, Lang &amp; Davis—Published by Modern-Roccer (BMI)</td>
<td>18 24</td>
<td>ELECTRICAL RECORDING: E. Chase, Cap, Lusk.</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Angels in the Sky</td>
<td>By Dick Grauman—Published by Grauman (BMI)</td>
<td>20 19</td>
<td>ELECTRICAL RECORDING: Adams Trio, Line-Work.</td>
<td></td>
</tr>
</tbody>
</table>

#### Third Ten

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</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Seven Days</td>
<td>By Carroll-Taylor—Published by Program (BMI)</td>
<td>26 27</td>
<td>ELECTRICAL RECORDING: E. Chase, Cap, Lusk.</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Lipstick, Candy and Rubber Soled Shoes</td>
<td>By Bob Hanlon—Published by Janice Music (BMI)</td>
<td>27 28</td>
<td>ELECTRICAL RECORDING: E. Chase, Cap, Lusk.</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Tear Fell</td>
<td>By Dean Hutton &amp; Eugene Randolph—Published by Program (BMI)</td>
<td>28 29</td>
<td>ELECTRICAL RECORDING: E. Chase, Cap, Lusk.</td>
<td></td>
</tr>
</tbody>
</table>

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**The Honor Roll Of Hits** comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.
NELSON RIDDLE presents a smash follow-up to 'Lisbon Antigua'

Port Au Prince

MIDNIGHT BLUES

record no. 3374
Duchin himself...

playing the music that he made famous

Heaven Help This Heart of Mine • Moon Over Miami • Ill Wind • Hands Across the Table • Too Marvellous for Words • I Cover the Waterfront • A Star Is Born • Pennies From Heaven • When a Woman Loves a Man • Lights Out • It's De-Lovely • One Hundred Years From Today

NOW on VIK Album LX-1043 (12'' 33 1/3 rpm)

Coming Soon—Columbia Pictures—"The Eddy Duchin Story"

Great 33 1/3 rpm 12'' VIK Albums:

LXA-1038 "MAKE MINE MALTESE" Richard Maltby & His Orchestra
LXA-1026 "GORDON JENKINS ALMANAC" and in JAZZ:
LXA-1025 "AT THE JAZZ BAND BALL" Deux of Dixieland
LXA-1040 "AN AFTERNOON AT BIRDLAND" with Kai Winding & J. J. Johnson

...and the VAULT ORIGINAL PERSONALITY SERIES:

LVA-1000 "YOUNG BING CROSBY" Paul Whiteman & Gus Arnheim Orchestra
LVA-1001 "FRED ASTAIRE" with Les Hite's Orchestra
LVA-1002 "LOVE SONGS BY RUSS COLOMBO"
LVA-1004 "ON STAGE Volume 1" Ethel Merman & Ormandy Nissen
LVA-1005 "THE GAY CABALLERO" Frank Crumit
LVA-1006 "TORCH SONGS" Helen Morgan & Female Sirens
LVA-1007 "GENE AUSTRIN SINGS ALL-TIME FAVORITES"
LVA-1008 "THE HAPPINESS BOYS" Billy James & Emacs Marx
LVA-1009 "ETHYL WATERS"
THAR SHE BLOWS!
The Biggest Black Gold Gusher This Year!

Sung by
RUSTY DRAPER

MERCURY
#70818

"BUD" BRANDON
FREDERICK MUSIC COMPANY
THE BILLBOARD Music Popularity Charts

**Best Sellers in Stores**

For survey week ending February 29

**INNAMORATA (Paramount)/ASCAP—Jerry Vale/Calkever Limited—Dixie Monitor—Capital**

Jerry Vale was not first with his version of this classic song, but his Interpretation has brought new fans to the tune as well as to his recording. His performance, plus the novelty factor of a new version, are responsible for the song's success.

**This Week’s Best Buys**

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

is also rated a strong seller in St. Louis, Buffalo, Nashvile, New York, and Philadelphia. It is also coming along nicely in Cleveland, Pittsburgh, Providence, and Duluth. Flag is a "Cousin Love" (Vincent, EMI). A previous Billboard "Spotlight" pick.

**Most Played by Jockeys**

For survey week ending February 29

**ROCK RIGHT (B. D. Marks)/BMT**

The greatest Thing (Bass Jungnickel, ASCAP)/Georgia Gibbs—Mercury 7681

With Rock Right (B. D. Marks)/BMT initiating action, this record has moved out quickly. Good sales were reported in a wide variety of areas from Coast to Coast. They included Los Angeles, Chicago, New York, Pittsburgh, St. Louis, Cleveland, Buffalo, Providence, Pittsburgh and National cities. Shows a strong preference for "Greatest Thing." A previous Billboard "Spotlight" pick.

**Most Played in Juke Boxes**

For survey week ending February 29

**WALTZ SKY (ASCAP)—Ernie Fairbank/Waltz—Cap 5791**

"Waltz Skye" has been moving up quickly these past weeks. It is now looking strong as a contender for chart honors. Already on the Baltimore terrestrial chart, "Waltz Skye" is expected to make a strong run at the Top 10 soon.

** средне**
A GOLD RECORD FOR The Platters "Only You"
A GOLD RECORD FOR The Platters "The Great Pretender"

AND NOW ANOTHER GOLD RECORD FOR

THE
PLATTERS

LATEST SMASH

"WINNER TAKE ALL"
COUPLED WITH

"THE MAGIC TOUCH"

MERCURY 70819
CHICAGO 1, ILLINOIS
AMERICA'S NEWEST STAR!

Toni Harper

"WE'VE GOT TO LIVE, GOT TO GROW"

b/w

"I TELEPHONED, I TELEGRAPHED"

Orchestra Conducted by BUDDY BREGMAN

Verve Records 451 North Canon Drive • Beverly Hills, Calif.

THE MOST EXCITING NEW LABEL IN THE RECORD INDUSTRY!

Copyrighted material
Who said "Sleepy Head"?

What a song!

BETTY HUTTON
with Vic Schoen's Music

Sleepy Head

b/w Hit The Road To Dreamland Record No. 3383
the Hilltoppers

with a...

Smasher

featuring the voice of

Jimmy Sacca

DO THE BOP | WHEN YOU'RE ALONE

BIG BALLAD

THEIR FIRST ROCKER

DOT 15451

Records
Gallatin, Tenn.
Phone 1600
Smash Follow-up to "BAND OF GOLD"

DON CHERRY

WILD CHERRY

I’M STILL A KING TO YOU

COLUMBIA 40665

COLUMBIA RECORDS
ONE Great Song
FIVE Great Versions by
FIVE Great Artists...

we all need love

ONE GREAT SONG
FIVE GREAT VERSIONS
BY FIVE GREAT ARTISTS

COLUMBIA RECORDS

ANOTHER FIRST
The Billboard Music Popularity Charts

**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.

1. If You Can Dream  
   The Gal With the Yaller Shoes  
   *The Four Aces* (ASCAP) (ASCAP) Decca 20690

2. Flowers Mean Forgiveness  
   *Frank Sinatra* (ASCAP) Capitol 3359

3. 11th Hour Melody  
   *Al Hibbler* (ASCAP) Decca 20789

4. *Innamorata*  
   *Jerry Vale* (ASCAP) Columbia 40634

5. *Innamorata*  
   *Dean Martin* (ASCAP) Capitol 3332

6. Forever, Darling  
   *The Ames Brothers* (ASCAP) RCA Victor 6100

7. Lovely One  
   *The Four Voices* (BMI) Columbia 40643

8. *Mr. Wonderful*  
   *Sarah Vaughan* (ASCAP) Mercury 70777

9. To You, My Love  
   *Nick Noble* (ASCAP) Mercury 70821

10. Why Do Fools Fall in Love?  
    *Gale Storm* (BMI) Dot 10548

**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**

This, listed alphabetically, is an audience index for work station programs in New York, Chicago, and Los Angeles. Tunes are based on John G. Panamov's copyrighted Audience Coverage surveys.

**Radio**

Wowa in Love (R) Fresh-ASCAP
And the Angels Sing (R) - Brunswick, Vaca & Co.-ASCAP
Ask Me (R) City-ASCAP
Baby, Baby, Be Gold to Me (R)- Brunswick, Voice & Co.-ASCAP
Band of Gold (R)-Ludlow-BMI
Cry Me a River (R) Fresh-ASCAP
Flowers Mean Forgiveness (R) -Brunswick ASCAP
Forever Darling (R)-City-ASCAP
Great Pretender (R)-Southern-ASCAP
Heart of Paris (R)-R. F. Wade-ASCAP
If You Can Dream (R)-Faul-ASCAP
Innamorata (R) - Frenmentel-ASCAP
It's Almost Tension-Northern-ASCAP
Ladybird of Barcelona (R) - Pathe-BMI
Make with Its Golden Arm (R) (F)-Don-ASCAP
Memories Are Made of This (R)-Memorial-ASCAP
Mr. Wonderful (R) (F)-Layd-ASCAP
No, No, Not Much (R) -Brun-ASCAP
Poor People of Paris (R) - Columbia ASCAP
Rock and Roll Waltz (R) - American Academy-ASCAP
Small Town (R) - American Academy-ASCAP
Soray Fell on Alabama (R) - Mills-ASCAP
Tender Toot (R) - Fren-ASCAP
When the Three Paint Opera (Melodier) (R)-Herman-ASCAP
Valley Volcanoes (R) - Broadmoor-BMI
Viva, Viva (R) - Paramount-ASCAP
When Your Love's in the Air (R) - Chappell-ASCAP
The Wall (R) - Viva-ASCAP

**Television**

All At Once You Love Her (R)-Williamson-ASCAP
Always Leave (R)-Ardmore-ASCAP
Love of Gold (R)-Ludlow-BMI
Cry Me a Ring (R)-Frank-ASCAP
Colcazar (R)-Mildred-BMI
Diamond, Pearl and an Emerald Grain (R)-Thunderbird-ASCAP
Djangoo Doll (R)-E. R. Marks-BMI
Fire Snowfall (R)-Winsted-ASCAP
Good Will (R)-Thunderbird-ASCAP
Great Pretender (R)-Southern-ASCAP
If You Want to See Mice Tonight (R) (P)-Miller-ASCAP
Let It Ring (R) -Acros-ASCAP
Lipstick, Candles and Rubber Jake Suits (R)-Jenkins-BMI
Ladybird of Barcelona (R) - Pathe-BMI
Little Minnie Murl (R) - Brunswick, Voice & Co.-ASCAP
Memories Are Made of This (R)-Memorial-ASCAP
My Lucky Charm (R)-Frank-ASCAP
No, No, Not Much (R) -Brun-ASCAP
Only You (R)-William-BMI
Poor People of Paris (R) - Columbia ASCAP
Rock and Roll Waltz (R) -Shieloido-BMI
Rock Waltz (R) - E. R. Marks-BMI
Seven Days (R) -Prostantasy-BMI
Sixteen Tons (R)-American-ASCAP
Tender Toot (R) -Fron-ASCAP
Three From "The Three Paint Opera" (Melodier) (R)-Herm-AASCAP
To You, My Love (R)-Land-ASCAP
Tusil Print (R) -Viva-BMI
You Can't Be True in Two (R)-Japo-ASCAP

**Best Selling Sheet Music**

Tunes are ranked in order of their current national selling importance at the sheet music stores. These tunes are listed alphabetically:

- Band of Gold  
- Birdland....-BMI  
- Columbia  
- Forever, Darling  
- The Ames Brothers  
- Greatest Hits  
- Mr. Wonderful  
- Nobles' Are Made of This  
- Other  
- Poor People of Paris  
- The Three Paint Opera  
- The Wall  
- The Wall  
- Viking, Viva  
- Viva, Viva  
- When the Three Paint Opera (Melodier) (R)-Herman-ASCAP
- You Can't Be True in Two (R)-Japo-ASCAP

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

**PLEASE USE THIS HANDY ORDER BLANK TO START YOUR DISK DERBY PROMOTION SERVICE TODAY.**

- To put your top pop sales "way out front! Enter this fast-moving merchandising promotion today.

- YOU GET THIS COMPLETE NEW KIT EVERY WEDNESDAY... for only 50c a week!

- 2 BIG SPLASH COLOR POSTERS: 17" x 22", with the week's top 10 tunes in giant type... plus the 10 up-and-coming hits, all based on Billboard's famous coast-to-coast surveys. These are for window and counter displays.

- 3 FULL-SIZE AD REPRINTS: Colorful posters to build bigger sales for the "coming-up-strong" disks.

- 5 COPIES OF "THE NATION'S TOP TUNES": The week's top 20 hits. Use 'em for counters... windows... and give-aways!
America's Fastest Selling Records

Peggy*
and
Mr. Wonderful

THE SOUND!
THE VERSION!
THE BIG ONE!

*Lee
of course

DECCA
29834 9-29834

A New World of Sound DECCA records
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."
Rex Leonard
WXOT, Framingham

"BIG HIT FOR A WONDERFUL GUY."
Bob Morse
WTAM, Cambridge

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

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

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

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

"THE GREATEST ROCK AND ROLL WAILER OF THEM ALL FINALLY TAGS ONE—WHATEVER HAPPENED TO MAX LEHMAN?"
Norm Prescott
WBZ, Boston

"S. G. O. AT BILLY WILLIAMS CRAZY LITTLE PALACE...LOOKS GREAT."
Rod Powers
WDBI, Boston

"I THREW CRAZY LITTLE PALACE SENDS BILLY WILLIAMS HOME WITH A HIT."
Bob Claytor
WHEL, Boston

"GREAT HIT—GREAT HITS."
Joe Smith
WBOA, Boston

"A GREAT OUT FINALLY HITS."
Chas M. Joffe
WHEM, Providence

"GREAT RECORD—GREAT GUY—BIG HIT ALL THE WAY."
Roy Leonard
WKOX, Framingham

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

"FABULOUS SONG—DEFINITELY ONE OF THE TOP 5 IN 3 WEEKS."
Alex Derry
WIZO, Boston

"THIS SONG LOOKS LIKE THE RECORD FOR ONE OF THE GREATEST SINGING GROUPS AROUND—SHOULD DO ALL THE WAY!"
Greg Fins
WGBH, Boston

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

"A MOST DESERVING GUY WITH A DESERVING HIT."
Larry Welts
WCOG, Boston

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

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

"I THREW CRAZY LITTLE PALACE SENDS BILLY WILLIAMS HOME WITH A HIT."
Bob Claytor
WHEL, Boston

"SOUTHERN MUSIC CO.
MURRAY DEUTCH
Gen. Prof. Mgr.

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

"I THREW CRAZY LITTLE PALACE SENDS BILLY WILLIAMS HOME WITH A HIT."
Bob Claytor
WHEL, Boston

"LA SALLE PUB. CO.
1419 SWAY, M. Y. C., M. Y.
Sole Selling Agent
SOUTHERN MUSIC CO.
MURRAY DEUTCH
Gen. Prof. Mgr.

CRAZY LITTLE PALACE"

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America's Fastest Growing Record Company

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shamrocks and champagne

Popular Irish Songs in Sparkling Champagne Style

WHEN IRISH EYES ARE SMILING • MY HEART DANCES AN IRISH JIG • IRISH ALPHABET • MINAMARA’S BAND • LITTLE BIT OF HEAVEN (Shure They Call It Ireland) • IRELAND MUST BE HEAVEN FOR MY MOTHER CAME FROM THERE • SHAMROCKS, SHILLELAGHS AND SHENANIGANS • DANCE ABOUT A STACK OF BARLEY • THE STORY OF KEVIN BARRY • AN IRELAND SONG • WILD COLONIAL BOY • TIS THE LUCK OF THE IRISH.

*March Release on Coral Records

LAWRENCE WELK

(CRL 57036 • EC 82026)

the most happy fella

(From the Musical Production "The Most Happy Fella")

JOHNNY DESMOND

CORAL 61608 (78 RPM)
and 9-61608 (45 RPM)

and

without you

EILEEN BARTON

CORAL 61609 (78 RPM)
and 9-61609 (45 RPM)

too close for comfort

(From the Musical Production "Mr. Wonderful")

and

the scene of the crime

THE MODERNAIRES

CORAL 61599 (78 RPM)
and 9-61599 (45 RPM)

april in paris

and

hi-diddle-i-di

a tear fell

TERESA BREWER

missing

McGUIRE SISTERS

teen-age meeting

DON CORNELL

mr. wonderful

DOROTHY COLLINS

(CR 81130)

4 BIG HITS ON 1 EXTENDED PLAY RECORD...

a tear fell

missing

teen-age meeting

mr. wonderful

www.americanradiohistory.com
BREAKING BIG!
CLIMBING FAST!

OUR LOVE AFFAIR

by

TOMMY CHARLES

IF YOU WERE ME
(And I Were You)

DECCA
29717
9-29717

THE BILLBOARD
MARCH 10, 1956

The Billboard Music Popularity Charts

THE TOP 100

For survey week ending February 29

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

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CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.
an unquestionable HIT!

HELD FOR QUESTIONING

sung by

frankie lester

X/20/60

Vik records

A Product of Radio Corporation of America
SLIM WHITMAN
(Singing Star of WSM's "Grand O'le Opry")
Nashville, Tenn.

with
Two Great Sides—
Serenade
(from the Warner Bros. Picture "SERENADE")

"I'M A FOOL"
#8305

A Smash on the Continent!

Sold Out—2 Weeks Palladium, London
Sold Out—2 Weeks Hippodrome, Birmingham, England
Sold Out—Week of 3/19 Empire Theater, Newcastle, England
Sold Out—Week of 3/16 Empire Theater, Liverpool, England

Imperial Records
6425 HOLLYWOOD BLVD., HOLLYWOOD, CALIF.
Introducing England's Teen-Age Sensation

MISS RUBY MURRAY

The "Heartbeat Girl"

(OH, PLEASE) MAKE HIM JEALOUS

FOR NOW, FOR EVER

Capitol

Italy's foremost Pianist-Vocalist

RENATO CAROSONE

with a fast-breaking big seller in the U.S.

INFATUATION

(Scapricciatiello)

b/w LOPPA PIANO

(Pianofortissimo)

Capitol

RECORDS

Record No. 3377

Copyrighted material
The Billboard Music Popular Charts

POPULAR RECORDS

• Review Spotlight on . . .

RECORDS

THE FLATTERS...Mercury 79810........YOU'VE GOT THE MAGIC TOUCH
(Foster, ASCAP)

WINNER TAKE ALL...MacGregor, ASCAP

The Flatters are riding high right now on both the pop and r&b charts and this disc should do equally well for them play-wise and sales-wise in the two markets. "You've Got the Magic Touch" is an appealing ballad, sung with provocative phrasing and rich sincerity. "Winner Take All" is another attractive ballad with clever lyrics and a fine vocal performance by the boys.

RUSTY DRAPER...Mercury 79818........HELD FOR QUESTIONING
(Taylor, ASCAP)

FORTY-TWO BARRELS...Frederick, BMI

Rusty Draper has had several discs on the charts recently, and his "new one looks like another likely contender. "Held for Questioning" is an effective ballad with smart lyrics and a showyly vocal performance. The flip is an amusing switch on "I1 Tora" with Draper doing a sock warbling job.

DON CHERRY...Columbia 48685...........WILD CHERRY
(Holland, BMI)

I'M STILL A KING TO YOUéré Bux Jangpoff, ASCAP

Here's a fine two-sided click possibility for Don Cherry. "Wild Cherry" is a pretty ballad with a personal vocal, infectious beat and an interestingly different arrangement. "You Still a King to You" is an r&b-rooted ballad, with a good set of lyrics and a warbling job in the style of Cherry's current hit "Band of Gold."

TUNE

TONY TRAVIS...RCA Victor 6476........LOVE IS THE $64,000 QUESTION
(Travis, BMI)

JIM LOWE...Dot 15456....................LOVE IS THE $64,000 QUESTION

There have been several $64,000 Questions songs released since the CBS-TV show went on the air, but this is the first official version, utilizing the program's theme music. The tune, published by the show's producer Louis Cowan's music firm, has a highly effective set of lyrics and a catchy tempo. Jim Lowe's version is a showmously effective with a sock vocal and excellent backing by Norman Leyden, composer of the tune, and musical conductor of the TV show. The Tony Travis disc spotlights an appealing warbling slide and a swing arrangement with a deft beat.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review compares the potential of the member of The Billboard music staff.

Johnny Desmond
The Most Happin' Fella...

(CORAL 61696) - If ever a song was calculated to put a smile on your lips and a song was a hit, this title tune from a forthcoming musical is it. The competition among the many smash-shaped hits on this release is sure to bust at the seams. (Frank, ASCAP)

(With) The Desmondees
Desmond turns to a quiet ballad here, and turns in a maudlin, sensitive interpretation. The vocal backing blends beautifully with the crooner's romantic reading. (BMI)

Bing Crosby
Of Man River...

(DECCA 29950) - For a different Crosby, or a fresh "Of Man River" this is the disc. To a very fast beat, with solid piano riffs skipping around whimsically in the background, the singer gives a modern, sophisticated rendering of the standard that is a big departure from his ordinary style. (Husin, ASCAP)

In a Little Spanish Town

Twice on a Night Like This...76

Continuing the mood and style of the flip side, Crosby takes a tune that he did in conventional fashion many years ago and ramps thru it in a crisp, modern style with hints of jazz inflections. Ought to sell beyond the customary limited ranks of Crosby fans. (Feist, ASCAP)

June Valli
From the Wrong Side of Town...

(VICTOR 4694) - June Valli has one of her strongest sides in some time here, by virtue of a strong piece of sentimental clothing. Message is one to appeal to many youngsters, and the table could go far. It bears watching, (Merriam, BMI)

Go to Sleep, You Sleepy Head...

(With) The Gershwin Brothers

This one is a kind of rock and roll novelty. The flip has an infectious beat,

ROYAL PLASTICS CORP.
150 Brevoort Ave., Unanimity 1, 000

Give To Damon Kunyon Cancer Fund

Semi-Flex 10" or 45 Records

Presssed 15-1C Including labels, carton sleeves, etc. With all particular Best Pressing Deal Anywhere
Buddy Johnson
AND HIS ORCHESTRA
Featuring ELLA JOHNSON

"I DON'T WANT NOBODY"
Coupled With "DOOT DOOT DOW"
WING 90064

SENSATIONAL!

BUDDY MORROW
AND HIS ORCHESTRA

MAIN TITLE
"THE MAN WITH THE GOLDEN ARM"
WING 90063

JERRY TYFER

"Hook, Line and Sinker"
Coupled With
"I'm So Sorry"
WING 90061

WING RECORDS
A SUBSIDIARY OF MERCURY RECORD CORPORATION
HOPS JUMPED. Alfred the mouse has lowered the boom on deejay record hops in some cities, they're still jumping in most parts of the country. Don Bell, KENT, Denver, has for instance launched his "Rock 'n Roll" hops for teenagers last month at Tom Archer's Old Air Ballroom. The Sunday afternoon dances (an outgrowth of Bell's deejay dance sessions on KENT-TV) on Saturday afternoons will be light, plus, a live band, and several of Bell's sponsors have donated merchandise giveaway prizes. Meanwhile, Frank Ward, WVOA, Buffalo, billed as "Mr. King of the Air" reports that his first Guy King Swing Club dance, a non-profit affair for teen-agers, was so successful that plans are in the works for Ward and morning man, Fred Keating, to take the show on the road. Dance bands will be presented by the jocks at Deny, Y., Rochester, N. Y., East Aurora, N. Y., and Toronto, Canada, in the near future. Another successful record hop dance is David DeRisi, KENT, Sheepshead, N. Y., who runs a "Night Owl Hop Hop" every Saturday night for over 600 students at a local recreation center.

GAMES ANYONE? Deejays are sided by "charity horsie" for the sake of sweet charity these days. Jocks at CJIL, Xenia, Ontario, Canada, for instance, have formed a hacker club, the Canadian Killworths are playing rival teams. Proceeds of the first

YESTERDAY'S TOPS—
the artists' top tunes on records as reported in the Billboard

MARCH 9, 1946
1. Old What It Seemed to Be
2. Symphony
3. Oh! How I Miss You
4. Letters from Home
5. Personality
6. I'm Always Changing Rainbows
7. I Can't Begin to Tell You
8. Won't Be SATISFIED (Until You Break My Heart)
9. Day by Day
10. Aren't You Glad You're You
11. Some Sunday Morning
12. Dig You Later (A Haue-Huba-Hula)
13. One-2-3, Two-2-GO
14. I'm Glad I Waited for You

MARCH 10, 1951
1. If
2. My Heart Cries for You
3. Tennessee Waltz
4. In My Lonesome Room
5. Mocking Bird Hill
6. Ada Doba Hensmore
7. You're Just Like Me
8. The Roving Kind
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In that the Moscow Dynamo last month made a move to a disabled sportswoman. Steers to on include program director Don MacTavish, sports director, Jack Thompson, news editor; Jack Turnbull, and deejays Jim Kidd, Land Bill and Bill Lambert.

Also a brief but strenuous athletic kick last month were "The Big Five" deejays at KEX, Portland, Ore. The boys--Moon Man, Al Davis, Moon Kay, Bob Blackwood and Al Friddle, working with Bob Adkins and Russ Coe as mixer, played local stations KTVL and KRUL, Carvells, Ore. The KEX, spun out both games and decided to "retire undefeated." Promotion manager Chris Christen, who talked the jocks into the gymnastics originally, also donned uniforms for one game, and scored six points.

TAPE TAKES: Sid Knight, KSTW, Dallas, has started a tape-exchange with deejays across the country and would like to hear from jocks interested in the gimmick. The tapes spotlight an introduction by the jocks, along with info about their local stations and the names of those top disk jock in his area. Leonard, who recently switched from WGGY, Bangor, Me., to sister station WHIL, Boston, utilizes tape to keep in touch with the "Cat Club" started while on the air in Bangor. Leonard tapes a special record-interview show, which is carried over WGUL every week. Meanwhile Neil Mack, who succeeded Fennell at WGUL, is carrying on the "Cat Club" for him on a daily basis.

GIMMIE: Gene Klawan and Dee Finch, early morning birds on WNEW, New York, celebrated Leap Year Day (Feb. 29) in a unique way this year. They "gave away the Brooklyn Bridge." For the past few weeks they've been asking listeners to write in and tell why "I'd like to own the Brooklyn Bridge," because "Each entry had to be accompanied by a contribution to the Brooklyn Red Cross chapter, which is celebrating its 50th anniversary. The contest closed this week and at noon Klawan and Finch drew the winner and Brooklyn Borough President John Cashmore across the bridge. The winner also received a season pass to all the Brooklyn Dodgers games.

THIS 'N THAT: Dick Mills, KDKA, Pittsburgh, has been signed as a recording artist by Decca Records. . . . David A. Beem, owner of WHSE, Stoughton, Wis., and one of the largest record stores in his territory, it is hoped he can offer local labels a specific "gimmick." London, M.A.D. and ABC Records -- are not sending WHSE records. . . . Ray Harris, WTVS, dressed in a tuxedo for his birthday in a lament over poor service, and reports that he and all the other WTSY jocks would "appreciate getting better service from Decca, RCA Victor and Columbia." . . . Tad J. Savell, program director of WPRF, Evanston, Ill., is pleased to note that a new disk tagged "Here I Go Again" was issued and would look like a copy of same. That was the title of her former "Pep Rally" presentation show (before she switched to country and western "TJ") of course, stood for her initials.

CHANGE OF THE TIMES: They're moving around a bit. Boston. Alan Dury has left WOR to join WBZ, while Stan Richardson, has checked out of WOF to take over Dary's spot on WOR. . . . Ron Frensen, formerly with WSJN, Bridgeport, N. J., has joined WTYT, Trenton, N. J., and is spinning out of 5 to 6 a.m. across the board. . . . Jim Ayshward, WHEL, Medford, Mass., has moved into the 2 p.m. slot across the board, starting at 12:30 p.m. on Saturdays. . . . Ned Powers, WBN, Boston, will jump to WINS, Miami, March 20. Jeff Baker, on WXOM, Elkhart, O., is head man on a new 12:30 p.m. to 2 p.m. show over WDOG, Cleveland. . . . Dave Cutume has left WHG, Bellenville, O., to join WXG, Sandusky, O., John Carlson, KLDB, Lake Charles, La., is switching his "Johnny Come Lately" show, now aired from 9 p.m. nightly, to an afternoon slot from 6 to 7 p.m. daily, starting March 20. . . . Vern Frensen, WBN, Boston, reports that he needs fresh jazz for his three-hour Saturday evening session.

NEW YORK: March 5--David Steele will start her own deejay show Monday (12) over WABC from 12:30 a.m. to 12 midnight across the board.

Mrs. Steele, who will be billed as Betty Brooks, has already lined up for WABC, the Milk Maid ice cream chain, for the show, which will spotlight a romantic mood atmosphere, interviews and phone-in from listeners. The Agency for Milk Maid is Plant, Inc.
Another Great Sound Track

Selections:

LIVING ONE DAY AT A TIME
SAD IS THE LIFE OF THE SAILOR'S WIFE
WHEN YOU'RE IN LOVE
A LITTLE LOVE, A LITTLE WHILE
JOHN BARLEYCORN
ONCE UPON A LONG AGO

DL 8272

be sure to see

BING CROSBY

in

HIGH TOR

Music by Arthur Schwartz ★ Lyrics by Maxwell Anderson

Ford Star Jubilee

C B S Television, Saturday, March 10th, 1956

A TERRIFIC ALBUM WITH SENSATIONAL TV EXPOSURE BACKED BY SOLID PUBLICITY, ADVERTISING AND POINT-OF-SALE MERCHANDISING!

SEE YOUR DECCA SALESMAN

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DJ'S KNOW
A HIT RECORD WHEN THEY HEAR ONE

WESTERN UNION

TIM GAYLE, PHONE 1M95 HO 1-9281, 8402 SUNSET BLVD., HOLLYWOOD, CALIF.

TRIED PHONING YOU, IMPORTANT.
FANTASTIC REACTION, LORRY RAINIE'S
"TELL MY LOVE GOODBYE, KIDS ARE ASKING FOR IT RECORD HITS. CALLS AT MY "HOUND-DOG" RECORD SHOP. YOU DON'T HAVE TO WORK ON THIS ONE.
JUST PRESS COPIES. I'LL MAKE ITSELF, "AIN'T GONNA CHY TERRIFIC COUPLED, TEENAGE HEAT.
JACK GAGE, WTM, CHARLESTON, S.C.

MARCH 10, 1956

THE BILLBOARD

The Billboard Music Popularity Charts

POPULAR RECORDS

\[Continued from page 59\]

THE HOWARDS

Don't Be The Fool \[Columbia 36155\]

CAPITOL 2:09--The title cut from the Howards' new album, "It Doesn't Take A Shot To Get Out A Shot's Record...One Shot Too Many." The Howards, one of the hottest groups of the year, show a lot of promise on this one.

DON'T BE THE FOOL

RCA VICTOR 1:49--A well produced record that will go far. It has an unusual arrangement and a strong vocal performance. (London, ASCAP)

DOUGTHERY

I Hate The Rain \[Columbia 36155\]

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THE FOUR FRESHMEN

EXCLUSIVE RCA-VICTOR RECORDING STAR
CURRENTLY ON RECORD-BREAKING TOUR

Direction
WILLIAM MORRIS AGENCY, INC.

Personal Management
COL. TOM PARKER

(Continued on page 59)

For all sizes — For all speeds
RECORD "BUCKETS"
Contract milling service available
MARCUS SALES & EXPORT CORP.

Distributors for MARCO PRODUCTS, INC.

Peters Road, P. O. Box 167
BRIDGEPORT, PENNA.

THE NEW SINGING RAGE!!!

EXCLUSIVE RCA-VICTOR RECORDING STAR
CURRENTLY ON RECORD-BREAKING TOUR

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(Continued on page 59)
JIMMIE KOMACK sings a very "moving" song!

VIBRATIONS c/w THE WAY SHE TALKS

A "New Orthophonie" High Fidelity Recording

the dealer's choice RCA VICTOR
**C&W Talent**

**Hit Spots on B. S. Pop Chart**

NEW YORK, March 9. — The growing trend for the country and western R&B products is reflected in the sales of Oak Ridge and blue fields to merge into one big "countrified music" category is clearly being reflected in the trend toward the C&W hit spots on the national chart, which lists two C&W singles in its Top Ten, Elric Perry and Carl Perkins.

**Elric Perry** — The "C&W Breakout" hit spot is No. 19, while **Carl Perkins** is No. 14. Both singles, of course, are new entries on this week's chart, with the Perkins disc No. 3 this week and Perkins No. 8.

The box office for this pop chart this week represents another triumph for R&B, since both artists have a record on the list. The Aires have made it, since Tennessee Ernie Ford can no longer be considered as a pop performer. In some respects, the careers of Perkins and Perry and the pop chart this week represents another triumph for R&B, since两者 artists have a record on the list. The Aires have made it, since Tennessee Ernie Ford can no longer be considered as a pop performer. In some respects, the careers of Perkins and Perry and the pop chart this week represents another triumph for R&B, since both artists have a record on the list. The Aires have made it, since Tennessee Ernie Ford can no longer be considered as a pop performer. In some respects, the careers of Perkins and Perry and the pop chart this week represents another triumph for R&B, since both artists have a record on the list. The Aires have made it, since Tennessee Ernie Ford can no longer be considered as a pop performer. In some respects, the careers of Perkins and Perry and the pop chart this week represents another triumph for R&B, since both artists have a record on the list. The Aires have made it, since Tennessee Ernie Ford can no longer be considered as a pop performer. In some respects, the careers of Perkins and Perry and the pop chart this week represents another triumph for R&B, since both artists have a record on the list. The Aires have made it, since Tennessee Ernie Ford can no longer be considered as a pop performer. In some respects, the careers of Perkins and Perry and the pop chart this week represents another triumph for R&B, since both artists have a record on the list. The Aires have made it, since Tennessee Ernie Ford can no longer be considered as a pop performer. In some respects, the careers of Perkins and Perry and the pop chart this week represents another triumph for R&B, since both artists have a record on the list. The Aires have made it, since Tennessee Ernie Ford can no longer be considered as a pop performer.
• This Week's Best Buys

I'VE GOT FIVE DOLLARS

YOU'RE STILL MINE—Pete Young—Capitol 3369

This popular young artist is getting his latest release rolling in most important markets now. The past two weeks have seen it put into distribution in Atlanta, Durham, Dayton, Cincinnati, Indianapolis, Kansas City, and Los Angeles. Initial word is that "Five Dollars" is the leading side so far, with both contributing to the act. A previous Billboard "Spotlight"_two weeks ago.

SACRED

WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE?

—Porter Wagoner—RCA Victor 4641

Sales of this disc have rivalled the pace of regular country releases. It is no wonder the disc has already sold 40,000 copies in the major markets. Exposure on his TV show has been a big factor. Other versions of the record have also done well, particularly that of Red Sovine. The flip of Wagoner's disc is "How You Can Begin Before Him Now."

• Review Spotlight on . . .

RECORDS

MITCHELL TOROK

Red Light, Green Light (Budd), BMI—December 2908—Latching on to some of the tried and true gimmicks of the radio world will likely find itself the field, Torok has shaped this highly potent material into a powerful backbeat. The artist put his best efforts into this go-go-go style. Cotched with this fast rhythm side is "No Money Down" (Ace, BMI), Chery Berry's current hit.

• Reviews of New C & W Records

TOMMY COLLINS

Want a Little Love—316 Carl Perkins (Midas, BMI)—Heart racing reading on an appealing little story with Tommy Collins and a country beat. The kind of record that will hiss and boom. Great.

BIL MINDER

IN A LONELY HOUSE—350 Parrot, BMI—With a warm and victory with authority on a selection of country songs. For the country strip.

BILL STARR

IN A LONELY HOUSE—350 Parrot, BMI—Popular piano ballad on a world of songs. For your selection of country songs. The kind of record that will hiss and boom. Great.

JERRY HAY

FADING PICTURE—404 Cowboy (Midas, BMI)—Decca 29094—Another pleasing recording by Colton on a world of songs. With admirable ballads.

RAGS TO RICHES—350 Parrot, BMI—Mark stylish, rolling on a selection of country songs. The kind of record that will hiss and boom. Great.

JERSEY BOY

FLYING HIGH—404 Cowboy (Midas, BMI)—Decca 29094—Another pleasing recording by Colton on a world of songs. With admirable ballads.

BOSTON OF THE West—404 Cowboy (Midas, BMI)—Decca 29094—Another pleasing recording by Colton on a world of songs. With admirable ballads.

TERRY WEST

IN A LONELY HOUSE—350 Parrot, BMI—Popular piano ballad on a world of songs. For your selection of country songs. The kind of record that will hiss and boom. Great.

JERRY HAY

FADING PICTURE—404 Cowboy (Midas, BMI)—Decca 29094—Another pleasing recording by Colton on a world of songs. With admirable ballads.

LEW MILLER

IF I HAD A MILLION DOLLARS—263 Columbia, BMI—Columbia 33356—Thinking big on a world of songs. The kind of record that will hiss and boom. Great.

DON'T MENTION MY NAME—263 Columbia, BMI—Columbia 33356—Thinking big on a world of songs. The kind of record that will hiss and boom. Great.

WOSLEY MERCER

I DON'T KNOW WHAT I'M GETTING INTO—263 Columbia, BMI—Columbia 33356—Thinking big on a world of songs. The kind of record that will hiss and boom. Great.

RED KING AND THE FIVE STRING—123 Starday, BMI—Starday 29071—A world of songs. The kind of record that will hiss and boom. Great.

MIKE RODERICK

THE FARMER'S LOVER—263 Columbia, BMI—Columbia 33356—Thinking big on a world of songs. The kind of record that will hiss and boom. Great.

THOMAS J. RODERICK

YOU MADE A BELIEVER OUT OF ME—263 Columbia, BMI—Columbia 33356—Thinking big on a world of songs. The kind of record that will hiss and boom. Great.

TERRY EDWARDS

I'M THE KING OF MOUNTAIN—251 Capitol, BMI—Capitol 29447—A world of songs. The kind of record that will hiss and boom. Great.

WILFRED BROWN

I'M THE KING OF MOUNTAIN—251 Capitol, BMI—Capitol 29447—A world of songs. The kind of record that will hiss and boom. Great.

WESLEY BROWN

I'M THE KING OF MOUNTAIN—251 Capitol, BMI—Capitol 29447—A world of songs. The kind of record that will hiss and boom. Great.

THE COWBOY'S CHOICE

FRIED CHICKEN FRIED CHICKEN—263 Columbia, BMI—Columbia 33356—Thinking big on a world of songs. The kind of record that will hiss and boom. Great.

JOHNNY RANKIN

WHAT'LL I DO—263 Columbia, BMI—Columbia 33356—Thinking big on a world of songs. The kind of record that will hiss and boom. Great.

WALTER MILLER

I'M THE KING OF MOUNTAIN—251 Capitol, BMI—Capitol 29447—A world of songs. The kind of record that will hiss and boom. Great.

DAN CHAPMAN

I'M THE KING OF MOUNTAIN—251 Capitol, BMI—Capitol 29447—A world of songs. The kind of record that will hiss and boom. Great.

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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

* Best Sellers in Stores
For survey week ending February 29

**RECORDS** are ranked in order of the greatest number of sales in disc jockey trade reports. The title from the Billboard's weekly survey at top and leading stores in all key markets.

This Week
Last Week

**1. GREAT PRETENDER (BMD)–Platters** 1 1

**2. SEVEN DAYS (BMD)–McPhatter** 2 10

**3. AIN'T THAT LOVE YOU, BABY (BMD)–Little Richard** 3 5

**4. JESSICA (BMD)–Rush** 4 3

**5. BEAUTY AND THE BEAST (BMD)–McPhatter** 5 10

**6. DROWN IN MY OWN TEARS (BMII)–J. Charles** 6 3

**7. IT'S A CHEAP THING TO DO (BMII)–McPhatter** 7 2

**8. BEAUTY AND THE BEAST (BMII)–Rush** 8 2

**9. AIN'T THAT LOVE YOU, BABY (BMII)–B. Reed** 9 4

**10. EDDIE My LOVE (BMII)–Tenn.** 10 1

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**Most Played in Juke Boxes**
For survey week ending February 29

**RECORDS** are ranked in order of the greatest number of plays in disc jockey trade reports. The title from the Billboard's weekly survey at top and leading stores in all key markets.

This Week
Last Week

**1. GREAT PRETENDER (BMD)–Platters** 1 1

**2. SEVEN DAYS–C. McPhatter** 2 10

**3. AIN'T THAT LOVE YOU, BABY–J. Reed** 3 5

**4. JESSICA (BMD)–Rush** 4 3

**5. IT'S A CHEAP THING TO DO (BMD)–McPhatter** 5 2

**6. BEAUTY AND THE BEAST–Rush** 6 1

**7. BEAUTY AND THE BEAST–B. Reed** 7 2

**8. EDDIE My LOVE–Tenn.** 8 1

**9. DROWN IN MY OWN TEARS–R. Charles** 9 3

**10. IT'S A CHEAP THING TO DO–Rush** 10 1

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**Most Played by Jockeys**
For survey week ending February 29

**RECORDS** are ranked in order of the greatest number of plays on disc jockey radio stations. The title from the Billboard's weekly survey at top and leading stores in all key markets.

This Week
Last Week

**1. GREAT PRETENDER–Platters** 1 1

**2. SEVEN DAYS–C. McPhatter** 2 10

**3. AIN'T THAT LOVE YOU, BABY–J. Reed** 3 5

**4. JESSICA (BMD)–Rush** 4 3

**5. IT'S A CHEAP THING TO DO (BMD)–McPhatter** 5 2

**6. BEAUTY AND THE BEAST–Rush** 6 1

**7. BEAUTY AND THE BEAST–B. Reed** 7 2

**8. EDDIE My LOVE–Tenn.** 8 1

**9. DROWN IN MY OWN TEARS–R. Charles** 9 3

**10. IT'S A CHEAP THING TO DO–Rush** 10 1

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Fireworks Likely
* Continued from page 19

organisation, that "in 10 years half the record volume will be done thru mail-order clubs." Ferguson suggested the sect "have the research organization do ever deeper into this very important matter." Otherwise, added the dealer, "our committee might consider recommending to the NAMM executive that it send a research organization to do this work, and if our regular dealer doesn't cover that expense, then we might chip in on a pro-rata volume basis or an expense basis will be developed by the mail-order clubs who the new new clubs will prefer mail-order clubs to established dealers," said Ferguson. "When we know one of these answers we may also know whether or not we should spend time and money trying to cut into this market or questioning it is an unmarketable market so far as accommodating most of these people to shopping in record stores, we might as well ignore it and put all our efforts into advancing and displaying that appeal to the in-store buyer better than the club buyer."

"New-Blood Problems"
In the meantime, the "new blood" in the record business, lured by the higher prices thinking they can add volume; these new clubs will be "closet dealers."

"While we may not be able to limit our competition from new outlets to a point where we may be able to see to it that these new outlets are kept clean and get no unfair trade advantage."

Discussion Topics
Among other suggestions made by Ferguson at topics which might be discussed by the record panel were: (1) More definite figures as to sales, inventory, turnover, etc., with percentages stated at the average dealer, with volume expressed in terms of $1,000 to $7,000 a year; (2) A list of all dealers: Ferguson has noticed a lag of about the last months toward higher inventory figures with good equipment for LP customers; (3) a recommendation to cut down shelf life; (4) an advertising campaign; "Try John Blond," said Ferguson. "Inexpensive and on radio. This club has been very good and he can go up, and up, and yet I think coverage is less because of the increasing number of radio and TV stations in our area." (5) Setting prices for dealers with predominantly 45 or predominantly LP volume; (6) A high fidelity panel, an extra discussion panel to aid the increasing number of dealers handling high phonos but not radios or TV. In a special guide to manufacturers, Ferguson suggested that they 'arrange an actual recording session for S.M.M. members to attend. Then, if possible, show how the original tape is processed thru all the manufacturing steps to the finished record. Such an educational demonstration would give dealers a better understanding of record manufacturers, for we cannot be too sure of ourselves about such dealers, the more informed a judge we can do sit-downings."

25 Per Cent
* Cont'd from page 18

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Kentucky Fair Inks Icer, Super Circus, B C Revue, Rodeo

Thrill Show, Pro Football Set; $47,000 Allocated for Advertising

LOUISVILLE, March 3 - The Herald has authorized the promotion of September 7-15, to be called the National Advertising-Advertising-Promotion Clinic for Fair grounds. The week-long clinic will be held at the Hotel Sheraton, Chicago - will feature speakers and will include sessions that will give three night shows, Monday, May 8th, Wednesday, Super Circus, the AMER TV network show, headlined by Jeffery Coloma and augmented by a number of acts, was booked for two nights, Thursday and Friday, in the coliseum. This contract was closed for "Super Circus" by Jimmie Heuser.

Circus of the World of Thrills will give one thrill show performance on June 17th and 18th and will be the coliseum for the Orlando Bay, Orlando, Florida, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Nebraska, New York, Ohio, Oklahoma and Wisconsin.

CHICAGO, March 5 - Record attendance for the Advertising-Publicity-Promotion Clinic for Fair and show was recorded at the Theatre on September 12, this week was an event in the history of the clinic and the editors were advised that they would be regretful to see it continue.

Thursday, May 1st, in one of the week's high spots on Monday, May 5th, 5 p.m., deadline for en-rollment, top fair of the nation, will be represented. These were the State of Alabama, Alabama, Illinois, Iowa, Kansas, Kentucky, Louisiana, and Nebraska.

Not to be missed is the special panel of speakers, each of whom will represent his group, which will be held on Tuesday, May 14th in the University of Chicago, Special events are planned for the clinic, Monday, Tuesday and Friday, in the coliseum.

South Gains Most $1 Minimum Wage Seen Boon to Outdoor Earnings

NEW YORK, March 5 - The long awaited minimum wage law which went into effect Thursday (5) across the nation will put millions of extra dollars into the hands of the 40,000,000 people who are most affected by outdoor show business.

At least 2,500,000 persons earn in interstate commerce or in states where the wage is lower than the new law. In the Northeast, including New York City, government survey figures show that a large number of workers, many of whom are long-time workers, will be benefited by the new rate.

The greatest impact of the boost is likely to be felt in the South, Government surveys show that 25 percent of the region's workers will benefit the most, receiving at least $1 an hour.

In the Northeast, including New York City, government survey figures show that a large number of workers, many of whom are long-time workers, will be benefited by the new rate.
Lorenz Hagenbeck Dies; Introduced Title Here

HAMBURG, Germany, March 15—Lorenz Hagenbeck, 74, of the world famous family of animal trainers, showmen and circus operators, died here Sunday (26). It was he who was chiefly responsible for the introduction of the Hagenbeck title into American circus business.

He followed in the footsteps of his father, Carl, and his grandfather, Gottfried, who started the business in 1888. Carl Hagenbeck had a show at the Chicago World's Fair of 1893 and he, and Lorenz brought a wild animal show to the St. Louis World's Fair of 1904.

The latter outfit was used at the rehearsals of the Carl Hagenbeck Wild Animal Show, which toured the U. S. and Mexico as an endeavor show in 1905 and 1906. Lorenz supervised the building of the show and toured with it. In 1907 the property was acquired by Ben Wallace, who combined it with his own show to form Hagenbeck-Wallace Circus. The Hagenbeck family challenged his claim to the title in court but was unsuccessful.

Start Capellea Zoo

The family's zoo at Stettlenburg, Hamburg, was started in 1907, and in 1916 they started their outdoor circus, which continued in business until 1925. After the death of Carl Hagenbeck, Lorenz and the latter's brother, Heinrich, took over. While Heinrich was mainly concerned with the zoo, Lorenz operated the circus.

In 1927, Lorenz was at the Bureau Glacier World's Fair with wild animals, which he displayed in ungrouped settings surrounded by dry moats. This Hagenbeck idea has been adopted by zoos throughout the world. The tour was extended to Uruguay and Brazil. A tremendous crowd turned out for it in Brazil, which was never seen in previous tours.

Upon his return to Germany, Lorenz Hagenbeck wrote he would never again tour a circus by boat, no matter what profit it brought.

The Hagenbecks provided many animals to American circuses, and for a time they were about the only source of supply. They sold an elephant seal (6 oz. long) to John"
Hughes Finds Boat Show
 Doesn't Need Act For Now

By TOM PARRYSON

The continuing debate about the merits of a stageshow and acts at such events as sports shows, home shows and others is suggested by the action of the Chicago Boat Show.

Guy W. Hughes, executive secretary of the Outdoor Boating Club, became producer of the Chicago show in 1951. The first two years brought only moderate success. For the second, he spent about $25,000 to add a show, and this cut the loss by about $1,000.

In the ensuing year, he presented an hour's show with a boat, and several strong vessels act as a partial answer to a series of public relations, which also included some in promotion, publicity and advertising. All the factors combined to increase attendance from 1951's 35,000 to this year's 48,000.

The question of whether the show any longer needed for a stageshow already was current, and the Chicago union sought to require the show to use 25 instead of 15 men.

Although Hughes decided not to buy an act and felt with it the stageshow. Other acts also were involved and the show ended up with an increase in attendance of about 12 per cent.

Hughes stresses that this set of circumstances acts as general rule for other shows—or even for this one. He thinks that it indicates the Chicago Boat Show had "outgrown" its own need for a stageshow. But he notes that only time will tell.

It may be that it will roll along on the present basis for two or three years and then find itself back to presenting strong extra entertainment. There is no set rule, he stresses, and no newly discovered formula or theory.

It is not convinced that this ever was of special importance in this particular show. A survey once showed a small percentage of the audience considered this the stageshow. No survey was made this year, but neither did the patrons inquire about the show in any event numbers.

In the other hand, the exhibitors said they were unhappy about eliminating the stage attractions.

Hughes points to the fact that the New York Boat Show used no stageshow and that the coming St. Paul Boat Show is not going to any, but that others, including, actually, uses acts.

He puts great importance in saying that his observations this year apply only to his boat show and that sports shows, for example, are "an entirely breed of animal." He indicates that most boat shows and similar events have a different kind of appeal and probably require entertainment.

His observations add up to this: the Elimination of the show, after having had one for several seasons, and attendance was not hurt appreciably. Whether the next year's record will need to return to the extra show, remains to be seen. In the meantime, the debate among show producers, exhibitors and bookers goes on.

N. Y. Coliseum Gives
Prices, 20 Bookings

NEW YORK, March 3—The month of July was open this week as rental fees and a partial list of bookings were revealed for the new Coliseum, which opens April 35 by shows running simultaneously on three floors. The $350,000,000 project, which included a share-clearance apartment development and conceivable office space, isMarcos in imitating the Coliseum and is rapidly nearing completion.

The Coliseum's exhibit facilities consist of 261,140 square feet on four levels, enclosed by columns. Also provided are a vast loading dock, truck ramps and spacious freight elevators. One is big enough to handle the largest tractor trailer allowed on the much site. Space for the hall is handled on an exclusive basis by the Coliseum Exhibition Corporation, headed by Arthur Smallbrook, which had leased the halls for a period of 40 years, with the building of the Coliseum, which is owned by the Triborough Bridge and Tunnel Authority.

Rents List:

Smallbrook's firm this week revealed rental terms for exhibitions as follows:

For two weeks, consisting of eight days each, three days moving in and three days moving out, rental fees are $18,000 for the first mezzanine (78,087 square feet), $22,000 for the second (76,537 square feet), $7,000 for the third (12,872 square feet) and $1,000 for the fourth (70,800 square feet). Second floor is the tallest, since its ceiling has a 150-square-foot roof, and 150-square-foot roof, extending all the way up to the fourth floor, thus providing three stories for each of the various shows, such as tall-masted vessels and amusement rides, which are too tall to stand.

Promoters have so far shown wariness of taking over the halls during the hot month of July, even with the exhibition facilities being cleaned up and oscillations which will offer maximum comfort to spectators.

The booking schedule for 1956 includes the followng:

April 25-May 6—National Photographic Show, International Automobil Show, and Fifth International Philosophical Exhibition.

May 15-20—International Home Building Exhibition.

May 29-June 3—International Agricultural Show.


June 25-30—International House Show, and Sixth International Philosophical Exhibition.

August 4-12—National Baby and Children's Show.

August 25—September 5—National Hardware Show.

September 9-12—Super Show.

September 17-21—International Instrumental—Automotive International Congress.

September 20-30—Motion Picture Industry International Trade Show.

October 1-3—National Hardware Show.

October 14-18—International Sanitation Maintenance Show.

October 15-19—National Building Show.

October 27-31—International Automotive Show and Sale (second show of year).

(Continued on page 67)

"I'm glad we bought a Twister"

That's what Carl J. Sedlmayr, owner of Royal American Shows, says about his new Twister. Writing to Allan Hanchell regarding his Twister's performance at the 1956 Florida State Fair at Tampa, Mr. Sedlmayr adds:

"I feel confident that it will wind up the season as one of our top money rides. The repeat rides were big which proves the customers enjoyed the thrill. . . . We have purchased three more than this with our goal of 124 car Dodgem.

Throughout the 1955 season, the story was the same. The Twister did well everywhere. During the 1956 season, this year's model will have fluorescent lighting around outside of ride.

MERRY-G-ROUNDS * BOAT RIDE * KIDDE AUTO RIDE * PORTABLE ROLLER COASTER * JOLLY CARRIERS * SKY FIGHTER * ROOKIE RIDE * RODEO & TWISTER * YANK RIDE * BUDDY MINIATURE TRAIN CARS * 18-CA R CAT * RECORD PLAYERS MERRY-G-ROUNDS HANCHELL COMPANY, INC. "America's largest manufacturer of amusement rides" 104 OLIVER ST. PHONE: LUBBOck 4-6150 NORTH TONAWANDA, NEW YORK

STAGE COACH RIDE

A smooth-running new mechanically operated stage coach. Large capacity, Model resides with detail of the front stages of the Old West. A truly faithful Kiddie Ride that will attract large crowds anywhere. High quality heavy duty construction.

HAMPTON AMUSEMENT CO. PORTAGE BLVD. ROCHESTER, N. Y. PHONE: SKYLINE 2-3311

MINIATURE TRAINS

5 models with capacities from 5 to 240 adults
Write for free details
ARIZONA: Phoenix, 15, Ariz.
OKLAHOMA: Bartlesville, Okla.
TEXAS: Lubbock, Texas
CALIFORNIA: Los Angeles, Calif.
OREGON: Portland, Ore.
WASHING: Spokane, Wash.
COLORA, COLO.: Denver, Colo.
FLORIDA: Miami, Fla.
MINNESOTA: St. Cloud, Minn.
ILLINOIS: Chicago, Ill.
SOUTH CAROLINA: Charleston, S.C.
OHIO: Cincinatti, Ohio
MONTANA: Butte, Mont.
SOUTH DAKOTA: Rapid City, S. D.
MICHIGAN: Detroit, Mich.
GEORGIA: Atlanta, Ga.
WASHINGTON: Seattle, Wash.
LOUISIANA: New Orleans, La.
DELAWARE: WILMINGTON, DELAWARE
WISCONSIN: Milwaukee, Wis.
COLORADO: Denver, Colo.
NEW MEXICO: Albuquerque, N. Mex.
REINO DE CINMAS

(Continued on page 67)
3 THRILL SHOWS

C&W, Icer Set
For Ga. State

MACON, Ga., March 3—Principal attractions at the 1956 Georgia State Fair, October 15-23, will be the Cotkin & Wilson Shows on the midway and Jack Kelly's ice show, set for the full week in front of the grandstand, said Robert M. Wade, general manager and Wesley Hawkins, president of the Macon Exchange Club Fair Board.

Plans are under way to stage a parade of high school bands on opening day. If successful, this will be an annual feature. It was also reported that bookings to date for exhibit and commercial space are well ahead of the corresponding period of 1955.

Re-Elect Execs,
Award Contract
At Grass Valley

GRASS VALLEY, Calif., March 5—The annual election of officers and the awarding of contracts by the Grass Valley Carnival Association was held at the Grass Valley Community Clubhouse on March 4.

The following officers were elected:

President—Jack Kelly
Secretary-Treasurer—Loyle Pascoe

The following contracts were awarded:

Ice Show—Jack Kelly
Crowd Control—Loyle Pascoe

Three floors are arranged for exposition purposes. Flower show is called the Wannamaker Building Show Palace in its publicity.

Johnson Producing
O. Henry Banners;
Deliver Three Lines

CHICAGO, March 3—Deliveries of banner lines to circuses and carnivals for the coming season are being completed by O. Henry Text and Printing Company.

Fred Johnson, banner artist, has finished new banner lines for Cristal Bros., King Bros., and Clyde Beatty circuses, and these have been delivered, Bernie Mendelson reported.

In addition, Johnson is busy producing banner lines for carnival use, including those for Thomas Joynt Shows, C. F. Wilson's Queue Show, Harvey Wilson's Glass House, and Bob Edwards' Trouble Show and Dark Ride.
Amherst, N. S., Notes $10,000 1955 Surplus

AMHERST, N. S., March 3.—P. George MacLeod of Black River, N. R., was re-elected president of the Maritime Winter Fair last week, at the annual meeting of the Maritime Steelworkers' Association. Also reelected was the secretary-manager, A. E. Johnson of Halifax.

It was reported that general admissions during the 1955 event totaled 20,076, down about 2,000 from the previous year. On the encouraging side of the ledger was the conversion of a $9,338 deficit into a $1,250 surplus, by an excess of revenue over expenditure of $10,587 last season.

It was brought out that the federal grant was increased from $5,350 to $10,000. Greatest savings were in expenditures, which were $9,000 less than previous years.

In discussing the attendance decline, Thompson cited poor weather which resulted in only 26 minutes of sunshine during the entire run of the event.

South Texas Group Names W. L. Jones

SAN ANTONIO, March 3—South Texas Fair and Stock Show Association this week elected W. L. Jones, secretary-general manager of the San Antonio Livestock Exposition, as its new president at its annual meeting. Jones succeeds W. E. Stewart, of Seguin, Tex.

Named with Jones were Lincoln Bongum, of Beeville, and Bill Peterson, of Fruenderburg, vice-presidents. Alfred McD. Caffey, of Brown's, secretary-treasurer, and Mark Brown, vice-president of the San Antonio Livestock exposition, is honorary president of the association.

The board of directors is composed of presidents of 30 fairs, stock Show and rodeos of South Texas.

Four fairs are bidding for the honor of providing the sweet heart of the association for the coming year. She will be the successor to Mary Jane Emery, of Newdale.

New Chevrolet trucks for '58 bring you new heavies, middleweights and lightweights in eight great new series—new power and performance to save more money on your hauling job!

New Heavyweights—New Tandems! All-new heavyweights in 9 wheelbase, with maximum G.V.W.R. ratings up to a new high of 32,000 lbs.; G.V.W.R. up to 80,000 lbs.

Ultra-Modern Features! Tubular frame, standard; High-Level ventilation and panoramic visibility; plus concealed Safety Steps on most models.

Water Range of Drivels! There's an automatic drive in every series with new Powermatic for most middleweights and heavyweights. Hydra-Matic for light-duty models. Both extra-cost options. A new 4-speed transmission is standard in 5000 and 1900 series models; optional at extra cost in other heavies and most medium-duty models. New heavy-duty 5-speed is an extra-cost option in models with new Landmaster V8.

A Modern V8 for Every Model! Introducing the completely new 322-cu.-in. Landmaster V8, standard in new 5000 and 10000 series heavyweights.

See Your Chevrolet Dealer and his new Task-Force line before you buy . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Packs Contracts Portland, Ore.

ST. LOUIS, March 3—Signing of a contract to play Portland, Ore., for the Shrine there was announced here this week by the Tom Parks Circus. Jack Lestendt called the show's new Western Exhibitor an event that would make the world. He also announced the contracting of W. E. Stewart, of Saguin, Tex.

Lestendt and General Agent Bob Stevens attended the Central States Shrine Directors meeting at Davenport, Ia., February 23-25. Twenty-three temples were represented there.

K-M Publishes New Route Book

HUGO, Okla., March 3—New route book of the K C. & Miller Bros.' Circus has been published here by the general agent, Art Miller, Volume has 100 pages and includes many photos of the show and personnel, along the route, roster and similar information.

Edmonton Pacts Rex Allen to Head Up Spring Rodeo

EDMONTON, Alta., March 3—Hollywood's Rex Allen has been signed for the Edmonton Exhibition Association's spring rodeo, which starts May 21.

Consideration is being given to an Indian show feature for the show's summer fair. The plan, if approved, would see an Indian village set up on the grounds with 72 Indians living in tippees. They would participate in the fair parade and hold nightly pow-wows in front of the grandstand.

Also under consideration is a master plan for the fairgrounds. The executive committee has been given authority to hire an architect to plan a design for the whole race track.

Date Festival Draws 137,447 To Surpass '55

INDIO, Calif., March 3.—Despite a heavy offer in hotels, motels, and bars, the seventh-day Rodeo at the Date Festival closed Wednesday (23) with a gate count of 137,447. Top- prising was the attendance of 61 dates who showed up despite the 35 runs.

The fair opened Thursday (16) after the missed elements had hit area and the valley. Rain through the opening day, coupled with sub-freezing temperatures, prevented a big turnout and also affected the second night's attendance. As the weather warmed, the crowds built steadily and the crowd was recorded 41,000 turned out for Sunday, the run, which annually includes Washington's birthday, was helped by the dismissal of schools on that day and the lure of parades and other patriotic features.

Under the direction of R. M. G. Fulwider, secretary-treasurer, the fair again featured the local talent pageant "Arabian Nights." The nightly shows this year used the elephant Rube, bought by Cune Holter from Norman Anderson as a prop. Holter supplied the camels used in the races during the horse show, a daily afternoon feature.

Vandiville acts were booked for the seventh straight year by Jo and Newton (Carolina) Brunson, of the Hollywood (Calif.) Theatrical Agency. The line-up included the Frank Wheeler marionette trio, Montgomery, and Balto the clown.

Ernest Maxwell handled the press for the first time and reported outstanding coverage in the Los Angeles dailies. Maxwell said that one thing which prevented total attendance from being larger was the highway bottleneck at Banning, 40 miles out of here. A freeway around the city is under construction. It is expected to be completed in April, which will not affect the fair's schedule until 1957.

The fair, the first held each year in the southern part of California, drew its usual amount of attention from other fair executives, and a large number dropped in during the week, including John Firestone, Pilot, Mifh., amusement park operator and a member of the board of directors of the Michigan State Fair, Detroit.

The Frank W. Babcock United Shows played the date for the fifth consecutive year, this time under the management of F. M. (Pete) Bofzer. Jr. All conditions was in top condition, has 75,000 people were3 refurbished during the winter for other earlier dates that include the California Mid-Winter Fair, Imperial, and the National Orange Show, San Bernadino.

Gus Bell Signs For MCA Fairs

DALLAS, March 3—Gus Bell has signed with Music Corporation of America's outdoor department to present his thrill circus at fairs booked by MCA. It also will play other types of dates (for MCA, starting April 28 at Oklahoma City.

Gus Bell has been installed as the first manager called for him to serve as the managing director of any circus activity by the firm. He expects to receive semi-monthly salaries, production device 15 percent of gross for one year at Ward-Bell Circus quarter,

The contract was signed with E. O. Stanley, MCA's outdoor executive. Bell said that in addition to MCA dates, he will have his show at Shrine dates and others at dates which he has booked independently.

Don Berry, organist, and Jimmy Goff, drummer, played the Kansas City Auto Show, where a number of name recording and TV people also participated.
TENTS
All Sizes—Types
Well Made for Over 85 Years

A LARGE STOCK OF MATERIALS ALWAYS ON HAND, DYES OR DYEFREE UNDER-WRITERS AND CALIFORNIA APPROVED.

Hi", "L. JESUP
Winter Address: 4901 Baskin Drive, Sanford, Florida Phone: Power Driving School 1317

NEW DEVELOPMENTS:
Introduce Portable Refreshment Stand

SAN DIEGO, Calif., March 5—A portable refreshment stand that is popular in Europe and is being introduced for the first time in this country is now being advertised here.

The unit has a roof of corrugated panels and hinged accents of varied colors which fold down and completely close the booth when not in use. The corrugated translucent panels are made by combining film glass with a base under heat and pressure, and are available in a variety of colors. According to the manufacturer, the stand is easily installed, the panels are shatter-proof and the entire unit requires little maintenance.

The stand is designed to be used in conjunction with standing or seated refreshments and can be broken down and easily carried in a truck. A few examples of its many uses are: for hot dogs, sandwiches, peanuts, cakes, cheese, candy, cigars, cigarettes, coffee, hot chocolate and ice cream. A new feature in such stands is the added use of ice water, which is not usually available in stand-up booths of this type.

Caterpillar Inc., 4340 North Pulaski Road, Chicago 41.

DENVER Outlines
New Rent Policy
For Auditorium

DENVER, March 5—City officials have outlined a new rent-seeking policy in an effort to end constant complaints from local City Auditoriums. The new policy is for producers, who have a deposit within 30 days after making arrangements for the auditorium's use. The new policy also calls for agents and state the names of the contract and prove evidence that the contract exists between the agent and the producer.

The former policy of the city required that a deposit be made in advance of what general type of entertainment they had scheduled and an oral agreement was often satisfactory until a written contract could be drawn. Often an attempt was made to delay the scheduled date of use. The latest conflict between two Denver producers was to have been settled by Judge H. A. O. Handover, of the auditorium on January 18-19, 1979.

Edmondton and Regina Win For 'Capades'

EDMONTON, Alta., March 3—A meeting of the Edmonton Exhibition board was held for Fred Mellick, a descendant of the group, that the recent appearance of "Too Capades" was opened on March 2, 1954. The total gross was $99,460. At the amount of $10,000, with the total gross of $7,464, compared with $125,125, in 1925.

REGINA, Sask.—Making its first appearance in Regina, "Tok Capades International" played four nights and a matinee to Exhibition Stadium for a gross of $25,072. In 1925, total gross was $3,333. Each performance was on a white canoe for $2,700.

Prices were $3.75, $2.20 and $1.05, with children admitted for half price on opening night. The net returns were regarded as okay compared with the $3.00, 25 which failed six evening performances last year.

DENVER, March 5—The 1969 auto pull to the anticipated 100,000 during the slider run here because of two days of zero weather and a threat of heavy snow storms. However, nearly 74,000 paid admissions were turned to 37 dealers and equipment representatives in the annual nationwide survey.

Promotion was handled by Bob Beets agency with a modest newspaper, television, radio, event radio, and television, eventing into the promotion than before. Beets failed to stage his big event in 1928. Daily feature stories, special sections in local papers, leading newspapers, weekly window cards, bumpers, and street banners are parts of the publicity. Remote TV shows aired over two local stations as well as TV spots from around the country.

In the 15th year, Chicago producers Sid Waite produced the real stage act and the "Good Time" was highlighted by the first appearance of "Too Capades" in the Chicago production.

For the final six years in the show was moved out of the city auditorium where facilities are available. All showings are played in the auditorium and the three-tiered seating area was used.

CONCESSION TRAILERS
OF ALL TYPES
STATED YOUR NEEDS

CALUMET COACH CO.
10975 S. Western
Chicago 25, Ill.

Catalogs available on request

ROGERS TENT & AWNING CO.
324-226 S. FIRST ST.
Phone: Park 1-1239

Pacific Horseshoe

STADIUM EQUIMENT

FREE MAFE TENT


ABNEDOL SMOKELESS TENT CLEANER

MARCH 10, 1956

DEAN

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"SUN-SERV" DRY ICE FREEZER

DEALERSHIP IN GOOD EQUITY SALES, INC.

CHICAGO 40, ILL.

ACE CANVAS CORP.
101 Greene St.
Jamesville, N. Y.

ACE TENTS
ALL SIZES
"NEW![ ALL NEW
THE TOLEDO 50 FLOt MACHINE

$199.00

The latest modern western style Tents, made with all exclusive Click Tents. No metal parts. Laminated rubber. Lighter, stronger, more resistant to the elements. "SUN-SERV" DRY ICE FREEZER

Only $65.00 Down

106 S. Hyndin, P. Rambler, Ill.

MADE MORE EASILY
AND RENTED TENTS

Reynolds Sausage Smoke Co. Co. for 

TENTS
offer a wide range of prices, from $3.00 to $2,000. A.M. A. and an exhibitor at the 1969 Motor Show. If you wish, we will give you the complete information on the latest models and their features. Call us today for your free estimate!

ANCHOR SUPPLY CO.
Evanston, Ill.

TENT FOR SALE

10' x 10' Round Tent for sale with 20' middle—Sidewalls. Orange and blue. Excellent condition. Wire or call, 2/4 Air. Fire and waterproofed. Used less than one year.

A. E. Campbell, Inc.
149 West 34 St., New York, N. Y.
Phone 5-6999
RAINY DAYS IN ATLANTA

ATLANTA, March 5—Col. E. Lee Carterson, manager of the Southeastern Fair here, can well subscribe to the old adage, "It never rains but it pours." First, his secretary, Mrs. W. E. Leifer, was struck by a heart attack and was confined. Then Mrs. W. E. Leifer, head of the women's department, became ill in an auto accident and was sidelined. And then Carterson's wife, a pitch hitter in the office staff, fell ill and was tested a cur which required 15 stitches.

Billboard Clinic

**Continued from page 61**

Newly and Herb Persis of the Western and Pacific Advertising Agency, Chicago, handle the advertising for the Iowa State Fair, Des Moines; Larry Fairall, public relations director; Kansas State Fair, Topeka; Paul K. Spence, public relations director; Nebraska State Fair, Lincoln; Ed Schneider, secretary-manager; New York State Fair, Syracuse; John Baker, editor; Oklahoma State Fair, Oklahoma City; Bob Belcher, public relations director; Tennessee State Fair, Nashville; David Scott, secretary-manager; Wisconsin State Fair, Milwaukee; Willard Master, publicity director; and Carroll Ronch, public relations director.

Also in the Eastern States Expansion, Springfield, Mass., Amoco Base, Inc., public relations director; the Mid-South Fair, Memphis; C. W. (Bill) Visscher, manager, and Reed Maxwell, public relations director; Upper Peninsula State Fair, Escanaba, Mich., Ray LaPorte, secretary, Central Wisconsin Fair, Stevens Point; W. A. Umbehr, secretary, and W. J. Uhls, superintendent of the publicity department.

Workshop Program

**Continued from page 61**

Chicago, will also participate. Billy was in charge of special events at such major expos as the New York World's Fair, Chicago's Century of Progress, and Chicago's Railroad Fairs.

The two-day workshop will also feature an exhibit of advertising material used by all. Such exhibits will include newspaper and magazine advertising, releases to news media, window cards, daily programs, etc.

Deadline for enrollment in the class is 5 p.m. Thursday, March 5. Fairs may enroll by notifying Herb Doreen, Outdoor Editor, Billboard, 188 West Randolph Street, Chicago 1, Ill.

N. Y. Coliseum

**Continued from page 63**

October 27-November 4—Fashion Show.
November 12-19—National Hotel Show.
November 26-30—National Exhibition of Power and Mechanical Equipment.

Eight of the shows will be new to Chicago, while at least 25 others have been held elsewhere in New York prior to this year. New to the city will be the home building, baby, sanitation, fashion, home-wares and three other events whose dates have been withheld until later because of trade reasons.

The Billboard's 1956 SPRING SPECIAL Dated April 7

**it's a whole of a buy and...**

good reasons why

Featuring:

- New List of 1956 Fair Dates
- Pulse of the Kiddieland
- Operation
- More Money from Food & Drink Concessions

PLUS

Other statistical information and Special Reports to give you this special maximum reader-interest and frequent-reference value, all assuring your advertising,....

- GREATER DISTRIBUTION
- GREATER READERSHIP
- GREATER RESULTS

AD DEADLINE MARCH 28—Reserve Space Today

Cincinnati 22, Ohio 2140 Patterson St. 118 W. Randolph St. 6-6450
Chicago 1, Ill. 1164 Broadway 6-6741
New York 36, N.Y. 6-3900
St. Louis 1, Mo. 390 Arcade Bldg. 9-1488
Hollywood 2, Calif. 600 Sunset Blvd. 9-5931

COTTON CANDY CONES

By pulling an extra string we have increased production on Cotton Candy Cones and we can now give you all you want. Our dealers from coast to coast have tricked up again in order from the source nearest you. The demand this year was far greater than we had anticipated and we appreciate your patience in waiting for delivery.

GOLD MEDAL PRODUCTS CO.
316 E. THIRD ST. CINCINNATI 1, OHIO

www.americanradiohistory.com
DOUGHERTY—Patrick, veteran outdoor showman, February 27 in New Orleans. Known as Gold Top Paddy, he worked on many circuses, including Hagenbeck-Wallace, Cole Bros., and Barnum & Bailey. In 1945 he was assistant property boss on the Ringling Bros. Barnum & Bailey. Patrick Doyle was 79.

MARRIAGES

CUNEO-BERGTHOLD—Mr. and Mrs. Anthony J. Cuneto, of 3947 South Halsted St., to Mrs. Sarah Bergthold, of 3550 South State St., both of Chicago, February 26. They were married by the Rev. Thomas Feeney, and are natives of the same village.

WEDDINGS

Sawyer—Peggy Finn, wife of Fred S. Sawyer, for the past 20 years a milliner in suburban New Jersey. Married February 4 in Indianapolis, Ind. The wedding was attended by many friends and relatives.

SHOOTING GALLERIES

Shooting Galleries and supplies for indoor and outdoor shooting. Write for catalog.

IN郾RANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WANTED

One or two Kidde relics and a complete Kidde.

PLATYLANDE CENTERS

How to plant and care for indoor and outdoor plants, and keep them alive and healthy. 33c per dozen.

BRAND NEW BASEBALLS

New and used baseballs of all sizes and grades. Write for prices and information. 6c each.

SHOW PRINTING

Need immediately EXPERIENCED MAN TO MANAGE AMUSEMENT PARK IN SOUTHERN CALIFORNIA

Write for new catalog.

H. W. TERPENING

157-159 Main St., Ocean Park, Calif.

IN郾RANCE

SAM SOLOMON

920 Madison Ave., New York, N. Y.

RIDE OPERATORS

PARKS

SHOWMAN

CONCESSIONARIES

INSURANCE

FOR YOUR REQUIREMENTS

6 or 12 MONTHS

FAIR RATES PROVINCE:

WIDE CLAIM SERVICE

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TRAILERS-RIDES

WRITE OR PHONE

M. J. "MIKE" LAW

125 S. Laflin St., Chicago, Ill.
Phone: O'Hare 6-1110

SADISTEY—Mrs. Frank O. Sadistey, who was married to Frank S. Sadistey, 93, former manager of Deeners Beach Park, February 25 in New Castle, Del., was succeeded by his wife, Elizabeth.

Skiing for beginners and for the expert. 50 cents per hour.

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Gusts Dump Unfinished Coaster at White City

WORCESTER, Mass., March 3—Winds of 75 m.p.h. toppled the partially-completed roller coaster at White City Park last Saturday night (25), dropping it into a main street and depriving 600 homes of electricity. The structure now lies in a confused pile, with downed utility poles and power lines in the vicinity of the railroad track, where there were no injuries reported.

Charley Hanus, park manager, placed the loss at between $15,000 and $20,000 of the park's coaster investment to date, reportedly $150,000. The coaster, which originated in the Midwest, swirled Massachusetts during the evening, with gusts reaching the 75 m.p.h. peak at 7:45 p.m. The coaster went down at 7:40 "as the stroke of a bolt of lightning," a witness said.

South Quadsillagam Avenue was closed of kidsight bright as 89 men were misted in an emer-

...
Frank Babcock Buys Schoonover's Purse Strings

CARNIVALS

IMPERIAL, Calif., March 3—For the second time in its history, the Babcock United Shows, under the direction of Bill Babcock and George Ferris, have purchased the business of Schoonover Bros. Midways, of Orange, Calif. The purchase price was not revealed, but was stated to be between $30,000 and $40,000. The deal was consummated Jan. 10, when the Babcock organization officially took over the Orange, Calif., Winter Fair.

The new equipment was used at press time to cover the fourth week of the Winter Fair, which will close March 6. Babcock is expected to go with the Babcock organization. Since the purchase at least Schoonover will assist in setting up the Babcock United Shows at the National Carnival Show in San Bernardino, the next date which starts (8) for 11 days. Most of the equipment will be transferred to Orange for covering the April 19-24 midway at Tulare, Calif. Babcock said that sufficient devices were on hand to fulfill the Orange Show contract.

Babcock also announced that George Ferris, formerly with the Rainier Shows, had joined the staff.

26 Rides

The United Shows, playing the fair midway for the first time, has 26 rides, 11 major and 15 kid rides, four shows and three stages and recently moved into the old 1936 date for the organization, which is located in the Orange County Fair and National Date Festival in Indio.

Attendance is 3,800, about a third of the five days of last year. Babcock states that the capital spending was down. The equipment is now bought in more equipment than all the capital received in the past, and expenditures are putting on for the capital date—Indio, here and San Bernardino.

The Babcock midway is added that on the basis of past figures available to him, ride gross was about 90%, he added, there is no equipment with which to get it.

The equipment was ready for the date by F. M. (Pete) Sutton, who took over as manager last fall. He replaced Ferris, who moved into the general agent slot.

W. G. Wade Dies

Of Heart Attack After Operation

ANN ARBOR, Mich., March 3—W. G. (Glen) Wade, 69, owner-manager of the Wade and Wade Greeter Shows, died here yesterday, it was announced this afternoon at the University of Michigan Hospital here, after a heart attack following an abdominal operation Feb. 16. Wade, who had been active for many years in Michigan and Indiana territory, suffered a heart attack several years ago.

A service will be held Tuesday at 10:30 a.m. at the Beuron Funeral Home, Adrian, Mich., with burial in Woodlawn Cemetery.

Surviving are a son, W. G. Wade Jr., 43, and a daughter, Mrs. E. E. Greeno, of Battle Creek, Mich. Wade was an ex-distributor of the Wade Greeter Shows.

Kile Sets Route, Overseas Goals

Carlos, Minn., March 3—Bill Kile will travel over a route that will include 22 fair and 22 midway dates, beginning with the International Mid-States Fair, in Madison, Mo., and the Iowa State Fair, in Des Moines, Iowa, to the end of the Florida Keys. New faces are being framed here, new lights will be added and several additional extras will be added to this year's Kile, said Kile.

The coconessions will also continue operating at the fair three the next nine weeks. Bernard (Bucky) Allen has been on the scene since the fair opened and the extension were completed last week by Berri, who traveled to the fair to complete negotiations and to view the fair for the first time.

In accordance with the present contract, the units will be returned to the United States midway early in May. This will provide ample time for preparing for the summer season, which is to begin vacation in the Florida Keys. Men on trains have new lights which will be added and several additional extras will be added to this year's Kile, said Kile.

Strates Campaign

Weather, New Units Help Build Gross

To Launch Org on 10-Year Midway Pact

ORLANDO, Fla., March 3—A new campaign in major grosses, set by the James E. Strates Shows last week at the Central Florida Fair here. Showing the strongest business of the season, midway registration displayed 30 shows and 30 rides, a number of which were registered here for the last time. All were included in the Round-Up, Spinn-a, Twister, Scramble and the Volante Brothers' big Rock. The strength of the new shows helped to swell the gross. Several of the older rides, which were down because of limited space.

The show was awarded a 10-year contract by the board at the close of the 1935 event. According to the Strates organization, which owns its own winter quarters here, will populate the midway for nine more years.

The building shows here was the office-broadway to Hollywood, West nine shows here, as a Hollywood and a show in rehearsal for the March 10 opening. The Globe, a new production was being rehearsed in quarters here, with a Hollywood rehearsing and repainting equipment and a show in rehearsal. The show here is an Octopus, a Roll Butter Coaster, Buck-o-Plane and Rebounder, David's, a new show, an additional new teeter and much new equipment.

Painting operations are being completed. The Climbing is ready. Will be rolled and his crew are working on the Motor clockwise while the race is completed, but the Rock and String Show is being rehearsed by Clarence Tandy and Bill Hulson is preparing to dig into the electrical work here.

McGraw's show will hit the road this spring with 12 major and 5 kid rides and up to 10 shows.

Quarters Work Nearly Ended For Vivonas

SUMNER, S. C., March 3—The Vivona Shows has already been fully represented here largely at quarters of Announcements of America. Morris Vivona is in New Jersey completing the final return of the quarter, while other members of the family are visiting in North Carolina. Concessions lined up to date include the R. M. Williams, Al Sneh, 2, Danny Dell 4, Rosita Dell 4, Ralph Bryant 2, Josie and Anthony Rinaldi, Mam Vivona 2, Dominick Vivona 2, Mr. and Mrs. Clum 3, Mr. and Mrs. Clum 2, Mrs. S. T. and Joe, and several others.

In addition, Vivona has said that he expects the show will be realized with his quarter show this week, but that the show will be active in quarters at this time under Tony Crotney and Bob Roy. The Merry-Go-Round has been overhauled and will have its first run for the opening. It has been repainted, also.

Vivona has thus his Girl Shows completed and will use the new Miss America show for the revue until July, when it will be taken over by a color revue and will take over the Patnian Night show with his usual.
CHICAGO, March 3--President Maurice Quattrone, chairman of the National Women's League of America, this week announced the chairs for the committee for next year.

The chairs will be as follows:

Membership--Floyd E. Gooding, chairman; Carol Lehrter, chairman; N. Rossman, chairman; Rossman, chairman; Jack Levenson, chairman; Thorne, chairman; Albert, chairman; Jack Julius, chairman; Sapenar, chairman; Kelly, chairman; Chuck Fast, chairman; N. Rossman, chairman; Jack Levenson, chairman; Thorne, chairman; Albert, chairman; Jack Julius, chairman; Sapenar, chairman; Kelly, chairman; Chuck Fast, chairman; N. Rossman, chairman; Jack Levenson, chairman; Thorne, chairman; Albert, chairman; Jack Julius, chairman; Sapenar, chairman; Kelly, chairman; Chuck Fast, chairman; N. Rossman, chairman; Jack Levenson, chairman; Thorne, chairman; Albert, chairman; Jack Julius, chairman; Sapenar, chairman; Kelly, chairman; Chuck Fast, chairman; N. Rossman, chairman; Jack Levenson, chairman; Thorne, chairman; Albert, chairman; Jack Julius, chairman; Sapenar, chairman; Kelly, chairman; Chuck Fast, chairman; N. 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Followed by 3 more of the best locations in Jersey City. PLUS—the best money date in the West.

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CONCESSIONS: String, Basket Doll, Ballroom Dants, Hump-Lo, Glass, Bear Photos, Cork and other Novelties.
Exclusive on: Age & Scale, Costed, Photos, French Fry.
RIDE HELP: Farmer and Second Man for Wheel, Octopus, Roll-a-Plane, Morocco-Con-Round and Kid Rides.
RIDES: Beach, buy or lease Wheel and other rides.
All Replies: 250 McBride Ave., Paterson, N. J.
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JACK PERRY

BABCOCK BUYS
• Continued from page 70

corporations at once on the op-

portunity for doing a double job of taking
tickets. The rise controls the up-

and down movement by pulling

back or pushing forward a hori-

zontal lever, which also acts as a

descent lever. Each box is individu-

ally controlled with the action coming

from a hydraulic control. Jett"r

shows include Cal Lipes' snake

and monkey horses and Feri Row-

land's Music Machine. Last year,

Browland played sponsored dances.

Babcock said that plans for the use

of the Curbadoke equipment

had not yet been determined. After

refurbishing its Los Angeles store,

some of it will be placed on perma-

nent park locations.

ARABIAN NIGHTS PAGEANT
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MARCH 14-18 Day & Night
South Florida's Largest Outdoor Event This Season

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One place High Grade attractions, in-

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shows. All Reps to

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MORE BUNK

Man Who Was Not With It: Carrie Tale

NEW YORK, March 3—"Every man who ever got with it tried to check it over."

The Man Who Was Not With It, a 314-page, $375 story by Herbert Gold, has been out for a week now and has drawn a fair amount of criticism from reviewers who are impressed with his style and accuracy.

The book, published by Little, Brown and Company, follows in the footsteps of such predecessors on carnival life as "Nightmare Al" and "Pink Train." It is open to this rate to this excuse: Readers who believe the reviews and accept Gold's offering as gospel, will be fortified in the concepts created by the other books mentioned. That is, they will continue to believe that the carnival population is 90 per cent comprised of alcoholics, professional conmen and criminals.

Without fear of being accused of American public wants, it goes by the book in its edition. Since only one carnival is represented, it is likely that the carnival depicted is not at all. It consists of a few gray-trap trucks, a good show, side shows, office wagon, medicine show, cal- long (that's what it says) from the show, coonskin guns, side show grotty, pink. It is the type that ran from the law and not there is one same person to be there. There is one character who is unitary, however, but only if he presses his money as an inning board while wearing as apron to keep from cutting the balls.

Name of the show is the Wide World and Traveling Carnival. Most of all this tale is accepted with the bywords of Gold and his wife (after his wife), and a rather reacts. Both men during the show have the dope ball, and he has a change.

All in all, is a minor affable for the chief character as for the minor one, too. The story opens with a key rape, with the implications that such upheavals are com- mon in show house jobs, and the minor characters continue the whole black. Readably interesting in this regard, Gold's written vocabulary abounds with terms like rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rape, rap
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LAST CALL—OPENING MARCH 14 PACIFICOLA, MISS.
10 BIG DAYS—NO GATE
WANT SHOWS with own animals—Terry Haas, Newkirk, Big Snake, Animal, Mechanical, Mechanical, Variety, and Ladies' Showmen.
D. E.紅 preliminary, Big Snake shows.
Agents, Bill Perry, Dunlap, Miss, and Mr. Bob Perry, Dunlap, Miss, and Mrs. Bill Perry, Dunlap, Miss.

Baker's Opening Midwest Of April
Can place shows in Kansas, Oklahoma, Arkansas, Central, Cokes, Pottsville, Windham, Mineral Wells, Bill Perry, Dunlap, Miss, and Mr. Bill Perry, Dunlap, Miss.

Wanted—Showmen, Agents

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Will book any and all good shows, will book the best, stay on new circuit.
Schafer, 1030 North Washington St., St. Louis, Mo.

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March 15-18, 1966, Columbus, Ohio.

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Tulsa Seeks 12G Purse
For Tractor Op Contest

TULSA, Okla., March 3 - A move to hold the first National Tractor and Implement Contest, in conjunction with the 1956 Tulsa State Fair, move was announced Tuesday (28) by President C. C. Parker, Tul- sa editor, announced a drive is under way to raise $13,000 to be used as awards for the event.

The idea for the national trac- tor contest was conceived last October after a visit to related red- ditions groups from Tulsa's petrol- ute industries witnessed the re- sponse to a contest for Oklahoma 4-H Club and FHA youth held at the 1955 Tulsa State Fair.

"The tractor industry is natu- rarily interested in a program designed to foster a better relationship with producers engaging in agri- culture," Parker said. "Producer tractor products are used by the agricultural industry, on the other hand, of course, by all others in the chain."

National Finals

The national contest is an edu- cational program designed to ad- vance public relations and fan alti- ties in the use of farm power equip- ment and to familiarize those on farms, Parker said. 'To be eligible for national competition, contestants must be at least 12 years of age, the 4-H and FHA contests have won two championship titles at their respective State fairs or other approved State-wide events."

Gratifying acceptance of the na- tional contest was received from fair officials in all the states when the proposal to hold the event at the Tulsa State Fair was made. The contest will be sponsored by the meeting of the International As- sociation of Fairs and Expositions in Chicago December 18-19.

Safety Exams

Contests at annual state and national event will be subjected to written examina- tions on both safety and maintena- nce of equipment, demonstrating their driving ability by negotiating a series of those obstacles course.

Two age divisions, 12 thru 15 and 16 thru 22 will participate in both 4-H Club and FHA tractor opera- tions. A comparison of the overall

Mass. Fairmen
Set Revision
Of Prize List

BOSTON, March 3 - A commit- tee of eight representatives, of which will meet at 219 at the Department of Agriculture to receive the suggested standard premium list for the 1956 Mass. Agriculture and community fairs, ac- cording to Leo F. Deherty, direct- or of the department's division of contests.

Changes in the list will be pub- lished as soon as completed, it was announced.

Deherty reported April 1 as the deadline for applying for allot- ments of State prize money for 1956-57. The requests are for agriculturists and exhibitors, and must be in the hands of the director of the State contests or his assistant at least six months. Copies of the contest rules necessary, including receipts forms, and the new districts must be used in the national contest, be distributed to the managers by March 15, Parker said.

Directors of boards were asked to confer with officials of the Tulsa State Fair, P.O. Box 3279, Tulsa 2.


c

Winter Fairs

California

Main-Mariachi-Pro-Mexico March 11-14

Maryland-Merrill April 10-13

Florida

Orlando-Mexican Fair, March 14-16

Tampa-Spanish Corrida.


c

Claim 140,000 Paid For Orlando Record

ORLANDO, Fla., March 3- A crowd of 5,000 attended the 1955 attendance mark thru Satur- day (25), 2,000 day prior at the 44th annual running of the Florida State Fair, and Crawford Bickford, closed near the end of the 125,000 night before in 1955.

O. P. Swape, president of the board, said weather was a favorable fac- tor, plus good exposition represent- atives, and a strong entertainment pro- gram. Of major importance was the State's 4-H dairy and po- ultry contests, which will have beef cattle competition, and a boat show with at least 100 types of craft.

"Ice Vagies of 1956" played to a packed house in the 4,500-capacity Municipal Auditorium, an integ- ral unit of the fair. Seats were marked for eight performances from $1 to $2.25 and bargain mattin- es $2 a top.

The James E. Strates Shows enjoyed a progressive week on the midway. The Roter ride scored a good publicity break for the show when it was the subject of a fea- ture in The Orlando Sentinel.

CNE Contracts Autry, Annie Oakley, Hearne

TORONTO, March 3 - CNE officials have signed British actor and British comic Dick Autry, and British comic Dick Hearne, who have been signed by the Canadian National Exhibition to head up the grandstand shows. Autry, who has previously appeared in Canada, is reported to be interested in signing back. Dick Hearne, TDV singer, as an added attraction.

Autry's booking was said to be a direct result of the success Arthur Lake had with Baby Jane two years ago when thousands of youngsters flocked to the state's fair. The comedy team will be in the grandstand on Thursday (11).

Shoppers Pact
Two Calif. Fairs

SAN BERNARDINO, Calif., March 3—Shoppers Bros. Agency, Inc., will present the grand- stand show at the San Bernardino County Fair for the third consecutive year and the Farmers' Fair in Hemet for the second.

According to Bernie Schopper, who made the announcement late last night, Miss, the Victorian fair is considering the provision of an ice show. Last year Hitstornado featured an ice show but this year Los Angeles is planning a straight vaudeville type attraction.

ATTENTION SECRETARIES
OF FAIRS & CELEBRATIONS
If you are in the market for any type of entertainment for your event, why not do business with a reliable agency?

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ERNE YOUNG
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TRILLING
ENTERTAINMENT COMMITTEES—FAIR AGENCIES

Carnival. Music, Shows, Bands, Trained Drive. We Supply Entertainment of All Kinds.

The NEW Billboard... March 24... packs moro punch than ever... and packs it into a new, easier to read and easier to use package. You'll love it!

Box-office, Parke and carlson and Easterly, the National Amateur Promoters Assn. and the American Midget Association, will headline the Hal Harlow Motored Assn. in Minneapolis.

HAL HARLOW ATTRACTIONS

1335 NATCHZ AVE., SOUTH MINNEAPOLIS 5, MINN.

for a "bigger show" you want the Billboard

Billboard

NEW SIZE
NEW STITCH & TRIM EASIER TO READ MORE FOR EVERYONE

Special $1 Price introductory subscription offer see page 62

WANT CARNIVAL FOR
CUSTER COUNTY FAIR
Roundup Days, July 16-19
See page 2

Gould
M.D., 80, of Fairbank, was born, March 24, 1911, in Fairbank, to Elmer and Mary (Hubert) Gould. He was the son of Elmer and Mary Gould. He served in the U.S. Navy during World War II and was honorably discharged in 1946. He worked as a draftsman for the city of Fairbank for many years. He is survived by his wife, Mary, a son, Robert, and a daughter, Susan. Services will be held at 10 a.m. Monday at the Fairbank First Baptist Church. Interment will be in the Fairbank Cemetery. Arrangements are with the Fairbank Funeral Home. The Fairbank Mortuary, 717 1st St., Fairbank, 712-5825.

FAIRS-EXPOSITIONS
Beatty Due South
On 3-Month Tour

Pre-Dating of Fairs, Ringling Set;
Cicso Kid Lure Seen Potent at B. O.

NEW YORK, March 3—Indications are that the western
Ringling territory will get a first-class production by the
Cicso Kid Lure circuit this year. Carrying the Cicso Kid Lure
team, the Western Broadway show of Ringling will be seen
from March 16th to April 1st. The Cicso Kid Lure feature is
expected to be a great draw this year. The Cicso Kid Lure
will be seen both in New York and Chicago.

The show will start Wednesday (14) in Denver, N. Mex.,
Beatty's quarters, and will cover more than 20 towns with a
route that includes Running Water, Wyo., and Deadwood,
S.D., and will be in St. Paul, Minn., on March 16th, where
the show will be seen for the first time since 1920, when
Cicso Kid Lure was added to the touring management.

Pre-Dating of Fairs

The Cicso Kid Lure team of Beatty, Beatty, and Cicso Kid
have covered several parts of the country in a short time.
This year, however, Beatty's agents report that the team will
be seen in almost every state in the country before the end of
the season. The Cicso Kid Lure team is one of the top
attractions of the western circuit and is expected to do well in
any market where it is seen.

Beatty will reportedly return from the tour to the east and
be seen in New York City for the first time in May. The
Cicso Kid Lure team has been a great draw in all major
cities and is expected to continue its success in the east.

Today's Cicso Kid Lure show will be seen in Oakland in the
afternoon and will be seen in San Francisco in the evening.
The Cicso Kid Lure team is well known for its wide range of
acts and is expected to do well in any market where it is seen.

Hunts Build Heliport Next to Flajo, Home

MIAMI, March 3—A recently acquired picture of a
Cicso Kid Lure is expected to be a big draw this season.
The picture was taken at an early age and has been
recently enlarged and is now on display at the Circus
Exchange.
The picture was taken at an early age and has been
recently enlarged and is now on display at the Circus
Exchange.
The picture was taken at an early age and has been
recently enlarged and is now on display at the Circus
Exchange.

NEW TV FORMAT

Advance Still Nil as R-B's Arrival

NEW YORK, March 3—The Ringling Bros. and Barnum
and Bailey show has been moved to the Madison Square
Garden and is expected to be a big draw this season.

The show will be seen in New York City on Sunday,
March 4, and will be seen in Chicago on Tuesday, March 6.
The show will be seen in other major cities throughout the
season.

The show is expected to be a big draw in New York City
and is expected to do well in any market where it is seen.

Polack Western Gross Up 10% at Milwaukee

LOUISVILLE, March 3—Polack Bros., 17th annual show for
the Shoney Horse, 10% per cent increase over last year.

Managing Director Louis Stein said that this was the show's
best year in Louisville, despite the drought of two days of
No weather. Dates were February 20-28.

The show opened in Chicago on Sunday, April 3, and
was carried to Milwaukee on Monday, April 4. There will be
at least 12 engagement in the show's tour.

On Sunday the show will be seen at the Arena in
Chicago, where the show will be seen for the first time in
the arena.

Troubles Goss in South

ALACHUA, Fla., March 3—A reported 100,000
animals have been found dead in the area.
The cause of the deaths is unknown.

Antoinette Concello Files for Divorce

SARASOTA, Fla., March 3—Antoinette Concello has filed
suit against her husband, Joseph Concello, for divorce.

The couple has been married for 18 years and has
four children. The suit was filed in the Circuit Court of
Sarasota County.

CIRCUSES

Communications to 188 W. Randolph St., Chicago 1, Ill.

MARCH 10, 1956
NOW AVAILABLE

PAT ANTHONY
AND
HIS 13 JUNGLE BEASTS

World's Largest and Finest Wild Animal Feature
Including SULTAN, the Royal Bengal Terrible Tiger

The only G1, only ex-paratrooper who presents the roller-tiger and lion at the same time. Three and a half tons of jungle fury. Beautiful large steel arena.

OPEN TIME JUNE, JULY, AUGUST.

Personal Representative BOB MORTON
HAMID-MORTON CIRCUS ROUTE or
736 LAKEVIEW DRIVE, MIAMI BEACH, FLA.
Parties the Backbone Of Detroit Arena Biz

DETROIT, March 3—Building business for a new rink means providing a first-class entertainment. But Ed Lock, operator of the recently opened Roller Skating Arena here, is finding even better business is built by continued promotion to certain areas.

The rink, open since last August, has been doing 1,500 skaters per night.

This BIG BREAK

John D. Finch, well-known former roller and, on, condole, with his skaters in prize performance of the day, is doing a fine job.

Tom Spencer and the RCA Victor radio-orchestra provide the music.

In the figure skating, despite the problems caused by public transportation, giving a half mile from the rink's corner.

Lock attributes part of his business to the group of international skaters accompanied by their fans. The many of them expect a special discount arrangement Lock has made with the Arena, and those of the many groups and organizations within his term, "Civic and as well as the experiment that one music organist brought to the "Cedar Lake," the rinks Skaters of "The of course, Lock, accounting for most of my business during the week. One church, for instance, brings its entire youth group on Monday nights, complete with minister, who holds a free service each night to open skating on Monday nights to such church groups or other clubs may have the rink free, with the restrictions introduced by the Federal溶液gents for the really good times for the youth that they return again on weekends or other weekday evenings when the rink is open to the public.

Lock offers churches and clubs, party-planing options so that the church or club can receive 21 per cent of the ticket price. The group has to guarantee such a special arrangement.

Another arrangement Lock made with the Youth Back to Christ League is to have the skaters pay only 50 per cent of the regular ticket price, while the organization in turn, provides each skater with a free ticket at half-price for the rinks the concert, which includes a roll around the floor instead of the usual supervision under their own supervision to insure the skaters do not run too long in the rinks. Any who violate this rule are thrown out of the arena.

Afternoon matinees have also been offered at various time during the week. Lock suggests this, Lock has improvised idea of the son of the Arena is participation in a new undertaking, the "Skate and Win" program, the Ed McKenzie show, on WAZX-TV.

Skateland 'Follies' Big in Dayton Beach

SAN ANTONIO, March 3—The Skate Club has been organized for four years, but the March 3, John T. Strickland, manager of the Skateboard rink, claims a big success for the fifth season.

This year the skating skating was held in the Welch area of this city.

The three-day run (February 19) of the 1956-57 season, accompanied by a cost of 40 cents per family member. Show had slots and did not compromise with en-

Rink operators and professionals always have heading a band in selecting and promoting the skaters, and the many dance clubs in the State.

Dime Gate Gimmiick Set by Blankenship

COLONIAL HEIGHTS, Va., March 3—To hold big March night attendance, B. L. Blankenship, manager of the Riverview Arena here, has instituted a 10-cent admission-price-keeping the dime carries a 1940 issue date.

The gimmiick has been adopted by Blankenship to build Thursday night attendance, which is the worst of the week. That might not work, the manager, and other promisers for the Arena is participation in a new undertaking, the "Skate and Win" program, the Ed McKenzie show, on WAZX-TV.

Mammoth Winner

GLEELEY, Calif., March 5—Bill "Jackie" Lock, both of Mammoth Rink, has captured the 1956-57 Mammoth Rink Circuit, first and second place respectively, in the mammoth rink meet here. Warren Nornsens, Warren Rink Circuit, pulled down the special light aluminum skates, while Bill Gleeley showed good sportsmanship and develop-

The rink is now in its 21st week, and has the now in its 21st week, and has the new local, Roosevelt, and Peggy Barker.

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The rink is now in its 21st week, and has the new local, Roosevelt, and Peggy Barker.
"I'm my own boss now!"

"I'm a hard worker and I have some pretty good ideas, but I never had the money to go along with them for myself. Today I still work pretty hard but now it's different... now I am working for myself, making big money. And believe it or not, I started my own business without leaving our town. I sell the best-known famous-brand products and there's no risk, noanswers to set up my stand.

NO INVESTMENT
NO INVENTORY
THE HOUSE OF NAME BRANDS

H. B. DAVIES CORP.
14 West 16th St.
New York 11, N.Y.

IT'S PAID WITH POWERFUL PROFITS

FREE 1956 WHOLESALE CATALOG
SHOWS THOUSANDS OF NATIONALLY ADVERTISED MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES!

GEM SALES CO. 33 West 35th St., New York 1, N.Y.

GIVE TO DAMON RUNYON CANCER FUND

The Billboard's 1956 SPRING SPECIAL Dated April 7

It's a whale of a buy and... good reasons why

Featuring:
- New List of 1956 Fair Dates
- Pulse of the Kiddieland Operation
- More Money from Food & Drink Concessions

PLUS

Other statistical information and Special Features, sure to give this Special maximum reader-interest and frequent-reference value... all insuring your advertising,...

- GREATER DISTRIBUTION
- GREATER READERSHIP
- GREATER RESULTS

AD DEADLINE MARCH 28—Reserve Space Today

Cincinnati 22, Ohio
2140 Patterson St.
Dobbs 1-6450

Chicago 1, Ill.
2160 Patterson St.
118 W. Randolph St.
1564 Broadway

New York 54, N.Y.
390 Arcade Bldg.
6008 Sunset Blvd.

St. Louis 1, Mo.
Plaza 2-2800

Baltimore 30, Md.
Plaza 2-2800

Hollywood 28, Calif.
Hollywood 9-5911

MAIL ON HAND AT GEORGETOWN OFFICE
185 W. Randolph St.
Chicago 1, Il.

MAIL ON HAND AT ST. LOUIS OFFICE
1950 Eads Ave.
St. Louis 1, Mo.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 26, N.Y.

O. B. DAVIS CORP.
14 W. 15th St.
New York 11, N.Y.

Complete Guide to NAMING YOUR BUSINESS FOR LOWEST Wholesale PRICES!
CLOSETED SECTION
A Market Place for Buyers and Sellers
NEW ADVERTISING RATES
(Effective with March 24 issue)

REGULAR CLASSIFIED ADS
Set on our index and printed on 5 p. newsprint in regular 5 p. upper and lower case.

DISPLAY-CLASSIFIED ADS
Attract more attention and produce results! First quality type printed and cardboard borders added to cover cost of binding copies.

IMPORTANT
In determining cost, be sure to state your name and address. When using a box number care of The Billboard, allow extra cost of box number. Add 400 per insertion additional to cover cost of binding copies.

RATE: 20c a word—Minimum $4.

CASH WITH COPY
Limited to 10 words.

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK’S ISSUE
Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 12, Ohio

AGENTS & DISTRIBUTORS
ARE AVAILABLE, Write

THE BILLBOARD
820 West 2nd St., Chicago 6, Ill.

EARLIEST AMERICAN JEWELRY!
Before the white man came to this country, the American Indians, the most pagan, the least looking and the most prized by Indian traders, wore American Turquoise Jewelry in their hair. The American people have taken American Turquoise jewel in their hearts.

• The Best Dollar Value in the World
• Sensational Styling!
• Prices in Dollar Line Only!

All items at One Low Price of $1.00

GUARANTEED SALES
A West 119th Street, New York, N. Y.

NEW TWO-TONE STYLING
Fully Automatic
No Clip Action
Press Any Two Keys

MODERN P EN MANUFACTURING, INC.
346 Broadway
New York 13, N. Y.

立即艺术部

HEART DISC CLOVER NECKLACES
$16.50 Gross end up

Miller Creations
Quick Photo Invention!

PBQ CAMERA CO.

Copyright material
Seeburg to Fight U.S. Grand Jury Trust Indictment

Charges

CHICAGO, March 3—The Federal Grand Jury, which for over a year has been investigating charges of anti-trust activity in the juke box industry, indicted the J. P. Seeberg Corporation, halted ever since the Seeberg corporation in 1955, on charges that it had engaged in a conspiracy to handle Seeberg's distributors in restraint of trade. In some parts of the anti-trust action was filed against Seeberg and 21 Seeberg distributors. The civil action contains the same charges as the criminal indictment.

According to the indictment and the complaint, the distributor defendants entered into an agreement with Seeberg not to compete with each other or sell machines outside of an assigned territory. In addition, it is charged that distributors refuse to sell machines to location owners.

It was on announcement last Friday that the same Federal Grand Jury was continuing its investigation of anti-trust activities in the industry.

Earl A. Jakubow, head of the local anti-trust division, who headed the official, said that he had brought the same charges: "It is a reasonable assumption that we are putting a question on the possibility of association operator associations, and asking them to look into other cases.

The complaint against Seeberg and its distributors repels the court to a suit in an illegal agreement between the defendants.

(Under Continued page 87)

Peoria Ops Try 10c Play Again; Move Is Strong

PEORIA, Ill., March 3—Peoria operators, having made several unsuccessful attempts to halt the last two weeks, are at it again this time an appeal that they are going to achieve their goal.

The Peoria Journal Star has already filed a suit against the manufacturer, making the conversions. A favorable story about the increase in price appeared in the Friday paper.

The article stated that the old boxes were being affected by the ever-increasing cost of living. It went on to explain that

(Continued on page 101)

Anti-Trust Charges

The charges brought by the Justice Department against the J. P. Seeberg Corporation and its distributors hit exclusivity practices. As reported by T. McKevey, president, the company has explained that the challenged provisions of distributor contracts were taken out a year ago (see separate story in this section).

The case, then, boils down to the issue of direct location sales.

It is obvious that a location owner or anyone else should have a right to buy a juke box on a spot basis. A defendant is to pay off to such people that the wholesale structure of these juke boxes is free from all agreements that hold a single point of sale.

U. S. business will watch developments closely since a precedent established in the Seeberg case could well have far-reaching significance throughout other industries.

Juke 10c Play Hits Op Snap

In Twin Cities

SYRACUSE, March 3—Albion, N. Y., March 3—If the copy is to be used to attract the foreign market, the relation of the international and domestic music market remains, as the industry association's national office, that of Walff, president.

The members of the board have ordered that at least 10 million, 3,000 juke boxes be shipped to Germany. All the orders have been taken in Germany.

Volume Expensive

The foreign market differs from the domestic market in an important respect—it usually costs more money per unit to fill volume orders.

How's Romig doing?

A foreign buyer will examine a juke box under every possible combination, and might buy 50 of them in a particular model. He will find that the advertised price will vary from $300 to $300, actually, he would pay $300 to the distributor who advertised at $300 and placed an order for 50.

Now the distributor may have

30 of that model available. In order to fill the order, he has to procure and fill the order, he has to procure the needed materials, which in the case of a model like this, which in the case of a model like this, this particular model, would have to be made at the expense of the manufacturer. In addition, the manufacturer has to buy the required materials at a higher price.

BRIGHT 

Austria is one of the bright spots in the world market for juke boxes, because it suffers from a high percentage of war losses. It needs replacements, and as a result, the Austrian market for juke boxes is relatively large, with a relatively high percentage of sales being to Austria.

Romig feels that within two years the Austrians will demand

(Continued on page 7)

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(Continued on page 7)

Export Sales Shape New Juke Market

Wertheimer Says Foreign Sales Allow U. S. Operators to Buy New Machines

OMAHA, March 3—A new size, new stitch & trim easier to read

MUSIC MACHINES

Communications to 188 W. Randolph St., Chicago 1, Ill.

MARCH 10, 1956


TOPEKA, Kan., March 3—The Kansas Music Operator Association will hold its thirty-first annual meeting in Salina, April 7-8.

H. Jr. Harlan, council secretary-treasurer, announced this week.

Watermelon and the meeting would be a report on the activity in the state during the past months and the last Friday (24), when George A. Miller, president of Music Operators of America, discussed the legitimate rights legislation. Miller, who heads the group, has been very active in the Kansas association and has been a strong supporter of the group.

Last Friday’s meeting was held at the Kansas Hotel.


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Last Friday’s meeting was held at the Kansas Hotel.
No doubt about the heft of your cash box... or the sound of your music with "air" conditioning by AMI "G" on every selection.

It's the kind of live sound that makes for livelier coin dropping...

AMI "G" superior tonal reproduction through multi-horn high-fidelity sound is what the coin droppers want to hear.

Factory set for 10c play—and worth it!

AMI Incorporated

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

Originator of the automatic selective juke box in 1927.
Model "G"—120, 80, 40 selections for more plays in less time.
Join the
WURLITZER CENTENNIAL CLUB

SEE YOUR WURLITZER DISTRIBUTOR NOW TO LEARN HOW EVERY OPERATOR AND HIS WIFE CAN BECOME ELIGIBLE FOR THE

WURLITZER CENTENNIAL CLUB CELEBRATION

AUGUST 23-24 and 25

3 BIG FUN-FILLED DAYS WITH WURLITZER

MR. MUSIC OPERATOR: We want you and your wife to be Wurlitzer guests at our celebration of 100 years of musical achievement. We promise you three of the most exciting days of your life . . . just look at some of the things you'll do and see at the greatest party the industry has ever known.

Ask your Wurlitzer Distributor how you can become eligible for this "once-in-a-lifetime" celebration. Do it now—then start making your plans to join us August 23, 24 and 25.

PRIZES GALORE

Plus MANY, MANY MORE

HAVE YOU PLAYED "GEE, DAD IT'S A WURLITZER"?

(See-Jay Records...Calif.)

WURLITZER Centennial
MODEL 1900

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR

The Rudolph Wurlitzer Company, North Tonawanda, New York
MGA Bids Mfr. Support on Juke Disk Poll

**Continued from page 22**

*elaborate on the nature of his point.*

For the $15,000 fee manufacturer may win exploitation on 50 or a little over 50 hits a year. Should less than 50 hits show up during the year, Seeburg would have no more than that number of products, but would then receive a "proportional" royalty to be negotiated.

The double title status will become a reality as soon as any one of the six disk testers in the company's own test room begins to show success according to MGA's private poll. With this will go special promotional literature telling the public that the disk testers are "free from cost, point of sale Hill Parade they are in his testing boxes as it shows definite proof by performance and by tested surveys, of being a Hill Parade possibility."

The Steibel letter is in addition, and says that it "will also permit the "selling disk jockeys in the country meeting," etc.

Should any manufacturers buy this product, and should he have 50 disks a year, it will be controlled, his promotional budget can be grown by $300 per disk for plugging largely on their operator channels.

**Rock, Roll Waltz? Voted Top Juke Disk on ABC Seg**

NEW YORK, March 3.—"Key deejays in "Rock, Roll and Waltz" on Victor was chosen the nation's top jute tunes tonight on "National Juke Box," the ABC radio network program presented by the Music Operators of New York.

Regionals were "See You Later, Alligato," with Bill Hayes on Droga, West Coast; "The Stars and the Parrots," with Frank Memmel, with Chris Parker on Glasin, South, and the Four Lads on Columbia, Midwest.

Named most promising was "Street of 33 Steps," with Richard Fitzgerald. Appearance, on the program, were Larry Maron, president of the Sacramento Division of the California Music Merchants Association; Max Halper, Seeburg, Alh. Moa. director, William Hollinger, Delphi, CMA director, and George A. Miller, MGA president.

**Kilgore Bill**

*Continued from page 21*

speaking the juke box manufacturer's, Ernest Meyers, Record Industry Association of America, and Charles Harmon of the American Society of Composers, Authors and Publishers.

Juke box representatives asserted that jukes are a one of small businessmen, and that growth "is the only one," a slogan of harm to the industry. to amend the Copyright Act. "Our request to the present effort "a knave's office, to/blame," they said.

Proponents of the amendment said the bill is not a question of whether a juke box player is a "good" product or not, but that there subject to a royalty levy.

Meanwhile, the sudden death of Senator Kilgore (Tuesday, 20) is not expected to have any effect on the juking industry, or on Kilgore, who authored the current juking bill, chairman of the powerful Senate Judiciary Committee.

O'Malley is expected to continue as chairman of the Copyright Subcommittee, with Senator James Eastland occupying the chair of the full Judiciary Committe.
PRACTICAL MUSIC MACHINES

Davis Dist. Feels Operator PR Boost Is Important Job

By AARON STERNFIELD

SYRACUSE, March 3—Like

many other distribution centers throughout the nation, the primary emphasis of the American Record Corporation here is the sale of merchandise.

The large Seeburg outlet feels that a progressive distributor should not only try to make the operator a better businessman, but to tell the public about the music merchandise that he has available.

Gilbert A. Davis, president, and

other executives, have convinced the firm that the public is interested in music in the home and that it is important in the industry.

On New York’s Madison Avenue, these two tasks, utilizing promotions, publicity, and advertising, are generally called public relations. Anyway, it is apparently the only coin merchandise distributor in the nation who has built up a distribution line.

Big Assignment

The PR man is Tom Kiell, New

York and Syracuse agency man, who has been with the firm a long time. Kiell’s job, roughly, is to do public relations, to make the operator a better businessman, to tell the public about the music merchandise that he has available.

In making their living in this business, it is felt that the operator must be convinced of the importance of the industry and of the need to be a good citizen.

After March 1955, the con-

version effort in New York State has been intensified. At this time, whale, negligible in the last 12 months, the job of public relations has been given to Kiell and his staff. This is Kiell’s job.

Case History

Before the firm began to push its drive to promote dime play in the State, it studied the failures of other attempts to make the dime play idea a success. It had previously attempted a dime play drive.

The firm had a number of successes in the West, where dime play was taken in local newspapers, promotional material was prepared and distributed. A public relations agency was hired, but the promotion lost its way. It fell flat on its face.

Kiell learned that all the promotion efforts were not fully sold to the operators. In some places, the operators were not wanted, he said, and that the dime play drive never got off the ground.

Now, he is doing a 100 per cent job of dime play drive. He has given the job to his staff and the results have been good.

In the State, he has made a strong impression on both dime and coin operators. He is convinced that the dime play drive is the answer to the industry’s problems.

Drive Pays Off

Virtually every issue of the Di-

gest contains articles on dime play. The success of all efforts to promote dime play in other areas has been explained.

Kiell feels that the operators who have converted have been sold on the idea. He is convinced that dime play will pay off in the long run.

In the State, the operators who have converted have been sold on the idea. He is convinced that dime play will pay off in the long run.

UMO Gets Delay

music machines were being op-

erated in the city and that there are ten operators. No one knows how many of the operators have converted to dime play. The man is convinced that dime play will pay off in the long run.

In the State, the operators who have converted have been sold on the idea. He is convinced that dime play will pay off in the long run.

"Eshbathor"

Small declared that a $300 machine had been sold.

Small declared that a $300 machine had been sold.

You’ll Love The New Billboard

SALVE $100

See pg 62

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Lorillard Sales Decline Slightly; Net Increases

NEW YORK, March 3—The F. Lorillard Company today announced that its 1935 declined slightly as compared with the 1934 figures, but earnings were a little above, according to the annual report issued this week. Total sales for the year were $283,389,902, compared with $251,861,260 for 1934. Net earnings for 1935 were $5,989,006, equal after preferred dividends of $1,075,000 with net earnings of $4,342,143, an increase of $1,290 a common share in 1935.

Amer. Tobacco Has Best Sales Year in History

NEW YORK, March 8—The American Tobacco Company reported the highest sales and earnings in the company’s history. The 1935 report, issued this week, lists net sales at $90,844,818, an increase of nearly $10 million over the previous year. This increase was attributed primarily to Old Gold filter cigarettes.

With filter brands now accounting for 72 per cent of the total sales, the report continued, Lorillard filter cigarettes—Old Golds, R. J. Reynolds, Camels, and Newport—are of the total sales.

The total Lorillard sales lagged somewhat, the report said, because of the company’s principal product, showed a 2 per cent increase over the previous year. This increase was attributed primarily to Old Gold filter cigarettes.

With filter brands now accounting for 72 per cent of the total sales, the report continued, Lorillard filter cigarettes—Old Golds, R. J. Reynolds, Camels, and Newport—are of the total sales.

The report concluded that "during the last 10 years, Lorillard has paid out an average of 72 per cent of its earnings as dividends.

Nu-Matic Sets Showings for March 17-18

NEW YORK, March 3—Nu-Matic Machines, Eastern distributors for McCann, will hold a national show showing March 17-18 at the New Yorker Hotel.

Hot drinks and hot dog vending machines will be on the floor for inspection. "Nu-Matic" president, Dick Lowe, Nu-Matic sales manager, and Care Armstrong, from the harvest days of New England, will be at the showings.

Newark agency of the firm is presenting its line of vending machines for a cold drink district.

Gibbs Warnings of Come-On in Vending Financing

NEW YORK, March 3—Richard Gibbs, president of National Machine Corporation, has issued a warning to vending operators that they are about to get into the "new-age lending plan which may appear less tempting at first than the "seven-and-a-half percent," but will be within the 12 per cent limit.

"Vending paper," said Gibbs, "is rapidly being operated, and banks are willing to extend credit for local financing of vending equipment. This is good, of course, only after both bank and vending company have come to grips with the situation."

(Continued on page 10)

Growth Responsibility Keys Region 4 Contab

ATLANTA, March 3—Growth in automatic vending distribution plan at the annual meeting of National Automatic Merchandising Association and the Southern National Automatic Merchandise Association held at the Atlanta Hilton Hotel Saturday and Sunday.

The meeting was attended by 150, according to Region 4 Chairman John McMurry of Charleston, S. C. A suggestion, however, was that we should take up the idea of a meeting in the spring.

Coin operators want the new size machines.

TALKING MACHINES to feature DuGrenier NATAD EXHIBIT

NEW YORK, March 3—A vending machine which will talk to operators is to be shown by the engineers of the Arthur H. DuGrenier, Inc., display at the annual convention of National Association of Tobacco Distributors which opens Saturday, we are informed.

Mass. Cig Ops Fear Pending Price Rise

BOSTON, March 3—The cigarette vendors in the Bay State have just been the most rugged period in its history, and if the price of cigarettes is done for, the thousands of manufacturers feel that they are about to go thru the wringer again.

It is currently, after an 11-month task of converting machines to take this broader range of brands, that the industry has set down and the new market and the new market and the new market the two.

"The extension was the trend that industry ever had," said Alford L. Shannon, of Cambridge, "We have been working on this plan since April, 1935, and have just about finished the job," he added.

Junked Equipment Shannon pointed out that it would be almost like going into business all over again after the machinery of machines had to be junked in the process. There was, he said, a serious problem with equipment built for 1934, much of which was already obsolete.

NEW YORK, March 3—Richard Gibbs, president of National Machine Corporation, has issued a warning to vending operators that they are about to get into the "new-age lending plan which may appear less tempting at first than the "seven-and-a-half percent," but will be within the 12 per cent limit.

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(Continued on page 10)

Shannor, however, felt that one of the most important advantages of Massachusetts jobbers and operators was the Taxicab Act. This act dictates the minimum number of cigarettes that must be sold in a healthy state. It also prevents the commodity from being used as a medium of exchange on the streets and in the banks with a large selection of mer-
J. H. Smith Bows Chocolate Sirup
ROCHESTER, N. Y., March 3.
The J. Hungerford Smith Company, 78-year-old process of brands and trade marks for the fountain trade, has made a new product in chocolate-scented sirup for vending machines. The product is available in three quart tins and, according to the manufacturer, it makes equally well with milk or water. The manufacturer and the sirup has been field tested and ice cream trade, has started production on chocolate-scented sirupe for vending machines. The product is available in three quart tins and, according to the manufacturer, it makes equally well with milk or water. The manufacturer and the sirup has been field tested.

AUTO TO BULK DEALING
Added Service Cuts Expenses—Adds $$

By ELTON WHISIENHUT

MEMPHIS, March 3.—A pleasant, mild-mannered small-town sheriff, who deals in used cars and makes a car deal of every 300 to 350 used cars, has been dealing in used cars for the last 12 years. Claude Shute, Sr., owner of Shute Motor Company, too, has been selling used cars in the city for the last 12 years. Claude Shute, Sr., owner of Shute Motor Company, too, has been selling used cars in the city for the last 12 years.

Order Today!

WORLD'S LARGEST SELECTION OF MINIATURE CHARMS

PENNY KING COMPANY
5726 Mission St.
PITTSBURGH 3, PA.

5 SENSATIONAL SELLERS!

Put them in your machine! All 5 items are eye-openers—they attract already!

CLOTHES PIN $10.00 per M.

MARACAS $10.50 per M.

1-2-3-4 FISH $12.50 per M.

BUY 2—TRY 'EM—SURE TO SECURE IMMEDIATE DISTRIBUTION

SOLD THROUGH YOUR LOCAL DISTRIBUTOR

VICTOR'S NEW SUPER MART

"SYMBOL OF PROGRESS IN THE RUSSIAN WORLD"

V. S. Patent Pending

The most versatile bulk vendor ever designed. Sells gum balls and capsule vendor... 20 weeks, 50 strings, 2000 caps, plus 3000 gum and jumbos 1/26 (60 cent)

SUPER MART affords you the greatest improvements in bulk vending AND the latest trend of mechanism which means Greater Profit! Super Mart will take your present bulk of pennies and nickels played in your machine and increase sales in every location.

HERE IS HOW IT WORKS... 210 GUM AND CAPSULE STYLE:

Every penny needs a bulk of gum every 50 pennies. Every 6 pennies (as nickel) gives you a new string cap. Every 50 pennies will get 50 double rate gum and 60 separate filled with mechanism. Demand on machine is self-sustaining. Capacity: 200 caps and 6 months. 20 strings of 500. Takes in approximately $12.50 when emptied.

HERE IS HOW IT WORKS... 210 GUM AND JUMBO GUM STYLE:

Every penny needs a bulk of gum every 50 pennies. Every 6 pennies (as nickel) gives you a new string cap. Every 50 pennies will get 50 double rate gum and 60 separate filled with mechanism. Demand on machine is self-sustaining. Capacity: 200 caps and 6 months. 20 strings of 500. Takes in approximately $12.50 when emptied.

F.O.R. Chicago.
Y. Certified Deposit. Balance C.O.D.

Price $29.50 each

Minimum Packing: 1 each. No case.

BE FIRST IN YOUR LOCALTITY TO TAKE OVER THE CHOICE LOCATIONS WITH THIS INTERESTING DIFFERENT AND ALL BITE VENDORS. SUPER MART... VENDORMA OF THE FUTURE

VICTOR VENDING CORP.

5701-13 W. Grant Ave.
Chicago 37, Illinois

VENDING PARTNERS—Mr. and Mrs. Claude Shute own and operate Shute Vendors, one of the largest in the South. She does secretarial work and bookkeeping. He does much of the route servicing himself.

Shute got started in vending quite by chance 13 months ago. After Hill, a friend, was a route serviceman for Ross Thomas, who had several hundred machines in the Shute territory. Hill would drop by to chat with Shute frequently. Hill often brought the conversation around to vending and around Shute's interest.

Partnership Formed

Eventually they went into partnership and "Shute and Sons", Shute said. They bought 500 new and 350 used machines. The cost was $400 and 350 used. They planned them on location and were in business. In April, 1935, they bought Thomas' route and later bought out Hill.

Shute worked with Hill in building up the route and servicing machines. Here's the sales approach Shute said he used in getting new locations.

"I would have a new, filled machine under my arm when I walked in to talk to the proprietor. I would show it to him and explain it would help draw customers.

"While a mother was shopping, I pointed out, the children could get a few pennies from her and purchase charms and gumballs from the machine while she was shopping. I found this approach very successful.

"The amount of commission, I found was secondary. Location owners were more interested in the merchandising aid the machines offered. When I pointed out the amount of commission, I told them 20 per cent.

Diversity Interests

Shute said he got into the vending business because he wanted to diversify his interests. The auto business was doing well and it’s a slope now and has been for more than a year.

Shute, an active civic worker who has done much for the improvement of his community, now flags in the method of vending in Memphis and
LITCEAPLE, March 3—Finaly

Katz Sells Coffee
Route Interest to
Partner Lieberman

MINNEAPOLIS, March 3—Manu-
y Katz, manager of Coffee Vending
Company here, has sold out his in-
terest to his partner, Harold Lieberman, who placed the entire
operation under the direc-
tion of Sol Nash.

Coffee vending has been in
business about three years, with
Katz, Lieberman and Sam Kaufman
owning the operation. Kaufman,
who has been inactive in the en-
treprise, continues in an inactive
capacity.

Nash is manager of Twin City
Novelty Company, a music and
games operator employed by
Lieberman.

Coffee vending will be moved from
its present location, a block from
the Lieberman headquarters, to
that building at 297 Plymouth
Avenue in Minneapolis.

The firm operates 310 coffee
venders, 50 cigarette and candy
machines and about 200 cookie
machines.

A veteran coinman, Nash ex-
pects to undertake a expansion
program for Coffee Vending with
the possible acquisition of other
types of machines for introduction in
the territory served by the firm,
Lieberman indicated.

CIGARETTE AND CANDY MACHINES

Fully equipped, operates with
coins, ready for location. Machines
in factory repaired and look the
new. Lowest prices anywhere—

STORAGE & COLUMBUS CANDY...$15.00
STORAGE & COLUMBUS CANDY...$10.00
STORAGE & COLUMBUS CANDY...$5.00
STORAGE & COLUMBUS CANDY...$2.00
ROYAL COLUMBUS CANDY...$3.00
CHARACTER CHAMPION CIGARETTE...$7.00
CHARACTER "W" CIGARETTE...$5.00
CHARACTER "F" CIGARETTE...$4.00
CHARACTER "C" CIGARETTE...$3.00
CHARACTER "J" CIGARETTE...$2.00
CHARACTER "U" CIGARETTE...$1.50

All equipment excellently manufactured. Fast delivery. One
third deposit, balance C.O.D. All equipment guaranteed for
a period of $20.00 extra.

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

Price: $50.00

CIGARETTE MACHINES

All Equipment

UNCONDITIONAL

GUARANTEED,

COMPLETELY

RECONDITIONED

AND

REFINISHED

SPECIAL

ONLY

$99.50

Stoner Candy Vendor, 10 Cents, 248...$15.50
Barnes's Gum & Mint Vendor, 7 Cents, 175 Cents...$22.90

CANDY MACHINES

GLOBE

HALFCABINET

BARS

"POP CORN CZEK"

For the Vendere, Top condition, ready for immedi-
ate use. Will make $70.00 in 30 days. Retail price
$150.00

"PUSH BUTTON POPCORN MACHINE"

For the Vendere, Top condition, ready for immedi-
ate use. Will make $60.00 in 30 days. Retail price
$125.00

MARCH 10, 1956
THE BILLBOARD
VENDING MACHINES

NEW—For Additional Income
AMERICAN POPCORN
HOT DOG CONDIMENT VENDOR

Disposes a Quality Combi for 10c

A typical product by Advance known the world over for the
best in vendere. Provides a highly appreciated location service
and in fact is an excellent and not to be outdone by any other
vendor. Each is last
delivered for each coin and is guaranteed against any defect.

PRICES OF MACHINES

Delivery only—Add 50c.

For complete details, call or write for full de-
scription and price.

J. SCHONBACH
1645 Bedford Ave., Brooklyn 25, N. Y.

Immediate Delivery on Machines and Combs. Order Today!

Write for information on other types of vending machines & merchandising

SIDMOR VENDING CO.
2137 FIFTH AVE.
PITTSBURGH 19, PA.
COINMEN YOU KNOW

Twin Cities

BY JACK WEINBERG

BUSINESS DESPITE SANDLER "FREEZE-OUT." It was "business as usual" at Sandler Distributing Company headquarters, despite the fact that the hunting boiler cracked and the building was "more like Siberia than like a business place." Early this week, Bundled up in sweaters, ski jackets, hats, scarves, overcoats and even caps, the men, headed by Sally Rose, office manager, were on the job every day while waiting for workmen to install a new boiler. Avis Pike and Cherie Rule, the district managers of the office staff, remained home Monday and Tuesday but showed up Wednesday wearing the warmest clothing in their wardrobes to handle the monthly billing.

A rush of business and emergency operations has left executives of Harold Lieberman, the distributor here, busier than ever. By Sandler, manager of the wholesale record department, underwent an emergency operation for a hernia last week but now is housebound. David Lieberman, the boss's son, took over the reins temporarily. Sid Levin, the Lieberman Music Company (distributor) staff, was made himself Wednesday because his son, Robert, 24, was rushed to Ashby Hospital, Minneapolis, for observation and possible emergency operation for what appeared to be a bowel obstruction.

Vera Foster, of Acme Music Company, the Lieberman one-stop, was home this week fighting a virus bug. Her sister, also of Acme, has her oldest child, Carol, 13, in Fairview Hospital, Minneapolis, where she underwent surgery for curvature of the spine. Carol will be hospitalized for three weeks and then spend the next five months in bed at home. Coinmen and second fold would be doing the heavy work lately quite a turn by sending her greeting and get-well cards at the hospital.

Lou Wolf has taken over the active direction of Atlas Sales Company, huge Minneapolis coin machine operators, since the death of his father-in-law, Philip Moses, several weeks ago. Wolf was associated with Moses and is not a newcomer to the business. . . . Roger Williams, Kapp record artist, is booked in for personal appearance at Vivian Booth, starting later this week. Lieberman Music Company, distributors of the Kapp label, are planning some tie-in with the Williams' appearance.

Frank Magee, of Grand Rapid, Minn., in buying pool tables and music, said he's gradually moving out of his bingo games and teaching them off for pool games. Alfie has only a dozen tables on location thus far. Magee said the results being obtained are good and he will continue his practice of adding more such equipment to his operation. . . . Taking the same attitude is Darwin Holman, of Big Fork, Minn., who said that thus far he has only about 10 pieces in operations but buys new pool tables every time he comes to town. He also added some new music on this latest trip.

PIONEER WILL ALLOW YOU $8 ON ANY MACHINE

In Trade

VICTOR'S
HUNDRED
MART!

Call Us Today!

This Offer Expires at Midnight

VICTOR VENDING SERVICE
250 Ashby Ave. Minneapolis 6208
Northfield, Minn.

VICTOR'S TOPPER

1 BALL GUM MACHINE

$12.75 each

$13.25 each

AMERICA'S FINEST BALL GUM VENDOR

Victor's Five Star 2 Baby Grand $13.25 each $15.25 each

1 1/2 Deposit as down payment Write for "Specials" on BALL GUM-CHARMS-NUTS-CANDIES

H.B. Hutchinson Jr.
800 North Ave., N.E., Atlanta, Ga.
Phone: Emory 4320

GIVE TO DAMON RHYMIN CURE FUND

Saviom Eppy

E. CO., INC.
11-13-15

ROY TORR

Lansdowne, Pa.
Gifting friendly service & liberal financing since 1910

RECONDITIONED

VENDORS

Sale and Ready for Location—Order With

Curtis King, 142 SR.
8-931

Stevens Point, WI.

Jack Halbach, 1500 6th.
8-4366

Rutland, VT.

Lettie D. Court, 114 N.
9-6241

Green Bay, WI.

William F. Coke, 104 W.
9-4888

Milwaukee, WI.

R. A. Wenzel, 124 Main.
6-2418

Cedarburg, WI.

GASTON JACOBS

407 7th, Emporia, KS.
4-5680

N. P. Mulholland

201 Bayard, Kansas City, Mo.
2-7551

J. C. Rahn

132 4th St., Dell Rapids, S.D.
5-4680

G. H. L. Groth, Jr.
304 N. 7th St., St. Cloud, Minn.
2-8513

WALTER H. PETTIT

106 E. 2nd St., Eau Claire, Wis.
2-3760

SUMMER VARIOUS COINS

Buy Sell Trade. Feel Free to Call for Information

SAMUEL EPPY

S. CO., INC.
11-13-15

VENDING MACHINES

The Billboard

MARCH 10, 1956

Supplies in Brief

Peanut Supply Up

Peanuts held in cold-storage position on January 31 of this year totaled 1,055 million pounds, an increase of 89 per cent above the same time last year, according to Agriculture Depart-
ment. This supply includes imported shelled peanuts, but does not include stock on hand or oil stocks. Peanuts re-
ported used in making candy, salad peanut butter and other uses this January totaled 256 million pounds, slightly above the same period last year. Peanuts reported used in making candy and salad peanut butter im-

CUP 'n' SODA

This money blems are sure to keep your coin box full to the bottom and your machine empty... to the last drop!

PLASTIC CUP AND SODA in modern 2-troy ounce colors $0.00 per thousand in Ivome plated out, glowing colors $12 per thousand per your distributor or

GUGGENHEIM

33 UNION SQUARE
VICTOR MACHINES

Precision-Built. For PROFIT & PROTECTION!

ACORN

The only Topper, a genuine Topper, complete with;
ALL PURPOSE VENDOR.

Vends Gum—all bits mechanisms, nuts, candy and gum balls, in one machine;
Temporary seat held by top lock, bushy clumps only.

IMPROVED!...SILVER-STREAK
THREE HOUSING A BALL GUM WHEELS

MANUFACTURING CO., INC.
11611 Kingshighland Ave., Culver City, Calif.

VENDORS Officiate Distributor of ADVANCE SANITARY VENDORS OF MINNESOTA

FOR DETAILS AND PRICES WRITE J. SCHOENFACH
FACTORY DISTRIBUTOR OF ADVANCE SANITARY VENDORS OF MINNESOTA 1017 N. W. 14TH ST., DES MOINES, IOWA

$25 DOWN
Balance $10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND
BASE, DELIVERED PORN,
CHEMICAL ENAMELED, FOR
OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING

MANUFACTURING COMPANY
4420 W. Patton St. Chicago, Ill.
15 APR. 1956—Telephone: Oakley 1-7777
10403-C, Lucas, Chicago. WATLING WATLING, Chicago

GIVE TO DAMON RHYMIN CURE FUND

Copyrighted material
N. Y. Ops Elect
New Officers:
Holtzman Pres.

NEW YORK, March 3.—The Associated Amusement Machine Operators of New York elected vice-presidents Thursday night at the annual meeting in the Excelsior Hotel. The new officers for the coming season are: Sam Shaffer, vice-president; Thomas Boyle, secretary; and Louis Lowy, financial secretary.

Other officers elected were Sid Weiskopf, who was re-elected vice-president; Max Solomon, the only incumbent, treasurer; and Harry Brainer, treasurer and attorney.

The officers discussed current licensing problems.

Weiskopf Heads N. Y.
Arcade Owner Group

NEW YORK, March 5.—Catholic Amusement Men who had been organizing to organize the Amusement Arcade Owners Guild, held their first meeting here last night.

The members are Mr. E. M. Weiskopf, H. S. Weiskopf, and H. L. Weiskopf.

The meeting was held at the Excelsior Hotel.

United Ship
Roto Pool, New
Electric Table

Light-Up Bumper
Unit Designed as
1-2 Player Game

CHICAGO, March 3. — Roto Pool, a new coin-operated game with light-up bumper points, was introduced to distributors this week by United Manufacturing Company.

The game is adaptable to play by 1 or 2 players, shooting five balls for a dime, or in competition between two players, each depositing a dime and shooting five balls. Principal feature is new light-up bumper units that light the way to higher scores.

Players may use either one, only two (Continued on page 96)

First Hosts
90 Ops, Unveil
Clever Pool

CHICAGO, March 3.—First Coin Machine Exchange here greeted its 90 members Thursday night (1) at the initial showing of the Chicago Coin Machine Companies’ new coin-operated game, Clever Pool.

The showing took place from 8 to 10 p.m., with refreshments served to visiting operators, and on the new pool machines constantly in progress.

Attending the show were first toads Ken Jordan, Fleischer, and Bill Kleist, Ed Levine, Chicago Coin director of sales, Al Schampa, director of Chicago Coin; Paul Klupin, director of operations; and Jerry Nash, Cleveland Coin director of sales.

Table Braces
Added to Genco
Pool Game Line

CHICAGO, March 3.—Clarity, an all-steel pool machine recently introduced to the pinball game warpage are being installed on all pool games coming off production lines at Genco Manufacturing & Novelty Co., and the players are being offered for sale at lower prices.

The branes are to be installed on all Chicago games already in operation, and the game will be put on the market for further action.

The game is based on the wild, wacky, high-stake pool game of 1955 Slot Machine Act.

Ind. Judges Rules Free
Play Pins OK—Under Law

TINDER, who last summer in the Pool game Warpage, has been supported by the Consumerist Association of Illinois, is to be maintained by the State Senate committee last year.

Additional provisions of the measure which, in the opinion of Indiana lawyers, tend to weaken the laws are in no way to be held as good by the laws.

A free play of the pool game is to be played regularly by the law, the Senate Thomas C. Hildreth, Democratic Republi-
Advertised Used Coin Machine Prices

**Pen&Ball Games**

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**Arcade Equipment**

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**Shuffle Games**

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**Vending Machines**

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**Explanation of Coin Machine Price**

Prices given in the Index are in no way intended to be "standard", "typical", or other than a representative reflection of what price should be for used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price given depends on the condition of the equipment, site, city on location, the territory and other related factors.
Los Angeles

OPERATOR RECOVERING AT HOME. Ben Korte, who was discharged from the Hollywood Presbyterian Hospital after surgery and 20 days, is now convalescing at home. Korte reports he is doing well but finding it difficult to follow the prescribed diet. And, he adds, that he is the only operator in the hospital. The doctors, however, have said that Korte still has a lot of intestinal fortitude.

WYTHEVILLE, Va., May 13, 1956 (UPI).—A business trip to Washington, D.C., is the latest phase in Ralph Levin's career. This spring he opened the business of W. O. Levin & Co., a vending service in Lexington, Va., and will take over the operations of a company that was started by his father, who died recently.

Chicago

MEMPHIS, March 3.—Steven Found, owner of the Goldstein Company, has announced plans for a new hotel, which will be located in the center of the city. The hotel will have 500 rooms and a large convention center. The project is expected to be completed by the end of the year.

Cleveland

Ralph Levin has returned to his home in Cleveland after a recent business trip to Chicago. He was accompanied by his brother, Gene, who is also involved in the vending business.

Cincinnati

BULK MILK VENDING MACHINES being installed in Los Angeles are providing bulk vending machines in its area. The company's vending machine operation is the largest in the state and is expected to increase its sales by 25 percent this year.

Cincinnati

By MARVIN ARTH

LEVIN

In May, the head of the firm, Charles Levin, was awarded a big contract by the U.S. government for the installation of vending machines in government buildings.

Chicago

By KEN KNAUF

LEVIN

WANTED

in Chicago.

BMA PREXY BACK ON JOB. Phil Levin is back at his job as president of Record Music Service Association following a recent illness which kept him from attending the annual convention in San Francisco. He had been recuperating for several weeks before returning to work.

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**COINMEN YOU KNOW**

- **Coin News**
  - **的内容略过，仅显示标题和部分文字。**

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**SALE!**

**Drastic Price Slashes!**

**TOP VALUE BUYS READY TO OPERATE**

**POOL GAMES**

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<td><strong>Heineken</strong></td>
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**MUSIC SPECIALS**

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**United Ships**

**CONTINUED FROM PAGE 95**

Pool has a playbook of five ball sales, each worth a different point. The basic pool table has lights that, when on, light up the balls and allow players to see them up close. Pool tables feature a variety of lights, some of which are adjustable, and some are fixed. The lights help players to see the balls better, allowing them to react faster and score more points. Pool tables feature electronic scoreboards and machines that automatically calculate the scores. These machines are commonly found in bars, restaurants, and pool halls, and they are a popular pastime for many people. They are also used in competitive pool tournaments, and they are a great way to improve one's skills and have fun. Pool tables are a great way to spend time with friends, and they are a popular form of entertainment. They are also popular in bars and restaurants, and they are a great way to socialize and have fun. Pool tables are a great way to spend time with friends, and they are a popular form of entertainment.
2 BIRDS KILLED WITH ONE STONE

BOSTON, March 2—Richard E. Pollard, sales manager of Associated Amusements, local Bowlers, Cues, and Supplies manufacturer, is a firm advocate of making business with pleasure. Right now Pollard is on a business trip for his boss, Ed Raverly. He's also on a honeymoon with his new wife, the former Mrs. William Raverly. The couple, married last week, will visit Niagara Falls, Houston, Tucson, Las Vegas, Denver and Mexico City.

Du Page County, Ill., Bans Pinball Games

WHEATON, Ill., March 3—Tavern owners in Du Page County have been ordered to dispose of all pinball games in their establishments by March 15.

A statement prepared by Sherman Wagster, Wheaton property control commissioner, states: "We have received numerous complaints of pinball games being played in local taverns. We feel that this is not a public service and it is not in the best interests of the people of the Wheaton community."

Mass. Cig Ops—Continued from page 6

reasonable profit and leaves jobbers and operations in a position of making a living without worrying about unfair prices," he said. "If nothing is done to put any place to disturb the industry, we will be all right, but there is a strong demand for a price rise which would give us a considerable margin," he added.

Another worry among the owners is the use of atomic energy in the manufacture of cigarettes. One major manufacturer predicted that the use of atomic energy would greatly reduce the cost of production, but the industry is not sure about the safety of the product.
CUE-STAR by FISCHER

REGULAR and JUMBO DeLUXE

LIGHT-UP BUMPERS Available

THIRD HOLE Optional

... and Many Other TOP-PROFIT FEATURES:

Ask the DISTRIBUTORS Who Know!

Table Braces

With our years of Pool Table Manufacturing experiences pay off in highest quality game. You can see THE DIFFERENCE in the 300 cushion action... deeper table skirt... NO-wedge leg connections... inlaid felt markers... beautiful finish... over-size chrome-plated bull head mechanism. These are only a few of the many play and performance features of CUE-STAR a profitable game to operate!

ST. PAUL: See Herman Paster
MAYFLOWER DISTRIBUTING CO.
2218 University Ave. Midway 6-7611
St. Paul, Minn.

MILWAUKEE: Call Sam Cooper
PASTER DISTRIBUTING CO.
1601 Food & Lee Blk. Balboa 1-1123
Milwaukee Wheel, Wis.

LOS ANGELES: Ask for Rob Holm
BADGER SALES CO.
2221 W. Pico
Döve 7-2141
Los Angeles 6, Calif.

CLEVELAND: See Mike Ginter or Dave Linkletter
CLEVELAND COIN MACHINE EXCHANGE, INC.
2029 Prospect Ave. Three LIs 9-1586
Cleveland 12, Ohio

Call, Write or Wire Bill Welke, Sales Mgr.

FISCHER SALES & MANUFACTURING CO.
9 S. CLINTON STREET
PHONE: Spring 4-5514
CHICAGO 6, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND

NEW PROFIT-MAKING HORSERIDE!

MORE PROFIT! LESS COST!
The Horse With All the External Appearance of a Racehorse. Pretends to be a Racehorse. Operates 24 Hours! No mess! No litter! No separation! A real money maker! List Price $499.00.

FORDLEIGH VENDING COMPANY
200-202 N. 14th St.
MARCH 10, 1956

GOODS

NEAR BEACH.. . . . 212.00

GAVEIT... 197.50

CHICAGO... 41.50

ATLANTIC CITY... 46.00

SPOT LIFE... 73.00

DALLAS... 18.00

MAGAZA... 43.00

PHILADELPHIA... 32.00

HIT 'N' RUN... 39.00

GLOBE TROTTER... 56.00

FOUR HUNDRED... 30.00

MAD CAP... 25.00

50-50 MACHINES

FOR SALE

50-50 MACHINES

FOR SALE

OR.

NEW ARCADES - LOCATION

RENTALS

NEW and Rebuilt like New

MACHINES

COLUMBIA

DEWAR

LONDON

GOODING

GRAHAM

VENDORS CO., INC.

3727 W. Chicago Ave., Chicago, Ill.

3279 S. Ada Ave., Chicago, Ill.

577 South Ave., Utica, N.Y.

3310 W. Adams St., Chicago, Ill.

1645 Michigan Ave., Chicago, Ill.

A. F. ROSE, PROP., KABINET and Tin Pool Table Sales, Inc., 50 E. Chestnut St., Chicago 11, Ill.

Machinist Maintenance Trains

FULL AMOUNT OF ALL PROFITS TO THE DONORS

Guaranteed First Quality

Set of 10

5 oz., 2 1/2"

POOL BALLS

$15.00

Chalk... .Gr. $2.25

Orders under $150 cash in advance or $2.00 deposit, balance $10 or C.O.D.

Inquiries Invited From MANUFACTURERS and DISTRIBUTORS of POOL TABLES

Seacoast, Inc.
1204 North Avenue
Elizabeth, New Jersey
MACHINES BINGOS

UNN.

TROPL<na

RALLY BRIGHT SPOTS
TRIBUS

GOTTLIEB 5-BALL
WILLIAMS KINGS OF SWAT

VARIETY-Third

RALLY BRIGHT LIGHTS

CONEY ISLAND

SEEBURG 1003-8-C-0

BINGOS

GRAND NATIONAL

COIN MACHINES

WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

MCWILLIAMS

INSTITUTIONS

FREE TRADE!...

... Pool Games for Late Gottilieb 5-Balls, Seeburg and AMI Phonos, and Late Bings

GUNs

BALLY

SPORTLAND — 300

BALLY BUILT-UP 205

GUNS FROM REDD!

WE’LL TRADE!

WANTED FOR EXPORT.

New — CHICAGO COIN BUILDER — 5485

New — CHICAGO COIN BULL'S-EYE — 485

UNITED TEAM

UNITED MIDGET

RALLY CHAMPION

BINGO KING

RALLY MAGIC

OVER 200 RECONDITIONED SHUFFLE ALLEYS FROM ONLY $50 and up

MACHINES

WANTED

MA-120-B-0

SHUFFLE ALLEYS

SALE

NEW ENGLAND’S POOL TABLE PIONEERS!

THE BILLBOARD

REDD DISTRIBUTING CO., 200 LINCOLN ST., CHICAGO 34, ILLINOIS

SOLD TO ITALY — MANUFACTURED IN ITALY

FIVE BALL GAMES

DELL

140 East 25th. St.

La Crosse, Wis.

WANTED

Bingo Mechanic

to serve route—no drivers.

Write

BOX 841

The Billboard Chicago, III.

THE BARGAIN HOUSE

INTERNATIONAL BINGO

UNIVERSITY OF ILLINOIS

SHUFFLE ALLEYS

Estate of Mrs. Florence M. Lombardi

Two weeks' advance notice

Tell C. M. Lombardi

MACHINES

10750 W. Roosevelt Road

0-110

MICHIGAN CITY, Ind.

MACHINES

3411 S. Western Ave.

Em. 140-1200

WANTED

INVESTOR FOR LAS VEGAS OPERATION.

WE HAVE EQUIPMENT AND LOCATIONS.

DAN STEWART CO.

103-48TH STREET

AS IS

BINGO SUPPLIES

539 S. 2nd St., Louisville Ky.

www.americanradiohistory.com

FREE TRADE!

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INVESTOR FOR LAS VEGAS OPERATION.

WE HAVE EQUIPMENT AND LOCATIONS.
Hanson Retires From PM Berth

NEW YORK, March 3—Edward G. Hanson, senior vice-president of Philip Morris, Inc., retired this week after 32 years in the firm's chief financial executive. He will continue as an AM-director.

Hanson joined the company in 1919 as assistant auditor for a group of stockholders who organized Philip Morris. He later was made assistant treasurer and assistant secretary, then treasurer and secretary, and, in 1945, was elected vice-president. He had been senior vice-president for two years.

ELECTRIC SCOREBOARDS
SLIM JIM MODEL

Maple Cabinet

A-144 15" Electric Scoreboard...
A-150 151/2" Electric Scoreboard...
A-155 161/2" Electric Scoreboard...
A-162 17" Electric Scoreboard...
A-165 18" Electric Scoreboard...

Also Available
WALL MODELS

A-143 15" Electric Scoreboard...
A-147 151/2" Electric Scoreboard...
A-148 161/2" Electric Scoreboard...
A-151 17" Electric Scoreboard...
A-155 18" Electric Scoreboard...

IMMEDIATE DELIVERY...

$139.50

WRITE FOR FREE ILLUSTRATED CATALOG SHOWING OUR COMPLETE LIST

WURLITZER

1438 COMET $495.00
1436 FIREBALL 199.50
1434 149.50
1432 129.50
1426 59.50
1426-1 59.50
1426-2 59.50

ROCK-OLA

F-80 WRITE
F-120 $465.00
F-80 295.00
F-40 195.00
MODEL C 109.50

AMI

WRITE TODAY FOR FREE ILLUSTRATED CATALOG SHOWING OUR COMPLETE LIST

© Copyrighted material
New Products

A new automatic parlor pool game package that will handle all coins from pennies to half dollars has been developed by the Johnson Park Box Company, Chicago.

Known as Model 10-88, C. F. Rogier, president, stated the machine was designed for speed, efficiency and economy by employing, fusing, wrapping and crimping an average of 900 rolls per hour.

An automatic feed from the reservoir delivers adequate supply of coins to the coin disk at all times, eliminating jamming. It uses any standard cartridge-type wrapper. The operator merely inserts empty wrappers and removes crimped rolls.

The unit is 52 inches high, 10 inches wide and 48 inches deep. No price was announced.

Peoria Ops

Peoria was one of the last major cities in Illinois to make the change. Active operators making the change include Leo Mottenthal, head of the Leo Mottenthal Music Company, John Bush, head of Bush Amusement Company, and the Best Amusement Company.

Peoria's downtown locations have already been changed. Neighborhood spots are expected to be changed as rapidly as possible.

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors
220 South High Street
Columbus, Ohio

Winter 1955 issue.

MARCH 10, 1956

COIN MACHINE SERVICE, INC.
VALLEY MFG. CO. DISTRIBUTORS
412 Wilson St., Santa Rosa
	CA	LIFORNIA

Phone: Paul Speer
Santa Rosa 1486
or write for prices

Pool Game Operators Connect your straight barrel pool games to the new Coin Pool machines. Complete kit complete with wires, lamps, switches, coin chutes, plastic barrels, electric motors, pinball displays, and new pinball games. All for one price. Paul Bailey, The Pool, 1110 W. Madison St., Chicago, III. 1-2900.

Fired off 8" Coe Micks, 50. 50. 50.

Daisy Wake-Up Clear.

1 Type Coin Cent.

Peoria, 80. 80.

Fond District, 60. 60.

Fired off 8" Coe Micks, 50. 50. 50.

Fired off 8" F+W Coe Micks, 50. 50. 50.

Cox, Wake-Up Clear.

1 Type Coin Cent.

Daisy Wake-Up Clear.

1 Type Coin Cent.

Victor 8" Coe Micks, 50. 50. 50.

Victor 8" Coe Micks, 50. 50. 50.

Fired off 8" F+W Coe Micks, 50. 50. 50.

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Fired off 8" F+W Coe Micks, 50. 50. 50.
Groentemans Begin 5-Month Europe Tour

PHILADELPHIA, March 3—Al Groenteman, International Amusement Company, and his son, Hank, left this week for a five-month tour of Europe to visit customers and arrange for the sale of coin machines to Arcades on the Dutch and Belgian Coast.

The Groentemans will also inspect their juke box operation, 89 pieces, mostly Seeburg, B's, B'sx, and C's in Holland and Belgium. They have enlarged their Arcade operation to four in the two countries.

Jack Palmer, Atlantic Midget Marvel, local kiddie ride operator, will manage International Amusement while the Groentemans are away.

To Meet Pollack

They will be joined in Europe by Al Pollack, Groenteman's partner in Belgium-Amusement, whose European operation, a sales effort for American juke boxes will be made in Austria.

B-A operates 50 kiddie rides in Holland, mostly in department stores, and plans to make installations in American resort areas this summer.

Wisten Sets Trade Showing Monday

PHILADELPHIA, March 3—The International Amusement Scott-Cree Company will hold a trade showing of 35 pieces of coin-operated equipment Monday (1) at the opening of the Market Place, a shopping center in the downtown area of Philadelphia.

President Abe Wisten said the firm would operate the games and rides in the location. Stags, screen and television personalities are expected to attend the opening.

WALSBERG & CO., Inc.

961 W. Fullerton Chicago, Ill.

RAY ONFried

3699 25th St.

CHICAGO, ILLINOIS
COINMEN YOU KNOW

Birmingham

By Jim McAdory

BIRMINGHAM VENDING NAMES ASSISTANT. Max and Harry Harvich, owners of Birmingham Vending Company, have appointed a youthful new assistant for their operation. His name is Albert E. Toranto, son-in-law of Max Harvich. According to Means, Harvich, Toranto is there to learn the business from the ground up with a view toward a future management position.

Just back from Knoxville, Tenn., Grandfather Max was full of talk about his new grandson. He also got around to mentioning that his daughter and son-in-law, Mrs. and Mrs. Joseph Goodman, celebrated their fifth wedding anniversary while he and Mrs. Harvich were there.

Sidney Kronenberg, Alamat Company owner, returned to Birmingham from the Region IV meeting (February 24-25) of the National Automatic Merchandising Association in Atlanta with a fresh and enthusiastic outlook for the future. Cause of all the enthusiasm, according to Kronenberg, was a "This Is Your Life" report on the industry by M. C. Biebe, of the Beech-Nutt Chewing Gum Company. The report was actually an appraisal of the future. Kronenberg said he felt the industry had only scratched the surface in this area.

Attending from the Birmingham area, in addition to Kronenberg, were Harry DeBary, owner of Automatic Eastern Company, Don Hambridge, Southern Cigarette Service, and Fred Goldenstein, Merchandising Vending Company. More than 250 columns represented the states of Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee, Kronenberg said.

Birmingham operator Fred Perel lost last week completed construction of his new home. He and his family are now at home to their friends.

Mrs. Charles Livingston, Pensacola, Fla., is home again after being hospitalized for surgery. Mrs. Livingston is the wife of Charles Livingston, owner of the Pensacola Amusement Company.

CLEANED, CHECKED, READY TO OPERATE

BINGOS  BOWLERS

SAFEETY  $215.00  SUNDAY $315.00  WHITE
VARITY  $210.00  OLD PIONEER $315.00
SASSY BOW  $110.00  NICE $175.00
ICE HOLE  $110.00  CLUB $175.00
FALIN SPRINGS  $110.00  LIGHTWEIGHT  $175.00
ROCK CLUB  $110.00  106 FRAME $175.00
BIRCH  $110.00  ACE $175.00
BROOKS  $110.00  LEADER $125.00
ATLANTIC CITY  $110.00  950 DARTER $125.00
SPICE LIFE  $110.00  OPALITE $125.00
STARK  $110.00  STARITE $125.00

MORRIS NOVELTY COMPANY
3007 Olive Street  St. Louis 3, Missouri
Phone: Franklin 1-9217

SMART OPERATORS INSURE THE SUCCESS OF THEIR 10c PLAY CONVERSIONS WITH DAVIS 6-POINT GUARANTEED EQUIPMENT

Property converted routes require modern 45 R.P.M. phonographs. Write, wire or phone us regarding these location ready money makers, available preset for 10c play if requested.

SEEBURG

M1000  $465  M100C  $460  AMI  $319  8-90  $439

WURLITZER

1500-1550  $295.00  1600-1650  $375.00  3020  9.95  4820  19.95

AMI  $125.00  1434 $125.00  1436 FIREBALL 120  $259

ALSO many other late model phonographs

WANTED TO BUY

Wurlitzer Service Manuals
1100-1200-1400  $3.00 each

WILL TAKE IN TRADE

ANY MODELS OF USED PHONOGRAPH WIRING

WRITE FOR "10c Play Fact Sheet"

SPECIAL

To ALL DISTRIBUTORS

"Gottlieb Proudly Presents ... 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!

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

1927-1956
29 Years of Leadership!

Copyrighted material
Joe Ash says...

When you compare quality with price, Active is never undersold.

EXCLUSIVE DISTRIBUTORS
FOR WURLITZER & O. GOTTLIEB & CO. in S. Jersey, Del., and Md.

ACTIVE AMUSEMENT MACHINES CO.
YOU CAN ALWAYS DEPEND ON ACTIVE—ALL THE TIME!

Gibbs Warning

* Continued from page 85

Glass Containers Down

Shipments of machine-made glass containers during January of this year totaled 9,817,000 gross, a decrease of 15 per cent from the December, 1935, total, according to Census Bureau. Returnable beverage bottles totaled 28,300,000 gross, while nonreturnable beverage bottles totaled 78,000,000 gross. Statistics are based on reports of 35 companies manufacturing machine-made glass containers, and represent complete coverage of the glass container industry in the U. S.

Mr. Operator of METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATIONS! By using high quality, straight deformed glass. packed 100 to a reel. We repair and rebuild Types, using genuine SWT parts.

STANDARD METAL TYPER CO.
1518 W. WESTERN AVE. CHICAGO 22, ILL.
Texas Pins: OK in Dallas; Banned in Fort Worth

DALLAS, March 3—Dallas City Attorney Henry Krutis said Thursday that the city has no intention of initiating an ordinance against pool games.

The statement came on the heels of an announcement that weighting Fort Worth (30 miles to the north) has outlawed all types of coin-operated games by a city ordinance.

The Fort Worth action came while a laborer published, William Joseph Allen, revealed that "an anonymous letter" was his only source of information for his newspaper columns and news coverage alleging widespread gambling and crime in Fort Worth.

Court Action

According to published reports, Fort Worth distributors, Ben McDonald and six other columnists have threatened court action if Fort Worth authorities begin confiscating machines under the terms of the council ruling, passed Wednesday, as a Grand jury quipped Allen.

However, Fort Worth Police Chief Cato Hightower said he would begin picking up pool, shuffle, and other devices in "about a week" as soon as the law goes into effect.

"I still don't think it (the ordinance) will stand up in court, City Attorney Rhinehart Rower was quoted as saying. But Beavers said he would defend the ordinance if it is tested by court action.

The Texas Legislature has ruled that the machines are legal, although Dallas City Attorney Krutis pointed out, State law prohibits the use of coin-operated machines for gambling.

But one Dallas resident observed, "If Fort Worth outlawed pool games, it'll have to put police men out to watch bowling lanes and golf tacks, too."

Bargains!

Gaytime...$350.00
Variety...235.00
Gayety...235.00
Duke Ranch...115.00
Beach Club...90.00
Palm Springs...90.00
Coney Island...50.00
Rifle...10.00
Horse...100.00
Yacht Club...65.00
Spartac...40.00
Singapore...200.00
Medina...25.00
Havana...75.00
Tally...60.00
Trumpl...75.00
Army and Navy...60.00
World Series...75.00
All Games Reconditioned and Ready for Location. 7% Depit by Operator. Balance C.O.D.

Clearance!

AT SACRIFICE PRICES WE NEED MORE STOCK!

Venus...$195
Mar...195
Conny...175
Elmwood Frame...145
Speedy...145
Tom Corson...125
Chiefs...110
Royal...95
Sapphire...150
Crosby...95
Philadelphia...150
Beach Club...95
Mexico...75
Hydra...145

Rex Coin Machine Distributing Corp.
135-76 Salina St.
St. Louis, Mo.

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Mexico...75
Hydra...145

Rex Coin Machine Distributing Corp.
135-76 Salina St.
St. Louis, Mo.
NO WARPING...NO DISTORTION
in Genco Pool Games!

100% PROTECTION with Genco's
4-Point Adjustable Steel Bars

Available for all models of Genco's Pool Tables. Positively guaranteed to correct all types of warpage anywhere on playfield in seconds. All that is needed is to turn thumb screw adjustments shown in diagram below—to pull any part of the playfield down or push any part up.

ONLY Genco's "Anti-Warp" Steel Bars are completely attached to playfield (not to rails). This allows quick and simple top replacement due to cloth tears or burns.

ASK YOUR GENCO DISTRIBUTOR FOR A DEMONSTRATION

Genco MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois
COINMEN YOU KNOW

COINMEN YOU KNOW
Continued from page 98

I3-column manual National vender and reports first acceptance by
operators.
Severe storms in Europe have caused a slow-up in shipments
abroad, Irwin Margold, sales manager for Trimount Automatic Sales
Corporation, reports. There is also a shortage in good-used games for
oversea shipment... There is lot of action in music locally, Irwin
says, with 10-cent play gaining spacc... He feels the V-200 Seeburg is doing
wonder for conversion and in Vermont, four service-
men just converted a wide area of all kinds of phonographs to disc
play... Irwin joins many other coinmen in bailing pool games. He
says Trimount has sold well over 1,000 of them and business is getting
better every week.

Arthur Sturman, from Greenfield, and Ralph Ridgeway, from
Springfield, were in town this week looking at music. Both report
Phono play is doing well in their respective areas... Martin Oliver
and Morris Pachett were visiting distributors this week from Portland,
Me., with some new music and games in mind... A regular delegation
was drawn from Manchester, N. H., buying games and music. Three
of them were Oscar Pratt, Johnny Lucas and Ted Tobe... From
Connecticut came Ernest Mercantini, of Middletown, and up from
Rhode Island were Gus Kanz and Bill O'Brien from Newport.

J. J. Columbus, Coin Counselling Service, bory buying and selling
routes... Jerry Flato, of Boston Record Distributors, became the
proud owner of his 1955 Buick. Just made the last payment and says
it is the first car he has ever managed, to own outright... Mark L.
Shavel, of Duxbury, who recently bought a photograph route, is
now an active member of Massachusetts Music Operators Asso-
ciation... Bert Howell, former director in the MMOA, recovering
enough from a heart attack in an Orlando, Fla., hospital to write to
operator friends here. Lucius Foster, MMOA executive director, re-
ports the recently instigated insurance policy is proving popular with
operators.

Seen around distributors and one-stops were Hus Maulsley,
of Holden; Ralph Ridgeway, of Springfield; Steve Parlock, of Worces-
ter; Louis Stevens, of Southbridge; and James Ceresa, of Duxbury.
Among out-of-staters were James O'Connor, of Darien, Conn.; James
Mitchell, of Troy, N. Y.; Louis Zideman, of Fortsmith, N. H.,
and Hezil Haskell, of Chester, Vt.
4-POINT BALANCED PUSH-PULL ACTION ANTI-WARP Stabilizer

BUILT INTO ONLY Bally Pin-Pool

STANDARD MODELS
52 IN. BY 36 IN.
WITHOUT LIGHTS, prior to permit blanked-cour:age of all types of locations. 4-Point Stabilizer standard equipment.
LIGHT-UP BUMPERS for spots that demand extra flash. 4-Point Stabilizer standard equipment.
NEON LIGHTS under side cushions, flooding table with neglible illumination. 4-Point Stabilizer standard equipment.

SENIOR MODEL
68 IN. BY 36 IN.
Available with or without Light-up Bumpers. Heavy-duty 4-Point Stabilizer standard equipment.

All models quickly CONVERTIBLE 2 or 3 Pockets

Either side may stv be built-in corner pocket, spreading up plus, stepping up average strategy. Play furnished with back table along center pocket, converting table to regulation 3-pocket game.

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.

Using ordinary screw-driver, turn tight to PUSH up a "valley" in table... turn left to PULL down a "hill" to insure smooth surface that attracts customers. 4-Point Stabilizers may be adjusted in any combination of POINT and PULL, guarding all 4 quarters of table against play-killing, push-acting warpage.

And you can PUSH UP TO remove a "valley" in one area, while you PULL DOWN to flatten a "hill" in another area.

Only by PUSH UP and PULL DOWN action, as required in different parts of table, can a perfectly smooth, play-stimulating surface be guaranteed. Only Bally 4-Point Stabilizer permits PUSH-PULL action under entire table.

An ordinary screw-driver is the only tool you need. Simply raise hinged table-top and ... with a quick, easy UP-turn here and DOWN-turn there... keep your PIN-POOL tables in top-earning condition.

New EASY-ON-EYES GUIDE-LINES

with precision-marked space-dots... standard in all models of Bally PIN-POOL... and approved for starting play... and insure accurate position of balls, when table is against wall (2-STAR FLAT).

See Bally-Stabilized PIN-POOL at your Bally Distributor today.

BALLY MANUFACTURING COMPANY 2640 Belmont Avenue, Chicago 18, Illinois
Again Chicago Coin Sets The Pace
Introduces NEW POOL GAME ATTRACTION!!!

CLOVER POOL

Look!
in actual on location
tests Clover Pool broke all records for greater play...
greater profits!

Act Fast! Be first to enjoy larger profits on Clover Pool in your territory!

...AND LOOK AT THESE OUTSTANDING Plus FEATURES!

Clover Pool features automatic scoring without a backrack!

By playing skillfully, player can increase the score of the Clover Hole by as much as 4000

Hinged Playfield for easy servicing!

Clover Pool features NEW ADVANCE type scoring on All Holes!

Clover Pool is only 8" longer—same width as Champion Pool—size: 3 ft. by 5 ft. 8 inches!

Simple trouble-free mechanism!

CHOOSE FROM THIS COMPLETE LINE OF POOL GAMES!

HOOLIGAN POOL
Combines the Top Features of Automatic Pool Plus The Scientific and Most Interesting Playing Features of 4-Sided Pool Games...

CHAMPION POOL
Available in 2 or 3 Hole Models With The Rocking Center Hole Feature. New Type Ball Drop Mechanism. Easy – Simple – Positive – Fool-Proof

JUMBO POOL
New Large Plastic Bumpers! 2 or 3 Hole Models With or Without Lighted Bumpers! 18 inches longer than regular size 170" x 34-½.

CHAMPION SPECIAL No. 35
End holes are located 4 inches closer to center. Choice of 2 or 3 hole model. 3 or 4 Sided play.

CHICAGO COIN MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.
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 3-ball spots.

EARN UP TO 4 COINS PER GAME
Each coin gives player additional puzzle
Because player may select up to 4 puzzles and score separately in each puzzle selected, CROSSWORDS averages 3 to 4 coins per game.

New SKILL SCORE-BOOSTER
Scores advanced by shooting balls in Star-holes
No mystery about CROSSWORDS advancing scores. A 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!

REQUIRES ONLY
27 in. by 41 in. space
Fast 5-ball play

BALLY MANUFACTURING COMPANY • 2640 Belmont Avenue, Chicago 18, Illinois
UNITED'S 2-WAY CLUB POOL

Simply Insert Precision-Fit Plug into Center Hole for 2-Hole Play

CONVERTIBLE 2-HOLE or 3-HOLE PLAY

FLASHY LIGHT-UP BUMPERS

2 DIMES PER GAME

LINED PLAYFIELD FOR 3 or 4 SIDED PLAY

SIZE 3 FT. BY 5 FT.

HINGED PLAYFIELD

SIMPLE MECHANISM

LOCATION FAVORITE

WELCOME EVERYWHERE

NOW AT YOUR DISTRIBUTOR

CLUB POOL

JUMBO CLUB POOL

HI-SCORE POOL

Special CLUB POOL

CARAVAN Flashy In-Line Game

TOP-NOTCH Shuffle-Alley 6-Player Bowler

REGULATION Shuffle-Alley 6-Player Bowler

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 12, ILLINOIS

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

LOCATION FAVORITE

WELCOME EVERYWHERE

IMMEDIATE DELIVERY

SEE YOUR DISTRIBUTOR

ALSO AVAILABLE IN JUMBO Model 70" x 36"

LINED PLAYFIELD FOR 3 or 4 SIDED PLAY

SIZE 3 FT. BY 5 FT.

HINGED PLAYFIELD

SIMPLE MECHANISM

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*America's Finest and Most Complete Music Systems*

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