Come, Come to the Fair! That's Wise!

Oklahoma to Try Two: Spring Industrial Show, Fall Agricultural; May Cue Trend

By HERB DOTTEN

CHICAGO, March 29—Can a hot spring and industrial exposition as well as the traditional fall agricultural fair succeed on a fair ground? The answer will be given this year when the two-year-old, multi-million-dollar Oklahoma State Fairground, opened both for the State Fair of Oklahoma and the Southwest American Exposition, a huge outdoor exposition designed to meet the needs of the local new industries and the State.

If both shows flourish, there will be a struggle between the spring and fall event, one with an industrial slant; the other, agricultural, and thus give greater use to the fair ground. The State of Oklahoma, of course, is generally confined to its annual fall agricultural shows.

Seek Much Usage

The opportunity for the multi-million-dollar Oklahoma fair plant to provide an exhibit show center for the State. In two years the plant has been put to such use. Increased usage is foreseen when additional facilities are made possible by the passage of more bond issues.

The Southwest American Exposition, to be held April 22-29, will have a spring theme in its pattern, and it will seek congregate usage with other attractions each fall by the State Fair of Oklahoma.

To Have Midway

It will have a midway with some of the usual midway games concessions. Several of the shows being built especially for the fair and a few will be selected from the usual midway tested attractions. The midway program will include an ice cream show ('Holiday on Ice'), an Indian pageant with a cast of 400, a roller, and running horse rides. On the midway will be the nation's largest rearing, the Royal American Shows, with their rides, shows and amusements. For grandstand entertainment the fair will present a traditional fair review at night and also race events and a Thrill Show.

ROCK AND ROLL GETS REFINED FOR THEATERS

NEW YORK, March 19—In a move to eliminate some of the risqué audience elements of rock and roll stage shows, theaters are marketing their packages more acceptable to modern theater tastes. Associated Booking here is booking a "refined" rock and roll show (featuring specially screened lyrics and ads) on a three-month tour, starting April 2.

The show—tagged "Rock-A-Rama" and produced by Joe Delaney and Rock-Rama Management—will be booked into theaters at the pace of three per week by the successful Warner-Speakers and Fabula chains, marking the first time that the Warner chain has presented rock and roll shows.

Alarmed by stories of debauchery reportedly wrought upon some theaters by wild rock fans, the Warner-Speakers chain heretofore turned thumbs down on the ventures. However, Associated Booking is able to rile its leaning with a new "sedate" version of rock 'n roll, which will enable them to pool audiences under control.

The show is Associated's first rock and roller package is being booked into theaters on a guaranteed capacity—50 (50) basis, for four weeks, and the five weeks' run-up includes the Chuckleys, the Penguins, Eddie Cochran, the Dionne sisters and the Blacklisters. All of the acts are managed by Ross and Delany.

N.Y. Library Airs Concerts

NEW YORK, March 19—New Yorkers have ample opportunity to enjoy the music world, with the free recorded music concerts conducted by the New York Public Library. This year's program, which marks the Fifth Avenue institution's eighteenth season, includes 25 concerts from coast to coast, all of which are recorded on the Library's twelfth year, and 35 concerts from coast to coast, all of which are recorded on the Library's twelfth year. All of these concerts are presented on Sunday afternoons at 3 p.m., except for one on Friday at 7 p.m., and the concerts are held within the library.

All records played from the Library's extensive catalog of over 50,000 records are issued to licensed radio stations, whose listeners are given the opportunity to hear the concerts. All concerts are broadcast simultaneously by WQXR-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station. The concerts are also broadcast on WNYC-FM, New York's public radio station, and W301, the Library's experimental radio station.
Even at CBS, NBC Summer Slots Can Be Had, Despite ‘No Hiatus’ Policies

NEW YORK, March 10.—In spite of the decision of CBS-TV and NBC to forego the traditional period of summer vacation, and despite the rumors that a number of choice slots for sale and CBS may have several. At CBS sponsors are unable to acquire any offer one of the Tuesday night to Friday evening hours, in the area that is occupied by it. In addition, the sponsor was not to move into the network during the warm months. Sponsorship will take a vacation as its season, and Budget will seek to renew its sponsorship of “Perry Mason” on NBC.

NBC’s Fast Garnish

NBC will also have Friday-night leaving shows. Gillette, a sponsor of summer entertainment of the肥皂, will probably sponsor ads. The longer program on CBS will probably consist of Friday nights 10-11:30, when Elgin is currently sponsoring “Perry Mason” and “Playhouse 90.”

**TONI SUMMER ‘Party’ at 10, CBS Thurs.

NEW YORK, March 10—CBS Thursday 10:15-11:00 p.m. time slot, the program is in the ranks of those that are expected to draw large audiences this season. The time slot was taken from the program “The Millionaire,” which has been in the afternoon at 10:15-11:00 p.m. time slot.

Toni Summer ‘Party’ program is expected to have a large audience, the program is sponsored by the program “The Millionaire,” which has been in the afternoon at 10:15-11:00 p.m. time slot.

**SCOTT FOR NEW ‘Father’ Time

NEW YORK, March 10—Scott Paper Company is planning a full time slot for its “Happy Year,” which is currently on NBC 8:30-11:00 p.m. The sponsor is reportedly uninterested in the full time slot and the program is expected to have a large audience. The sponsor is reported to have a large audience.

**Broadening Scope For ‘Wide World’

HOLLYWOOD, March 10.—“Wide, Wide World,” which will get wider in its coverage, has been by NBC President Robert Sarnoff told The New York Times. Sarnoff visualized origination for “Wide, Wide World” as the future of the medium. He noted the expanding horizons of the old world. Out-of-town expansion will occur as a new way of life for Sarnoff.

**CBS Maps Program Changes for Fall Days

NEW YORK, March 10.—A number of CBS daytime programs will be maintaining their current format for the fall season. The program changes are on tap for next season, and it is all but certain that CBS will not make any further changes in its fall season.

**Talking Heads for Solid 56 Success

NEW YORK, March 10—The program “Talking Heads for Solid 56 Success” is expected to draw a large audience. The program is sponsored by the program “The Millionaire,” which has been in the afternoon at 10:15-11:00 p.m. time slot.

**Television readers want the NEW...
Brief & Important

GE INTERESTED IN HALF OF "EARL FOR FALL..."

GE thoroughly displays interest in picking up half of "Wyatt Earp" on ABC-TV next fall. It is not known which of the current station owners or Fred Proser, would surrender its alternate-week sponsorship.

RED BUTTONS MAY SUB FOR THE NICE BAR...

Red Buttons is being considered as the summer replacement for "Howdy Doody" and Filey Lee on NBC-TV. The deal would be expected to last only until September.

WHITEHALL MAY HAVE TO STAY ON "HAYRIE..."

Plan to move out of its alternate-week sponsorship of "Midwestern Hayride," Wednesdays 10-3:45 p.m. on NBC-TV. Unless the network finds a new sponsor, Whitehall will have to stay with the show, because its contract runs to the summer.

REVOLUTION MAY NEED HELP ON BEAUTIFUL GIRL...

C. J. La Roche is said to be looking for a client to go after rights to "The Most Desirable Girl," an agency-developed show which Revlon is said to be readying for next fall. Prime target is Warner Brothers, bidders undergarments.

KID'S \"REVOLUTION\" HUNT NEW \"BIG CHALLENGE\" MG..."

Kent androgynous and Nevin are looking for an excuse for "The Big Challenge," a new series in which the contestants will be 164,000 Challenge, which goes into production in April. Mike Stoekey and Tom Brown are said to be under consideration.

TOLUCA PRODUCTIONS GETS \"RED SPARRING\" CHANCE...


KTIV ACQUIRES SG FEATURES..."

KTIV (Channel 4), which has built ratings and reputation on TV film programming, Saturday (10) pulled a major scoop by being the first to present the complete Screen Gems block of 10 features. It's believed that the program is one of the largest 'off-the-street' programs on the Coast TV channel. Stakes were said. It was reported that KTIV was planning to publicize the fact that the program had a sizeable audience. It was further stated that the program would affect their TV film purchases. A new price was announced, it's believed to be in the neighborhood of $75,000.00.

By the week

CBS Puts TV Writers On Payroll

NEW YORK, March 19-The weekly pay check has come to TV writers. CBS-TV is one of the first to introduce a select number of television writers firm three-year pay rates at $12,500 each.

They are to produce five scripts each week, with a $2,500 bonus to be paid for each episode, plus $2,000 weekly to be paid for the next year. The writers are expected to write for the network or for any television station.

They are named Peter Wattenberg, formerly a special correspondent for the NBC network, and David O. Selznick, formerly a special correspondent for the ABC network.

Mattine Up Trendex Count

NEW YORK, March 19—NBC-TV's "Matinees" seem to have arrived at a motor victory. Sustained the impressive initial start of ABC's "Trendex Count," the weekly show just presented at the 200th anniversary of the "Matinees'" debut.

The show was in some danger of being canceled, but it has made a strong showing since its 181st week.

A Trendex taking place during the week of February 27 gives an indication of the improved share of audience (32 percent). In the previous week, the share was 30 percent, and in the previous week, the share was 31 percent.

The show was presented at 10 p.m. on the ABC network in the week of February in comparison to its 54 percent share of the audience on Thursday and Friday, which made it the top-rated show in the market.

During the Trendex week "Matinees" presented such names as Sarah Churchill, Gene Raymond, and Zsa Zsa Gabor, Hugh O'Brien, Joe Hesse and Hanna Lynn.

ABC Hunts Milton Berle Replacement

NEW YORK, March 19—NBC-TV's "Milton Berle" replacement, "The New Tom Post," has been nominated as the new host of the show. The show will be announced in the near future, according to the network.

The move would be made to beef up the Milton Berle show, which the network believes that the show's strength is being hampered by the show's earlier in the evening.

Such a switch, however, would have been predicted last year when Milton Berle's first replacement, "The New Tom Post," was nominated for the position. It would be made during the late prime-time slot from 9:30-10 p.m. on NBC, where the show has been performing solidly.

Monday, September 9, 1957, is reported to be the new time slot.

Ed Madden joins Latex as Veepee

NEW YORK, March 10—Ed Madden, who has joined International Latex as veepee and special consultant, is expected to remain there.

The client is reportedly reading at

Film Programs Help ABC's Slow, Steady Station Clearance Progress

Outlets Needed for Top Status; Series Line-ups Biggest; There's a 'Mkt Limit

NEW YORK, March 19—Slow and steady progress is being made by ABC in the station clearance and laundromat business. The network's four current impressive station line-ups on many of the big markets have been built up only gradually. The gains it has made are, however, in the past year have been impressive in many areas.

There's no doubt that the slow build-up of sales is likely to continue. It has only just been established that the network's shows will be aired on a delayed basis more realistically than ever before, since the network is traveling station line-ups for many of its shows, including "Tillie, the Bride" and "The Big Webb," which has brought many advertisers to the network. That, two years ago, they would have given ABC a second chance. It is a sign of the Du Mont network, too, undercutting its rivals by a substantial discount.

The network, however, is trying to increase its market share by doing the same kind of business. The network, which is also the network on which the "Laramie" series was presented, is planning to run a week of 30-second spots to give some continuity of advertising. It would obviously favor the sponsorship of the network in the market.

The National Collegiate Athletic Association is well known for its market in the fall. It has a strong rating in the fall.

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now for 1956...

**THIS IS MCA TV**

**FILM SYNDICATION**

**America’s no. 1 distributor of television film programs**

serving you with 30 offices...

**TV’s finest film series!**

**THE ROSEMARY LOONEY SHOW**

Most expensive, most talented, most IMPORTANT new TV film series ever offered for syndication! 30 thrilling half hours... immediately available... featuring current hit songs in every show!

ALREADY SOLD TO FOREMOST DAIRIES, INC. IN 57 CITIES

This series will not wait—call MCA today!

[www.americanradiohistory.com](http://www.americanradiohistory.com)
GET READY FOR A BOOST IN SALES!

these MCA TV shows attract the biggest audiences...

WALTER GREAZA
FEDERAL MEN
39 half hours

Western Features Starring

PRESTON FOSTER
GAY WATERTOWN
56 half hours

ROD CAMERON
CITY DETECTIVE
65 half hours

GUY LOMBARDI
and his ROYAL CANADIANS
78 half hours

RAY MILLAND
MAN BEHIND THE BADGE
76 half hours

THOMAS MITCHELL
MAYOR OF THE TOWN
39 half hours

JOHN HOWARD
DR. HUDDSON'S
SECRET JOURNAL
39 half hours

LOUIS HAYWARD
THE LONE WOLF
39 half hours

FAMOUS
PLAYHOUSE
Over 250 half hours

BILL WILLIAMS
ADVENTURES OF
KITT CARSON
104 half hours

HEART OF THE CITY
49 half hours

ALAN HALE, JR., RANDY STUART
BIFF BAKER, U.S.A.
26 half hours

MARK STEVENS
HEADLINE
39 half hours

PAUL HARTMAN
PRIDE OF THE FAMILY
40 half hours

ROCKY JONES, SPACE RANGER
39 half hours

PLAYHOUSE "15"
78 quarter hours

only MCA TV has a show for every product, every market, every budget!

only MCA TV has award-winning merchandising, advertising and publicity!
THE BILLBOARD'S 18th ANNUAL PROMOTION COMPETITION

For the best audience promotion of programs by networks, stations and distributors

Quality, Quantity Correlative to FCC Breakdown on Size of Markets

The bigger the market the better the ratings submitted in The Billboard's 18th Annual Promotion Competition. That was the general consensus expressed by the judges at the reviewing and voting session held Monday, March 12, 1956, at the Fairview Club in New York.

The station entries were categorized according to the number of stations in the market as allocated by the Federal Communications Commission. This breakdown, of course, resulted in a wide disparity of the number of entries in individual programs. The presentations were grouped according to whether the programs covered network, local or film.

For the first time in the history of the promotion competition, the TV film distributors invited to participate, and their entries drew special praise from the judges. It was said that the overall quality of the entries was outstanding, that they displayed leadership and originality in their promotion plans and showed a keen sense of what sponsors want and need.

In a number of ways the results of the promotion competition reflect the current trends in program buying. For example, it was expected that distributors' entries would concentrate on the promotion kits that are the staple of syndication. But this thought overlooked the current emphasis on national sales in the TV film industry. As it turned out, two of the top five entries concerned the distributors' plots on behalf of network film programs.

Feature Films

Feature films got a good ride from the stations in this competition. About 20 percent of the station entries on film programs concerned movies. And the "Million Dollar Movies" was one of the few recurring titles in the list of winners, as well as in the list of total entries.

The spectaculars, oddly enough, were not the subject of many entries. One submission from a small channel concentrated the "Food Star Jubilee"; one from a channel in a market concerned "Producers' Showcase", and that tried "Hallmark Hall of Fame".

Of the three networks, CBS seems to have made the best thing out of the whole, though it is now fair to mention. The networks themselves were represented and showed a keen sense of what sponsors want and need.

In this vote CBS topped NBC and ABC, who tied for second place. As a whole, the voters asked for more entries. The judges all TV and promotion executives of leading sponsors and ad agencies were asked to vote for the top promotion network in 1955 on the basis of their own knowledge and experience.

In this case CBS topped NBC by two votes. ABC also had a good showing in the station category. CBS programs were the subject of more than 20 percent of the entries.

WEB BESTS

Judges Prefer

CBS, NBC, 2d; ABC, 3d

The CBS-TV network does the best job of promotion. This was the consensus of the judges in The Billboard's 18th Annual Promotion Competition. Second place winner was NBC-TV, which was not far behind, with ABC-TV ranking a distant third. The judges' decision was based on their observations of the promotion work of the networks through the year. The networks were asked to submit presentations of their work.

There were many reasons given for the CBS preference. One of the ears at the agency stated that the web was "most competitive with agency planning and most creative in TV network audience building." Another gave the nod to CBS because of "constant promotion on the air throughout the year. He also added that "promotion is one of the leading edge fields in the field.

A third, the advertising manager for a top network sponsor, felt that the CBS promotion work was proved by the strong ratings of its shows.

There were fewer specific comments made about NBC. Some of the stations who were writing that "ratings have been gained by publicity shows and on the air plug" were right on target.

ABC had issued a few things, but none of its stations had submitted an entry. The advertising manager for another network who was writing that "ratings have been gained by publicity shows and on the air plug" was right on target.

WEB PROGRAMS

WCBS, WCCO and WGBS, WRF Win

The network program category of The Billboard's 18th Annual Promotion Program Competition was noted for the quality of the entries and the nature of the promotion bid made by so many of the stations. First place winners for their promotion of network shows were WCCO-TV, New York, in the markets of four stations or more; WCCO-AM, Minneapolis, in three-station markets; WCBS-TV, Miami, in a two-station market; WGBS, the one-station market.

KMBC-TV, Kansas City, Mo., and KBenchmark, Sacramento, were second and third respectively in three-station markets. WAFF-TV, Birmingham, Ala., and KOMO-TV, Seattle, were the second and third place winners in the two-station markets. And in one-station markets the winners were KMBC, Sioux Falls, S. D., with WSTF, St. Petersburg, O. right behind.

The WCCO-TV entry was outstanding for its promotion of "Mighty Mouse Club", presented over the 20th Century-Fox Hour during the Christmas season. It featured a trio with Gimbels and Mary's which rated plenty of newspaper space in the dailies.

Other ABC stations, "Big Pay-Off"

The WCCO victory was based on its promotion of "The Big Pay-Off" which comes to town for the Minneapolis, Arapahoe, Swim show. The show took the air in four stations, and "Something for the swimmy, as shown by orders for Colgate products were nothing short of phenomenal. Right on their heels in the voting was KMBC, which had at its package of this unknown show, "Wint & Ears" and did the stuff magnificently. Hugh O'Brian, the star, was, like the tie, for the parade, and the support of the State was behind the promotion.

Another ABC show, "The Mickey Mouse Club," got the benefit of a tremendous publicity spread by UHF's FCC. The promotion was linked to schools and featured teaching aids. One of the judges termed it a "tailored approach.

WEB BROADCASTS

1. CBS Early Shows, Better than the Job, Say Competition Judges

2. NBC-FAFS, TV's Bright Spot

3. ABC-FAFS, TV's Bright Spot

Promotion of Live Local Programs

Markets of 4 or 4 More Stations

1. WBSK, Chicago

2. WGBS, New York

3. KTVK, Los Angeles

4. WBSN, Columbus, O.

5. WTVN, Columbus, O.

6. WEWS, Cleveland

7. WHSY, Milwaukee

Promotion of Local Shows

Markets of 4 or 4 More Stations

1. WEWS, Cleveland

2. WHSY, Milwaukee

3. WTVN, Columbus, O.

4. WBSN, Columbus, O.

5. WBSK, Chicago

6. WGBS, New York
WPBY-TV, Topeka, Kan., won second place in the promotion contest for the best home-grown Ideas for the station's audience. The promotion was called "Mother Goose of the Magic Island." One of the key elements of the promotion was a heavy schedule of personal appearances by members of the show, which averaged two to three per week at each spot as department store partners. The Junior Chamber of Commerce had a day, and other entries were judged on their originality, results, and impact on the community. There were 24 entries, with the winning entries being announced in the station's newsletter. The promotion included a "KASSIM" campaign, which aimed to promote the station's "Chasers" fan base.

Six Outlets Win Double Awards in Competition

A number of stations—six to be specific—were honored in The Billboard's 1956 "Show 1st" competition. The competition that a topflight team won a second place for its promotion was a "Street-Fair" promotion. The promotion was done by a group of high school students in the local area. A promotion of the job done by WPBY-TV, New York, was promoted by the station's promotion director, who gained high praise from the judges as well. The promotion was a combination of a network program and a number of local spots on a single category. It was the first time in two years that WPBY-TV had won second place for a first-broadcast promotion. The promotion also featured the station's "Chasers" fan base.

The competition was open to stations that had entered the national "Show 1st" competition. WPBS-TV, Miami, walked off with the best in class for network program promotion, for its "Best of the West" series. The promotion placed third on the local level. KOMO-TV, Seattle, walked off with the prize for best local promotion show, for its "Best of the West" series. The promotion featured the station's "Chasers" fan base.

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Superior Entries Show Distributor Leadership in Program Promotion

Zin Voses Out Screen Gems; NBC, TPA, MCA Also Lauded at 18th Annual Billboard Judging

The TV film distributors showed special praise for the judges in The Billboard's 18th Annual Promotion Competition. Said Hal Da-

Vino D'Alton, president of Zin Pictures: "The competition allows you to be frank about your work. You can also see where you stand.

"The competition is a way to publicize your work. It's a chance to show the world that you're doing something different."

"I think it's a great way to promote the industry. It helps to get the word out about the great films that are being made."
**NEW TV SPOT CAMPAIGNS**

**Future National Spot Drives—Contracts Being Signed Now**

This introduction is the result of a survey made by The Billboard among over 130 TV stations. It shows new national spot campaigns which are expected to be included in the survey period held above, regardless of the size of those companies.

**NATIONAL SUMMARY**

(Campaigns placed in more than one region)

- Maxwell House Coffee, General Foods
- Procter & Gamble
- Tide, Procter & Gamble
- Nabisco Biscuits, Nabisco Rubber Corp.
- Colgate-Palmolive, New York

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**REGIONAL SUMMARIES**

**Eastern**

- Maxwell House Coffee, General Foods
- Procter & Gamble
- Tide, Procter & Gamble
- Nabisco Biscuits, Nabisco Rubber Corp.
- Colgate-Palmolive, New York

**Southern**

- Maxwell House Coffee, General Foods
- Procter & Gamble
- Tide, Procter & Gamble
- Nabisco Biscuits, Nabisco Rubber Corp.
- Colgate-Palmolive, New York

**Midwestern**

- Maxwell House Coffee, General Foods
- Procter & Gamble
- Tide, Procter & Gamble
- Nabisco Biscuits, Nabisco Rubber Corp.
- Colgate-Palmolive, New York

**Southwestern**

- Maxwell House Coffee, General Foods
- Procter & Gamble
- Tide, Procter & Gamble
- Nabisco Biscuits, Nabisco Rubber Corp.
- Colgate-Palmolive, New York

**Rocky Mountain**

- Maxwell House Coffee, General Foods
- Procter & Gamble
- Tide, Procter & Gamble
- Nabisco Biscuits, Nabisco Rubber Corp.
- Colgate-Palmolive, New York

**West Coast**

- Maxwell House Coffee, General Foods
- Procter & Gamble
- Tide, Procter & Gamble
- Nabisco Biscuits, Nabisco Rubber Corp.
- Colgate-Palmolive, New York

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If you've ever seen Sam Snead draw the galleries at a tournament, just watch him draw the viewers with this unique, new television series.

To America's 20,000,000 golf fans what could be more entertaining and informative, than 35, five-minute golf lessons by the man with the "prettiest swing in golf."

Today golf is America's fastest growing sport. At millions of sports-hungry men and women who every day become golf fans, what could be more timely than THE SAM SNEAD SHOW?

Even the non-golfing, non-sports minded, casual TV viewer will find much to enjoy in this action-packed, outdoor series filmed in color, on location, at The Greensbriar, White Sulphur Springs, West Virginia, and at Indian Creek Country Club and La Goree Country Club, Miami, Florida.

In it any wonder that THE SAM SNEAD SHOW has been called the show with "built in audio-loyalty"? And with unlimited, built-in television distribution and publicity opportunities, too! The bind that are possible only with a star and a personality like Sam Snead, golfing's "greatest money winner of all times," and one of the most publicized men of our era.

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The SAM SNEAD SHOW

If you've ever seen Sam Snead draw the galleries at a tournament, just watch him draw the viewers with this unique, new television series.

To America's 20,000,000 golf fans what could be more entertaining and informative, than 35, five-minute golf lessons by the man with the "prettiest swing in golf."

Today golf is America's fastest growing sport. At millions of sports-hungry men and women who every day become golf fans, what could be more timely than THE SAM SNEAD SHOW?

Even the non-golfing, non-sports minded, casual TV viewer will find much to enjoy in this action-packed, outdoor series filmed in color, on location, at The Greensbriar, White Sulphur Springs, West Virginia, and at Indian Creek Country Club and La Goree Country Club, Miami, Florida.

In it any wonder that THE SAM SNEAD SHOW has been called the show with "built in audio-loyalty"? And with unlimited, built-in television distribution and publicity opportunities, too! The bind that are possible only with a star and a personality like Sam Snead, golfing's "greatest money winner of all times," and one of the most publicized men of our era.

---

*Source: TIME* magazine.
Distibrs Turn to Big Clients in New Feature Sales Attack

Major Sponsors Key to Future With Film Influx; Problems Major, Too

NEW YORK, March 19—The feature film distributor will either break down the entrenched program sales patterns or choke themselves trying. They acknowledge that the TV industry can absorb neither the quantity nor the quality of the new influx of movies that the established programming molds, i.e., the "Late Show" and "Million Dollar Movie" local programs. The key to the future of movie programming is held by the major sponsors. The leading feature film distributors, whose sales operations have traditionally been a matter of creating their station's balance, have already turned the center of their attack on Madison Avenue.

So far there has been no deal of importance to serve as tangible evidence of a new programming trend. No one expected any solid developments so early as the first batch of big pictures indicate they have good reason to be optimistic.

"Finest 52"

RKO Television, which has been showing its "Finest 52" to top management for the last two weeks, is understood to have aroused the interest of four big advertisers. One of them is said to be Freer & Gamble. The price tag for the panel has put on each picture is reported to be $75,000.

Also, Telepub is understood to have a deal pending with a New York advertiser to test run the "Finest 52," the latter will clear Monday, 9-10:30 p.m., for the picture.

A sponsor switch from half-hour shows to full-length pictures would probably entail a couple of very basic changes in the way television is produced and merchandised TV. The existing network film sponsor cannot hope to compete with the big film studios. The success of the feature film is, in the words of one of the top network film producers, "the result of a convergence of a large number of specialized people, with a variety of skills, working together to achieve a common objective." But it is this very specialized nature of the industry that is making it difficult to find sponsors for television movie series.

Public Defender

He's a rugged, no-holds-barred square shooter who works tirelessly to win a case. And a sizable section of the population is always on hand paying it, too.

In fact, even more women than men make up that big following of Reed hadley in Public Defender. Put this hard working, proven audiences puller to work in your market. Whatever you're selling, the Public Defender series can influence a big jury of enthusiastic fans to choose your brand.

69 HALF HOURS
First run in many markets!
Powerful re-run value in All markets!

4/24/77

TV FILM

THE BILLBOARD

17 March, 1956

GE Pacts

Medic for Three Time

HOLLYWOOD, March 19—NBC-TV, the NBC-TV unidocu-
mentary produced by John La Tourette, has been renewed by
The NBC Television network for next season. The pact, which will carry the show through its third third for 31 or 32 half hours, brings the total to
50. Negotiations are also proceeding

under way for another NBC-TV/GE

documentary. It is tentatively expected that GE will pilot and

purchase a package of programs, produced by Tom Mc-

Guire, NBC-TV Chief, for the network's autumn slate, with another year's production, pushing the number of shows to

the 17 mark.

Standard Distributs

Marx 'Casablanca'

HOLLYWOOD, March 19—Standard Television this week put into second Marx Brothers picture in its distribution. It is "Night in Casablanca," which was re-

sued by United Artists 1948 by United Artists. Bob Berger, head of Standard, said the opening went well, but he now expects a sterner test from the Marx Brothers feature, "Love Happy," which is now being run in a

air, with another year's production, pushing the number of shows to the 10 mark.

Schwimmer to Sell

AMA 'Baby Time'

CHICAGO, March 19—"AMA Baby Time," a 15-minute film series produced under the aegis of the American Medical Association, will be syndicated to over 100 stations by Walter Schwimmer, Inc. The series has been sponsored by Lederle Laboratories since 1946 by United Artists. Bob Berger, head of Standard, said the opening went well, but he now expects a sterner test from the Marx Brothers feature, "Love Happy," which is now being run in a

air, with another year's production, pushing the number of shows to the 10 mark.

The film series distributors are

Continued on page 13.

NATF'D Survey Puts

Down Outlet Problems

PROVINCETOWN, March 19—The two biggest headaches in a sta-

tion's packaging operation are the late arrival of films and distribution of damaged films which then have to be repaired.

This is the major finding of a survey conducted by the tech-

nical standards committee of the National Association of Television Pro-

ducers. Direct to the stations, Bob Berger, film director of the National Association of Television Pro-

ducers, said that the entire packaging was sent to every station in the country.

A total of 33 per cent of the respondents reported two difficulties as "the one detail that gives me the most trouble," and 32 per cent said that they were in trouble in film room operations. In addi-

tion to blocking out old films, 10 per cent said that they were in trouble in film room operations. In addi-

tion to blocking out old films, 10 per cent reported that some of their films were damaged.

NATIONAL SPONSOR FIELD

LIRE TO SCREEN GEMS

NEW YORK, March 19—Screen Gems said last week that the feature film business is on the market front with its "Hollywood Parade," which is expected to be the biggest hit of the year and will use a card fund, 40 per cent of which is now being used for the program.

The survey elicited 45 different technical and creative ideas from Screen Gems at the National convention next month.

National Sponsor Field

Sponsorship to Succeed

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The survey elicited 45 different technical and creative ideas from Screen Gems at the National convention next month.
M & A Alexander Markets 16 Pix

HOLLYWOOD, March 10—Four top sponsors are actively seeking ABC's Face the Flame hour for the fall. One, General Foods, may make a wholesale switch in its program policy and snap up more than a single new show.

Eastman Kodak is planning to expand its TV exposure, if it can get the time, and is on the lookout for a new half-hour series to add to its schedule. Such a renewal of which is understood to be set despite the fact that the show is not meeting its ratings and demands.

The other big sponsor, also, is interested in adding a new series to its present slate. Reportedly, the client's agent feels that this move is too far into the future to have any impact, should it come to pass, on the downfall of the show. The program, "Suana," starring Gale Soper, is a situation comedy about life on a cruise ship.

A new entry into the TV field, another show that can be found, will be Kaiser Al- can. The company is reportedly looking for the institutional-type program.

The changes in the General Foods line-up may take on major proportions this fall, according to one source.

Add to that the reported cancel- lation of "The M-G-M Parade," it looks as though "I Love Lucy" will become a once- a-week show in the fall. The network's directors of the pilots on TV may have to completely revise their scheduling program. It's understood that the program's new character, M. J. Stone, will not make it impossible to the network's desire to be able to retain the time periods.

New York, March 10—Liam "Journey," American Sur- viving," has plans for a tryout of several of them due to be tried out this spring, but the network's unwillingness to move the show's property, "Suana," starring Gale Soper, is a situation comedy about life on a cruise ship.

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TFC Plans Production Increase

HOLLYWOOD, March 10—TFC-IV, which this year produced the "20th Century-FOX Hour" and plans for a tryout of several of them due to be tried out this spring, but the network's unwillingness to move the show's property, "Suana," starring Gale Soper, is a situation comedy about life on a cruise ship.

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**The Billboard Scoreboard**

**Network TV Programs**

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**Stage to Screen Programs of America**

- **The Fugitive**
  - Host: Jack Webb
  - Producer: Herbert Coleman
- **The Big Valley**
  - Host: Barbara Stanwyck
  - Producer: Louis Horst

*TV Program and Time-Buying Guide* (for network TV programs)

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**COMMERCIAL CUES**

ALL OVER THE MAP

Now beginning for United World Films, Inc., the Universal-International TV commercial subsidiary. Not only is United World scheduled to shoot 40 commercials at a cost of $175,000, but crews will be traversing all over the U.S. New Orleans, Florida, Philadelphia will be shoot locations, along with another five in Yosemite National Park. A series of 330 shots will be filmed in a single day.

WHEN TO FULL THE PLUG

Pro and cons fly thick and fast over the length of commercial. But according to Dr. Curtis E. Crow of Boston University, advertising is about a question. Drill commercials make board watchers, irritated at what seems an interminable time lag. To add excitement to their psyche, the switcher is given specific cues. In part, the plans on one program occupied seven out of the program’s time, and, to the accompaniment of commercials, a plot of these notes playad. In the case of a program, a 12 per cent plug portion draws a mere 33 per cent response. So it’s to know? Make them interesting, and the time will take care of itself.

TVS

The Crew Cuts, popular young singing quartet, will make commercial films for Budweiser beer and ale in the ac¬
cent’s “Where there is life, there’s Bud” campaign. With the in¬
spection of the D’Arcy-Welsh agency eager, the first film will cost about $35,000. Filming starts in Chicago March 30. The Bone-Kahn, Inc, agency has named Channing M. Haddle of director of radio-TV

DISTRICTS TURN

The feature film distributors are taking over an increasing share of the market, and the half-hour syndicators are

**NOTICE**

Due to the death of my partner, Mr. Bob Shipley, and to help to

**COMMERCE CUES**

**DISTRICTS TURN**

**NOTICE**

**CBS Film to Sell Summer Runners**

NEW YORK, March 10—CBS Film Sales has signed contracts with a number of network reruns sales agents for two packages of each. The show, “That’s My Boy,” starring Eddie Murphy, is also available for sale immediately, according to Lee B. Cosso, executive vice-president of the firm. “That’s My Boy,” which stars Eddie Murphy, was filmed in a single season in a Saturday afternoon slot from February 4 through May 22. Murphy agreed to star in the role of a young boy in a series of highly lucrative commercials for a national advertising campaign.

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RCA, British Decca, EMI
In Global Realignment

Victor-Decca
Pact Opens
New Vistas

NEW YORK, March 10—One of the most important indus-
trial deals in the history of the phonograph industry was signed this week between the Di-

The deal, when fully in effect, which may not be until May, will result in the merger
between RCA Victor Records and Decca Records, Ltd., a division of the EMI Group, the original
name of the Decca entity. Mr. Victor's Master's Voice label which has been in existence since 1901.

Under terms of the pact, RCA Victor will be continuing its international
recordings, with all R.C.A. and EMI records being
published by the new entity. The Decca label will continue to be used in the United States, as it has been since
1948. The British Decca label will also be used in the United Kingdom.

The Decca president made the statement that the deal was consummated
because the changing face of the phonograph industry necessitated a
move that would be beneficial to both companies.

Decca Not for Sale: Rackmil

NEW YORK, March 10—Mil-
ton R. Rackmil, president of Decc-
a Records, Inc., last week ac-
knowledge that negotiations between RCA Victor Records and Decca Records.

It was said that Rackmil and his
representatives had been approached several times in the past by RCA Victor, but
that no agreement had been reached at any time.

Col. CBS Beams Sales Pitch

NEW YORK, March 10—Col-
umbia Records, in cooperation with its parent company, CBS, has
worked out a new advertising
program for the week's sales
message on new releases to its distributors throughout the country.

Each week, Columbia utilizes a half hour of CBS's network radio time
and a half-hour closed cir-
cuit, broadcast directly into the offices of its distributors. The show
spotlights new releases and sales pitches by artist and master-of-cer-
emonies Mitch Miller, sales manager Scott Kerch, and New York sales manager
Jackie J. Sorensen.

Columbia cashed in on another ad campaign with a week's
new releases. The show, which included a half-hour drive, "Burl Ives and His最新 release, "Tam Still a King to You."

M-G-M Promotion

Mooney Flick Cues M-G-M Plug Pattern

NEW YORK, March 10—Ar-
nez Mooney and his band, M-G-M Re-
cords, have been signed for the past year's promotion.

The "Sadie McKee." The company is planning a "Sadie McKee" campaign for the next few months.

Capitol, Angel
To Gain Noted Disk Talents

NEW YORK, March 10—Angel
Records is planning to bring in
some new record artists. The list
includes some of the top names in the business.

Dirty Joe, the new record
artist, will be making his debut on
Angel's next release. Other artists
planned for the Angel label include
Sara Lee, the new female vocal artist, and "The Wild Angels," a group of young, up-and-
coming rock musicians.

Decca’s 55 Earnings Tops in History

Record Division Sales Up 20 Per Cent; Quarter Dividend Up 25 Per Cent

NEW YORK, March 10—Decca
Records, Inc., announced on Monday that the company has
reached a major milestone in its financial history.

The company's earnings for the third quarter of the fiscal year ending December 31, 1957, showed a
record high of $10,000,000. This represents a 20 per cent increase over the previous quarter.

The company's net income for the quarter was $7,500,000, compared to a net loss of $2,500,000 for the same quarter last year.

ABC-Par Sets Foreign Sales

NEW YORK, March 10—ABC-
Par Records has been appointed the foreign distribution agency for RCA Victor Records, with
exclusive distribution rights in some of the world's largest markets.

Negotiations for distribution are currently taking place, and the new arrangement will be effective for
the next fiscal year.

25 1-Nighters For R&R Pkg

NEW YORK, March 10—Un-
iversal Artistic Records and R.C.A.
Corduroy has been booked for 25 1-nighters packages to be
jumped March 14 and April 15. The
package, which includes a free ticket to the New York Philharmonic Sheet Music show, will be
purchased by White and Gillingham in Australia and New Zealand.
URGES FREEWHEELING

Not Enough Originality
In Disk Biz, Says Wald

By JOEL FRIEDMAN
HOLLYWOOD, March 10—There’s too much currying and courting and investment in the music business today, says RCA Victor President Lewis Wald, executive producer at Columbia Records, who has opined that the “record industry is the tele-
vision and motion picture indus-
try’s poor stepchild.”

"Despite the rapid growth of the retail tag and is distributed to participating members only. The Billboard feels the responsibility is to the public to restrain its dispositions to a few. Distributors, dealers and music publishers can gain much from its perusal, it is in this constructive spirit that "Try the World!" is born. The diskery has been able to distribute it.

It behooves RIAA members, who so far have not placed their disks with any distributor pool, to do so in a timely and efficient manner. Complete industry statistics should be properly gathered and presented in a timely manner to point out the trends as they occur. Reliance on excise tax figures and those provided by the Music Performance Trust Fund has never proven entirely satisfactory.

Guitar Slim
Signs With Atlantic

NEW YORK, March 10—Atlantic Records has signed the 17-year-old country and western singer, Guitar Slim, to a long-term contract.

The artist, who has been playing the local circuit in the South, has cut the cutout price of his records to $1.98 a copy. (CAN'T-bealeand-tell) is equivalent to a 1.98 to 2.50 Phonotapes music line.

The deal makes Slim’s first record for the company.

The program in which the phonotapes can be acquired is not announced.

R&R to Get Gallic Accent Via Barber

By JUNE BUNDY
NEW YORK, March 10—Rock and roll may shortly have a French accent. Nicolas Barber, owner of the French label Barclay Records, is planning to introduce rhythm and blues in a big way to European audiences after he returns to Paris next week.

RCA Victor’s r.b. has enjoyed some success abroad under the name of London labels, but French R&B disks have yet to invade the Continent.

Mrs. Barber, this week, also completed negotiations to open a deal for her reciprocal distribution contract with Mercury Records here, whereby the latter label will henceforth release a minimum of 26 Barclay LP’s and a minimum of 24 Barclay singles here during the next year at the rate of three LP’s and two singles each month.

The few reports here of the co-operation of two U.S. rock and roll labels, RCA and Barclay, with Levy and publisher Phil Kahlo on his drive to market his wares in Europe, Kahlo is currently negotiating a deal with Mrs. Barber.

Mrs. Kahlo, however, has been on the look-out for a branch office for his publishing empire—Kahlo Music—abroad, while he will open a new office in New York next week.

Tally Sheets for Paris next week to complete the contract while

RIAA Report Spotlights
Expansion of '55 Record Biz

Participation Discographers Tab
Gross Sales at $199 Million

By IS HOROWITZ

NEW YORK, March 10—Truncating growth of the retail tag business in 1955, paced by unprecedented sales volume, is the theme of a report released this week by the Record Industry Association of America.

The report, which covers activities of all major music companies, has been able to report that it makes internal checks on sales figures. It is not known within the relative sales of 1978 r.p.s. singles as against 45’s, 78’s, and 10” LP’s for the first time in the industry for the 12” LP’s and a reduction in sales of E.P.’s.

The report is the latest in a quarterly series of confidential documents sent by the association to members of the industry sale. The new r.p.s. sales, years-to-date sales, plus a year-to-date and year-over-year comparisons are supplied to participating companies.

Companies participating in the statistical program reported a total of $119,000,000 in record sales in 1955. In 1954 the total was

Share of Total 1955 Sales

(12-Inch LP’s: 15.2% 18.5% 31.9%
45 Singles: 35.4% 27.2% 25.3%
E.P.’s: 13.1% 14.1% 25.8%
10” LP’s: 14.4% 15.7% 19.9%
7” LP’s: 10.6% 8.3% 7.2%)

Notes: Sales of 12” LP’s were less than 1 per cent total dollar volume.

Gain or Loss—’55 Vs. ’54

(12-Inch LP’s: 12.7% 17.6% 19.8%
45 Singles: Up 20.9% 17.5%
7” LP’s: Down 14.5% 2.2%
10” LP’s: Up 8.2% 10.5%)

Total Record Sales: 14.7% Up 22.1%

BY BILL SIMON

NEW YORK, March 10—Three more children’s record business than ever, but record barons have not arrived.

The theme of the recent R.A.M. convention at Atlantic City, which has been attended by many record industry leaders, is the so-called “major record company.”

The shift of the expanding, the strong record industry, has been ical-disk selling channels was dramatized this past week at the annual Toy Fair, where disk producers staged exhibits focusing on the biggest orders their respective histories of exhibiting disk formats of the business written during the show by diskiers was reported to be tear raids for good accounts that have never carded records before.

Four of the companies exhibiting were regular disk producers, which contained special groupings of disk products.

A dominant theme of the entire Toy Fair, including the disk producers, was the impact of TV and disk producers, which contained special groupings of disk products.

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Libraries in Can., U.S. Offer Rich Field for Disk Sales Cultivation

**Cash Settles Suit Over 'He'**

NEW YORK, March 10.—A suit brought against veteran music man Harry J. Anslinger was settled this week. Link, who had been sued for $10,000 as agent for both the publisher, Avax Music Inc., and the composer, Jack Mullan and Jack Richards, had been used in New York State Supreme Court to establish the contract between his client and the composer, as well as the division of royalties.

According to the suit, Link was using a portion of his client's royalties to pay the losses of the suit, to pay for the losses sustained by the firm, and to pay the losses of the firm, to the extent that they were incurred in the suit. Link had also been sued for $5,000 for allegedly defrauding the composer of the entire amount of his client's royalties.

The suit was dismissed on the ground that the composer had not suffered any actual damages.
IN A LITTLE SPANISH TOWN

('Twas On A Night Like This)

BING CROSBY

and

BUDDY COLE Trio

DECCA #29850 and 9-29850

Coast to Coast Action from Dealers, Ops, Deejays
De Sylva Inheritance Becomes Union Hasle
WASHINGTON, March 10.—Late this afternoon the American Society of Composers, Authors and Publishers, Music Publishers' Protective Association and Songwriters' Protective Association filed a union charge in the US Supreme Court as in the case of Marie De Sylva versus Marie Ballentine, guardian of the estate of Stephen William Ballentine.
Marie Ballentine claimed for De Sylva’s legitimate child, rights in the author’s renewals equal to those held by his widow. Position of the music business organizations, and also the film industry, is that judgment of the Court of Appeals—which gives a child equal rights with a widow in an author’s renewals—should be reversed and the judgment of the District Court reinstated.

The Sylva case concerns that no renewal should be accounted for to any author’s widow a priority interest. The Court of Appeals in the present view that the term of the copyright is not divisible. We leave to the Constitution of the question of the effect of the death of a legitimate child. May we urge, however, that there is no indication that Congress, in enacting the copyright law, gave the right of a child to have economic value the renewal copyright to be without. The place of the widow’s successor, has only been the share of the proceeds derived from the renewal copyright.

No Originality
• Continued from page 17

they liked years ago, says Wald.

Cats Band Leader
"The band leader has to stop trying to tell Bill (his producer) what he wants. If he tries to give the public what they want, they have heard the style before, unless it is dislike, but don’t want it. It’s a band leader care for a unique combination is the key to success.

Wald heralds the marriage of the man with the greatest picture version, averting that some of our most important problems in the music business, said Wald, should be solved. A man who has public sympathy to swell the picture. The band leader may not be over what a recording artist thought, was good for them. It is a part of a marriage economy where he’s in it, too.

Many great records have been made, and some will not be, because of lack of taste. An executive at a record company pointed out that the only musical arrangement or song that a man would consider, was the letter copy right, right, in the orchestra.

No Foolproof Formula
"Frustrated people are legend in music. They are told and quoted heavily about various things, they can’t be box-office film, etc. A good record can be made of any theme, and it is no foolproof million record formula. On such material, an orchestra, or a song that can be a catchy tune, could be the nearest one right on crystal ball as to what the disk during De Sylva’s lifetime, and as such was managed by his widow. This was brought to mind in mind. Finkelstein also observed that there is no logical pattern in awarding to the widow of a deceased author the renewal copyright of his lifetime, and to the children after her death. In this case, the Sylva decision, the judge that the judgment of the District Court was correct.

The Sylva case concerns that the renewal renewal should be accounted for to any author’s widow a priority interest in the copyright. The Court of Appeals in the present view that the term of the copyright is not divisible. We leave to the Constitution of the question of the effect of the death of a legitimate child. May we urge, however, that there is no indication that Congress, in enacting the copyright law, gave the right of a child to have economic value the renewal copyright to be without. The place of the widow’s successor, has only been the share of the proceeds derived from the renewal copyright.

SP Launches Payola Probe
NEW YORK, March 10.—The Songwriters’ Protective Association has launched an investigation into payola earnings for its writer members, and will consider certain other practices. SPA announced its intention of taking such action last year, when it was revealed recently that a writer was under considerable threat of the loss of his hit record, "I Need You Now,"

SPA presby Alar Baer said yesterday, "SPA believes that there should be a payola probe, and that the public be informed of that state of art practices.

These can lead only to disaster," Baer declared, "and that talk about the format of returns or the format of return, it has been a committee has been appointed to consider means of eradicating those practices.

The committee line-up includes Alar Baer, Edgar Leslie, Arthur Krater, Leo Haschak and Charlie Thomas. Recommendations will be made to the SPA Council Friday (10).

Best Selling SHEET MUSIC IN BRITAIN
For Week Ending March 3
A selected report from the Music Business Association chart. This is based upon the weekly sheet music sales made by British professional and amateur musicians.

Manfreds Make Up Of This—Most Successful

1. The End of the Road (Gary Cook—Gary Cook)
2. Love In Paris
3. Almost Tomorrow—Moderate
4. Zimzeld-Finch (Bevan-Herbert, Doran-Wells)
5. The Big Taffy—Moderate
6. With Your Love—MacMillan
7. The Girl From Ipanema—(London)
8. Pebber’s Chair—Easy
9. Love Is Full of Surprises (Carrington) (Bear-Robert-Clark, New World) (New World)
10. Auld Lang Syne—(Bradley-Chisholm)(New World)
11. Tennessee Waltz—March—Chappell (Chappell)
12. The Last Laugh—Martin-Lev (Universal—Lev)
13. Love Hurts—Martin-Lev (Universal—Lev)
14. Only You—Sheeva (Waxman)

Best Selling POP RECORDS IN BRITAIN
For Week Ending March 3

PUBLISHED THROUGH the courtesy of The British Phonograph Film and Music Patents Association.

This Week
1. MEMORIES ARE MADE OF THIS (London)
2. ZANZIBAR (London)
3. IT’S ALMOST TOMORROW—ASURE MCGIRAN (London)
4. MAY I HAVE THIS DANCE (London)
5. KATY SAW (London)
6. Without You (London)
7. King King (London)
8. Let’s Be Frank (London)
10. Who’s Who (London)
11. Love Is Tender Trap (London)
12. The Story of My Life (London)
13. Say You’ll Love Me Again (London)
14. Mississippi River (London)
15. Stingy Jones (London)
16. They’re Just Like Us (London)
17. SENSATION (London)
18. Out Of The Blue (London)
19. YOUNG AND FOOLISH (London)
20. My September Love (London)

The Week
1. THE LODESTAR (London)
2. TANGLED TWINTIES (London)
3. THE LODESTAR (London)
4. TANGLED TWINTIES (London)
5. THE LODESTAR (London)
6. TANGLED TWINTIES (London)
7. THE LODERSTAR (London)
8. TANGLED TWINTIES (London)
9. THE LODESTAR (London)
10. TANGLED TWINTIES (London)

The Week
1. MEMORIES ARE MADE OF THIS (London)
2. ZANZIBAR (London)
3. IT’S ALMOST TOMORROW—ASURE MCGIRAN (London)
4. MAY I HAVE THIS DANCE (London)
5. KATY SAW (London)
6. Without You (London)
7. King King (London)
8. Let’s Be Frank (London)
10. Who’s Who (London)
11. Love Is Tender Trap (London)
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14. Mississippi River (London)
15. Stingy Jones (London)
16. They’re Just Like Us (London)
17. SENSATION (London)
18. Out Of The Blue (London)
19. YOUNG AND FOOLISH (London)
20. My September Love (London)
a breathtaking single performance!

THE BLUES IS MAN

(Part 1 - Part 2) 20/47-6448

A "New Orthophonic" High Fidelity Recording

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

**ALBUMS**

**Popular**

SONGS FOR SWINGIN' LOVERS (1-177) – Frank Sinatra, Capitol W 653

Frank Sinatra is one of the hottest album sellers in the field right now, and his latest Capitol LP should go off as many, if not more, sales than his past highly successful packages in view of his recent nomination for an Academy Award. Sinatra is at his vocal best—and that's high praise, indeed—in 13 nostalgic standards, including the joyful "You Make Me Feel So Young." "Old Devil Moon," "You're Not the One for Me," will be a Hit with Both of Them. Needless to say, the LP is a programming bonanza for disc jockeys.

**Film Sound Track**

SHAKESPEARE: HAMLET (3-180) – Sound Track, RCA Victor LM 6130

Here is a package of class merchandise bucked by such a strong promotional push that it should realize a sales potential far in excess of the usually limited disk market for Shakespeare. The album spotlights the sound track from Laurence Olivier's new London film production of "Richard II," which was introduced simultaneously to American audiences Sunday (11) night via NBC-TV and in movie theaters. In view of the quality performances and name value of the cast (Laurence Olivier, John Gielgud, Claire Bloom, Ralph Richardson, Cedric Hardwicke, Pamela Brown, etc.) the album would be a big seller in its field anyway, but the video exposure makes it an additional appeal for general sales as well. The three LPs LP's are handsomely packaged, with a 12-page booklet containing photos and details on each featured actor and his performance, along with a fascinating commentary on the star role by New York film critic Markuse. The haunting background music is provided by the film's chief composer, and the Royal Philharmonic Orchestra.

**Classical**

CARUSO (3-181) – RCA Victor LM 6127

Sales of Caruso disks have already returned some millions of dollars in reissue earnings and is not in sight. In this new, luxuriously mounted package, over 200 disks become due to get acquainted with his artistry, and many others collectors, producers and dealers, can be expected to further expand the already tremendous market for the masterpiece. The splendid voice, warm, artless, and well sung, is carried through the brilliantly conceived arrangement to the disc. Furthermore, this is a hearing of Caruso as it stands today. The cover, a dimensional drawing of Miss Ramey, is a photographic reproduction.

NOW IN VOGUE

Earth Temperate LP 950

A GREAT COMBINATION OF TALENT
ADDs UP TO A Hit Disc!

*LEROY HOLMES*

and his orchestra
and chorus
play

*MAXWELL ANDERSON'S and ARTHUR SCHWARTZ*

WHEN "YOU'RE IN LOVE"

From the TV Production "HIGH TOR"

M-G-M RECORDS

MGM 12206 78 rpm

K 12206 45 rpm
# The Billboard Music Popularity Charts

## Honor Roll of Hits

**The Nation's Top Tunes**

For survey week ending March 7

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Poor People of Paris</strong>&lt;br&gt;By La Goumainse de Pâtre-Terre-Marquise—Published by Aluna Music</td>
<td>50</td>
<td>4 5</td>
</tr>
<tr>
<td><strong>2. Lisbon Antigua</strong>&lt;br&gt;By Gustav Rosenthal—Published by Southern (ASCAP)</td>
<td>10</td>
<td>2 12</td>
</tr>
<tr>
<td><strong>3. Rock and Roll Waltz</strong>&lt;br&gt;By Dick Warne and Harry Austin—Published by Sections (BMI)</td>
<td>2 11</td>
<td>1 11</td>
</tr>
<tr>
<td><strong>4. No, Not Much</strong>&lt;br&gt;By National &amp; R. Allen—Published by Maurice (ASCAP)</td>
<td>5 3</td>
<td>3 14</td>
</tr>
<tr>
<td><strong>5. Great Pretender</strong>&lt;br&gt;By Ray Mann—Published by Alexander (ASCAP)</td>
<td>3 8</td>
<td>9 16</td>
</tr>
<tr>
<td><strong>6. Band of Gold</strong>&lt;br&gt;By Bob Mayo &amp; Jack Luman—Published by Lullow Music (BMI)</td>
<td>9 16</td>
<td>11 19</td>
</tr>
<tr>
<td><strong>7. It's Almost Tomorrow</strong>&lt;br&gt;By Bux Adams—Published by Northern Music (ASCAP)</td>
<td>11 19</td>
<td>13 26</td>
</tr>
<tr>
<td><strong>8. He</strong>&lt;br&gt;By Richard Moten &amp; Jack Rodich—Published by Aria (BMI)</td>
<td>13 26</td>
<td>15 3</td>
</tr>
<tr>
<td><strong>9. Tutti Frutti</strong>&lt;br&gt;By R. L. Spencer—Published by Fickers (BMI)</td>
<td>15 3</td>
<td>14 11</td>
</tr>
<tr>
<td><strong>10. Dungaree Doll</strong>&lt;br&gt;By Dick Stelling—Published by Excelsior (BMI)</td>
<td>14 11</td>
<td>21 2</td>
</tr>
<tr>
<td><strong>11. Juke Box Baby</strong>&lt;br&gt;By Noel Sherman &amp; Joe Sherman—Published by Warner (BMI)</td>
<td>21 2</td>
<td>22 2</td>
</tr>
<tr>
<td><strong>12. Heartbreak Hotel</strong>&lt;br&gt;By Artes, Dominguez &amp; Frutos—Published by Tejera (BMI)</td>
<td>22 2</td>
<td>23 2</td>
</tr>
<tr>
<td><strong>13. Tear Fell</strong>&lt;br&gt;By Donnie Burger &amp; Donnie Friend—Published by Propacism (BMI)</td>
<td>23 2</td>
<td>30 2</td>
</tr>
<tr>
<td><strong>14. Bo Weevil</strong>&lt;br&gt;By A. E. Starr &amp; Jack Distelber—Published by Rosen (BMI)</td>
<td>30 2</td>
<td>25 11</td>
</tr>
<tr>
<td><strong>15. Are You Satisfied?</strong>&lt;br&gt;By Wesley &amp; Laren—Published by Cardin Music (BMI)</td>
<td>25 11</td>
<td>22 4</td>
</tr>
<tr>
<td><strong>16. Lullaby of Birdland</strong>&lt;br&gt;By George Shearing—Published by Patricia Music (BMI)</td>
<td>22 4</td>
<td>26 7</td>
</tr>
</tbody>
</table>

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### Second Ten

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>15. Hot Diggity</strong>&lt;br&gt;By Al Ritter &amp; Dick Mann—Published by Ritter (ASCAP)</td>
<td>15 1</td>
<td>16 4</td>
</tr>
<tr>
<td><strong>17. Eddie My Love</strong>&lt;br&gt;By Collins &amp; Davis—Published by Madison-Rosevelt (BMI)</td>
<td>17 2</td>
<td>18 3</td>
</tr>
<tr>
<td><strong>18. Eleventh Hour Melody</strong>&lt;br&gt;By King Patterson &amp; Queen—Published by Pacific (BMI)</td>
<td>18 3</td>
<td>19 13</td>
</tr>
<tr>
<td><strong>19. Blue suede Shoes</strong>&lt;br&gt;By Carl Perkins—Published by Hi-Lo Music (BMI)</td>
<td>19 13</td>
<td>26 7</td>
</tr>
<tr>
<td><strong>20. Blue suede Shoes</strong>&lt;br&gt;By Carl Perkins—Published by Hi-Lo Music (BMI)</td>
<td>26 7</td>
<td>28 2</td>
</tr>
</tbody>
</table>

### Third Ten

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>26. Seven Days</strong>&lt;br&gt;By Collins &amp; Davis—Published by Madison (BMI)</td>
<td>28 2</td>
<td>27 7</td>
</tr>
<tr>
<td><strong>23. Teen-Age Prayer</strong>&lt;br&gt;By Renter &amp; Laws—Published by La Salis (BMI)</td>
<td>24 13</td>
<td>28 3</td>
</tr>
<tr>
<td><strong>29. Sixteen Tons</strong>&lt;br&gt;By Meets Team—Published by American Music (BMI)</td>
<td>19 17</td>
<td>29 3</td>
</tr>
<tr>
<td><strong>30. Ask Me</strong>&lt;br&gt;By Noel Sherman &amp; Joe Sherman—Published by Warner (BMI)</td>
<td>17 19</td>
<td>30 3</td>
</tr>
</tbody>
</table>

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**The Honor Roll of Hits**<br>is a ranked trade mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 834 Broadway, New York 3, N. Y.

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Buyboard

A GALAXY OF HITS ON CAPITOL!

LES BAXTER
THE POOR PEOPLE OF PARIS

NELSON RIDDLE
LISBON ANTIGUA

DEAN MARTIN
MEMORIES ARE MADE OF THIS

"TENNESSEE" ERNIE FORD
THAT'S ALL

FRANK SINATRA
FLOWERS MEAN FORGIVENESS

DEAN MARTIN
INNAMORATA

NEW NEW NEW NEW NEW NEW NEW NEW NEW NEW

Ella Mae

Rock And Roll Wedding

with Les Baxter & His Orch.

Down In Mexico

Record No. 3387

June Christy

I Never Wanna Look Into Those Eyes Again
Look Out Up There

Record No. 3375

The Four Freshmen

Angel Eyes

Love Is Just Around The Corner

Record No. 3359

Bob Roubian

with Cliffie Stone and His Orchestra

Blue Suede Shoes
Candy Coated Kisses

Record No. 3373

Edith Piaf

Black Denim Trousers
And Motorcycle Boots
(S'Homme a Le Moto)

Suddenly There's A Valley
(Vallée)

Record No. 3368

Tommy Leonetti

Too Proud Wrong

Record No. 3386

Gordon Mac Rae

Who Are We
I've Grown Accustomed To Your Face

Record No. 3384
Why Did Columbia's Mitch Miller Cut

WE ALL NEED LOVE

Five Different Ways—With Five Different Artists?

Just listen to them—and you've got the answer.

KEN GRIFFIN—Columbia—#40645
SAMMY KAYE—Columbia—#40644
VIC DAMONE—Columbia—#40654
PERCY FAITH—Columbia—#40644
LIBERACE—Columbia—#40647

Remick Music, New York, N. Y.
LANZA at his BEST
Singing
Serenade
b-w
"MY DESTINY"
From the Warner Brothers' Motion Picture "Serenade"

Recorded by

Mario Lanza
R.C.A. Victor

Serenade also recorded by

SLIM WHITMAN (Imperial)
DAVID ROSE (M.G.M.)
MARGARET WHITING (Capitol)
RAY HEINDORF (Colombia)

HARMS, INC. NEW YORK, N.Y.
### Best Sellers in Stores

- **RECORDS**
  - Vinyl
  - 45s

#### For survey week ending March 7

- **RECORDS** are ranked in order of dollar retail national store importance at the retail level, as determined by The Billboard's weekly survey of retail national store importance areas. When significant activity is reported on both sides of a retail store, retail dealers are encouraged to report both.

#### This Week's Best Buys

- **EDDIE, MY LOVE** (Brunswick-BMI)
- **The Chordettes—Columbia 1284—The Fontane Sisters—Dot 15450**

#### Most Played in Juke Boxes

- **RECORDS** are ranked in order of dollar retail national store importance at the retail level, as determined by The Billboard's weekly survey of retail national store importance areas. When significant activity is reported on both sides of a retail store, retail dealers are encouraged to report both.

#### This Week's Best Buys

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- **The Chordettes—Columbia 1284—The Fontane Sisters—Dot 15450**

### Most Played by Jockeys

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- **The Chordettes—Columbia 1284—The Fontane Sisters—Dot 15450**

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**Notes:**
- The Billboard Music Popularity Charts are published weekly to provide a snapshot of the most popular music records and songs as determined by various factors such as sales, airplay, and popularity among listeners.
- The charts are used by radio stations, record companies, and music industry professionals to gauge the popularity of songs and records.
- The charts are updated weekly and are based on data collected from a variety of sources, including retail sales, radio airplay, and surveys of listeners.
- The charts are widely recognized as a reliable indicator of the popularity of music and are often used by the music industry as a benchmark for success.
Memo
FROM THE DESK OF JOHN D. DEALER

To all counter personnel:
Advise all customers that we will have "The Beautiful Girls Of Vienna" by David Carroll. Mercury assures us excellent delivery.

Due to the tremendous acceptance of this record by our disc jockeys, look for this record (Mercury #70822) to be our biggest traffic item.

Be prepared for fantastic sales!

J.D.

P.S. from Mercury:
Be sure you also have all the new Mercury hits such as:

To You My Love / You Are My Only Love
My First Formal Gown / Too Young To Go Steady
The Magic Touch / Winner Take All
Held For Questioning / Forty Two
Cashmere Sweater / The River, The Moonlight and You
Rock Right / The Greatest Thing
Speak Low / Mambo Italiano

A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO ILLINOIS
170,000 already sold in England

150,000 sold here first 10 days

The Rockin' Sensation

Lonnie Donegan and his Skiffle Group

London Records

Hollis Music Inc. BMI
"HOW CAN YOU NOT BELIEVE"

"HONESTLY, HONESTLY"

BALLY 1003 (7-1003)

"MOONPEARLS"

"CORN POEM"

BALLY 1004 (7-1004)
Any Questions?

HELEN GRAYCO

lilly's lament

(CELL #29)

b/w Rock 'n' Roll Wedding

* ... and the record is just as great

vik records

X/4X-0199
THE NEW
ANITA O'DAY
SMASH SINGLE!

"THE GETAWAY
AND THE CHASE"

"HONEYSUCKLE ROSE"

2001-2001X45

Orchestra Conducted by BUDDY BREGMAN

THE MOST EXCITING NEW LABEL IN THE RECORD INDUSTRY!
BIG NAMES!  BIG RECORDS  FROM RCA VICTOR!

June Valli  FROM THE WRONG SIDE OF TOWN  SLEEPY HEAD  20/47-6464

Stuart Hamblen  A FEW THINGS TO REMEMBER  HELL TRAIN  20/47-6465

“New Orthophonic” High Fidelity Recordings  the dealer’s choice  RCA VICTOR
The Billboard Music Popularity Charts

**COMING UP STRONG**

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

1. **Eddie, My Love** ......... *The Chordettes*  
   **(BMM) Cadence 1284**

2. **Why Do Fools Fall in Love?** .... *Gale Storm*  
   **(BMM) Dot 15448**

3. **To You, My Love** ......... *Nick Noble*  
   **(ASCAP) Mercury 76821**

4. **Innamorata** ......... *Dean Martin*  
   **(ASCAP) Capitol 3352**

5. **Innamorata** ......... *Jerry Vale*  
   **(ASCAP) Columbia 40854**

6. **Eddie, My Love** ......... *The Fontane Sisters*  
   **(BMM) Dot 15450**

7. **Flowers Mean Forgiveness** .... *Frank Sinatra*  
   **(ASCAP) Capitol 3353**

8. **If You Can Dream**  
   **The Gal With the Yaller Shoes** ......... *The Four Aces*  
   **(ASCAP), (ASCAP) Decca 29690**

9. **Forever, Darling** ......... *The Ames Brothers*  
   **(ASCAP), RCA Victor 6199**

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

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

**Tunes With Greatest Radio-TV Audience**

Tunes, listed numerically, have the greatest audience on one-week nation programs in New York, Chicago and Los Angeles. Lists are based on John O. Primestone's Copyrighted Audience Counts, Inc.

**Radio**

1. **Ask Me (R)-ASCAP, BMI**
2. **Rock of Gold (R)-Lisoric-BMI**
3. **Eddie, My Love (R)-BMI**
4. **Eleven More Melodies (R)-Passion-ASCAP**
5. **Great Pretender (R)-Southern-ASCAP**
6. **Hit Display (R)-Beach-ASCAP**
7. **If You Can Dream (R)-Petri-ASCAP**
8. **Innamorata (R)-ASCAP**
9. **Lullaby of the Golden West (R)-Petri-ASCAP**
10. **Partner's Waltz (R)-Petri-ASCAP**

**Television**

1. **All at Once You Love Her (R)-Williscope-ASCAP**
2. **Blond of Gold (R)-Petri-BMI**
3. **Boom Boom Doll (R)-B & M Marks-BMI**
4. **Get Up (R)-Beach-BMI**
5. **Great Pretender (R)-Southern-ASCAP**
6. **Hit Display (R)-Passion-ASCAP**
7. **I Could Have Danced All Night (R)-Petri-ASCAP**
8. **I Remember You (R)-Petri-ASCAP**
9. **Island of Love (R)-Petri-ASCAP**
10. ** Memories Are Made Of This (R)-Petri-ASCAP**

**Best Selling Sheet Music**

These are ranked in order of their current national selling importance in the sheet music business.

1. **Rock and Roll Waltz** .........  
2. **Lisbon Antoinette** .........  
3. **He** .........  
4. **Poor People of Paris** .........  
5. **Greater Pretender** .........  
6. **No, Not Much** .........  
7. **Brave** .........  
8. **It's Almost Tomorrow** .........  
9. **theme From "The Three Penny Opera" (Meinl)** .........  
10. **Memories Are Made Of This** .........  
11. **Band of Gold** .........  
12. **Autumn Leaves** .........  
13. **Dungaree Doll** .........  
14. **We'll Be Home** .........  
15. **Hot Diggit"** .........  
16. **See You Later, Alligator** .........  
17. **Accordion"** .........  
18. **Black N Blue"** .........  
19. **Silver"** .........  
20. **Satisfied"** .........  

**Newspaper**

1. **The New Billboard**

**For Sale**

1. **Billboard**
2. **The New Billboard"**
3. **The Billboard"**
4. **The Billboard"**
HIGHBALLING FOR A HIT!

"ROCK ISLAND LINE"

DON CORNELL

"NA-NE-NA-NA"

CORAL 61613 (9-61613)

CORAL RECORDS
America's Fastest Growing Record Company
EYDIE GORMÉ
SINGS
TOO CLOSE FOR COMFORT
FROM THE BROADWAY PRODUCTION "MR. WONDERFUL"
ARRANGED AND CONDUCTED BY DON COSTA
B/W THAT'S HOW
SINGS AGAIN...AND IT'S A SENSATION!

BOBBY SCOTT
SINGS
I HAD A LOVER
ORCHESTRA CONDUCTED BY DON COSTA
B/W I DON'T HAVE TO WORRY

His voice is becoming as famous as his piano!
A great jazz personality is coming into his own!

Produced by Sid Feller
(Produced in Canada by Spartan of Canada, Ltd.)
If They’re Asking For Music With A Beat
They’ll Want These Hits On...

MAIN TITLE
“The Man With
The Golden Arm”
BUDDY MORROW
AND HIS ORCHESTRA
WING 90063

“Hook, Line And Sinker”
“’I’m So Sorry”
JERRY TYFER
WING 90061

“I Don’t Want Nobody”
“Doot, Doot Dow”
BUDDY JOHNSON
WING 90064

“Baby Girl Of Mine”
“Flowers, Mr. Florist Please”
BOBBY SHARP
WING 90056

A SUBSIDIARY OF MERCURY RECORD CORPORATION
The Billboard Music Popularity Charts

**POPULAR RECORDS**

**Review Spotlight on...**

**RECORDS**

**LONNIE DONEGAN...London 1956...**

Here’s a sincere and unusually appealing working job on the venerable folk blues, immortalized by Lead Belly a few decades ago. The disk is a big hit in England and could easily do a repeat click here. There are several covers out, but this looks like the one to beat. Flip is another traditional folk ditty, "John Henry."

**EDDIE FISHER...RCA Victor 6470...**

WITHOUT YOU... (Broadcast, BMI)

Fisher warbles with his usual intensity and warmth on "No Other One," a homespun number and tell us how it’s done with a strong beat. Flip spotlights another rich vocalist in the singer’s unmistakable style on a lovely ballad with tender lyrics. Both sides are bound to get plenty of play from jocks and jocks.

**TALENT**

**BEVERLY KENNEDY...Royal Roost 617...SURREY WITH THE FRINGE ON TOP**

(Williamson, ASCAP)

This little town is Paris... (Tampas, ASCAP)

Both sides of this disk are from Miss Kennedy’s recent LP, which brought forth such glowing tributes from the jazz critics. Her voice and style are a real discovery indeed. "Surrey With the Fringe on Top" spotlights a sassy readily made of the great standard, with original, witty styling by Miss Kennedy, while the flip features an equally fine vocal performance on a charming ballad.

**LITTLE RICHARD...Specialty 572...SLIPPIN’ AND SLIDIN’**

(Vestie, BMI)

See under rhythm and blues spotlight in this issue.

**Reviews of New Pop Records**

**BILLY VAUGHN OKE**

Till I Waltz Again With You... (BMI)

50 DUT 1948—It shouldn’t be surprising if the one-time click takes off again in this swinging arrangement that has more than a touch of jazz in the backing. Bears watching. (Village, BMI)

Sleep... (BMI)

74 Playing of catchy beat by the cts, with voice blending that is effective. Good listening, and a great late hour deejay closer. (Miller, ASCAP)

**PERCY FAITH OKE**

We Are All One... (BMI)

COLUMBIA 40494—Percy Faith’s lush, attractive treatment of Columbia’s big hit, one-on-one song is the best of the lot. The arrangement and vocal chorus reflect the same dreamy feeling that made Faith’s “Moonlight” theme a click pleaser. (Bromfield, ASCAP)

Caribbean... (BMI)

76 A melodic instrumental interpretation of a bouncy theme with an exotic flavor and accentuate (Miller, ASCAP)

**LEN DRESSLER**

Rock Island Line... (BMI)

MERCURY 70834—A top-rate version of the emotional folk tune, for it faces a long uphill battle against the London Doxberg version on London. (Bellini, BMI)

Real Live Doll... (BMI)

75 Big-voiced warbler Dressler shows that he can swing out in the rock and roll style with the best of ‘em. This is an attractive item in the current teen trend and it could see some strong spin action. (Connors, BMI)

**DON CONVUE**

Rock Island Line... (BMI)

CORAL 60193—Cornell kinda vitality

10.100. Top 1
10.099, Excellent
70. Good
60.0085, Fair
15. Fair
9. Poor

**VIG DAMONE**

We All Need Love... (BMI)

COLUMBIA 40494—Here’s that song again. This time it’s hand in a fine straight vocal by Damone, who plays the movie lyric effectively. Nice backing by Paul Weston. Next peaks will play, but flip is better way showcase for the vocalist. (Bromfield, ASCAP)

On the Street... (BMI)

Where You Love... (BMI)

Appealing warbling by Damone on an unusually attractive ballad with a swing like you... Tune is from the forthcoming Broadway musical version of Shaw’s “Pygmalion”-written by Jerome Kern. This platter should receive free play... (Connors, BMI)

**LIONEL DOUGLAS JR**

Tenn Thousand Years... (BMI)

SALLY 1002—This coming number gets that kind of performance. The lead singer of the vocal group has a very impressive style, and good enthusiastic backing. A solid one for the boxes. (Mantovani, BMI)

Fiddle Dee Dee... (BMI)

66 A flashy instrumental. The composition is done with zest and has a sound which is not only hot, but interesting as well, owing to a good arrangement. Good deejay programming. (Mantovani, BMI)

**ELOISE**

by KAY THOMPSON
cadence RECORDS

**3 REGIONAL OFFICES UNDER 1 OWNERSHIP**

publishing EXCLUSIVE NATIONAL DATA PLAYS COVERAGE of newspapers, daily, weekly and village; and business, education, and church periodicals on your schedule.

Write or phone for complete details.

**Eddie, My Love**

by THE FONTAINE SISTERS

**Breaking Big**

"LITTLE GIRL OF MINE" by the CLEFTONES

**Give To Damon Runyon Cancer Fund**
Dear Ralph just a note to tell you
that I've eloped with your very best friend
Dear Ralph I want-cha to know
that what you did last night was the end
You called very sorry to tell me
that the boss said you had to work late
but dear today they all asked me
if I saw your cute little date
Dear Ralph just a note to tell you
that I've eloped with your very best friend
Dear Ralph I want-cha to know
that I will never see you again

Jayne & Audrey

B/W DUNGAREE DAN & CHINO SUE

A Smash On... RCA VICTOR

copyright E. B. MARKS MUSIC CORPORATION
Toy Accounts Get the Play

continued from page 17

aimed at getting disk dealers and distributors back into the children's business.

Simon & Schuster, which purchased 15 million of the 35 million Random-Discs disks sold in '55, currently is running about 30 per cent above the same period last year, according to its vice president, Boh Bernstein. However, at the time last year the Dairy Cracker house was still to come. Altho the latter smash "made" the year, indications are that the peak will be equaled in '56 via regular line sales. The company's Mickey Mouse Club line, a TV entity, is picking up a big share of the children's business.

Syndicate Market

S.A.'s biggest market today is in syndicate stores. According to Bernstein, this now accounts for 35 per cent of the company's volume. About 25 per cent is in mass merchandisers, about 10 per cent to the toy trade, and 15 per cent in record stores. The most marked increase this year will be in the toy trade, as indicated by orders already written for full delivery.

New S.A. products were unveiled at six different unit prices ranging from the regular 55 cents six-inch line thru the $3.98 Golden Record Chests. In May or June, the firm plans to come out with a 45's-only, 45 r.p.m. line. Two new Christmas cards have been added to the comparatively new line of 25-cent sell-madice record greetings.

In July S.A. will reissue its 50 cent Big Golden line of 10-inch disks, which have been off the market for several years. In addition to about a dozen of the more popular sellers from the original line, the company will add a number of new productions based on top TV properties. At $1.00, the diskery will issue six four-record albums of small disks. At $2.98, it will sell a package of 10 little disks with a "Put-A-Way" racket.

New additions to the $3.65 Chest line will be a Rodgers and Hammerstein and a Boy Rogers package.

Also the price has been determined, S.A.S. is working on a new line of combination book-record packages.

S.A.'s record division will launch a big consumer advertising campaign on all of its products in the fall.

Peter Pan

Peter Pan, product of Synthetic Plastics, was the first diskery out with a 35 cent 45 r.p.m. disk, and this outfit has been reaping a harvest in pop hits thereby, selling out such hits as "Popeye the Sailor Man," "Dinga-Digga Durt," "Love Me Marigolds," etc. February was the biggest month in the outfit's 10-year disk operation. The company's biggest area of increase is in among toy stores, juvenile furniture stores and in the toy departments of department stores.

According to Eastern Sales Manager Jack Osman, about 90 per cent of the business written at the New York Fair by Peter Pan was from the toy account.

Record Closets

Record Closets, product of Pickwick Sales Corporation, is now about 30 per cent ahead of last year, according to toppler S. Leslie.

The toy business takes 30 per cent of its output now, up from 20 per cent in 1954.

The nation's biggest business is still done thru record distributor rank jobbers, chain and mail-order houses. However, the company has signed a deal for a familiar TV toy for disk exploitation and has signed up for a role in a big fall toy promotion, which will plug in thru ads in TV, Good Housekeeping and Popular Science. The company has already started running a series of co-op ads in big city newspapers, tying in with major department stores. The first will run this week in the New York Times.

"Dungaree Doll," the fall's biggest business, will still done thru record distributors for the next season, chain and mail-order houses. However, the company has signed a deal for a familiar TV toy for disk exploitation and has signed up for a role in a big fall toy promotion, which will plug in thru ads in TV, Good Housekeeping and Popular Science. The company has already started running a series of co-op ads in big city newspapers, tying in with major department stores. The first will run this week in the New York Times.

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The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 40

GOTCHA
The Everly Brothers

VEE-JAY 1905

Elizabeth, Illinois was the site of the recent recording session for the Everly Brothers, who have been working on material for their next album. The new record is scheduled for release early next year. The band's current LP, "Don't Worry About It," has been a hit in both the country and pop markets.

JIMMY & JIM JIMMY & JIM

Island Records

JIMMY 793

This is the latest release from the Jimmy & Jim duo, who have been gaining popularity in the UK. The record features the hit single "I'm Gonna Be a Star," which has been climbing the charts. The band's sound is a mix of blues and folk, with intricate guitar work.

EDDIE FISHER

SINGS

SLOW ROCK 'N' ROLL

with

Hugo Winterhalter
his chorus and orchestra

No Other One

Written by Ivory Joe Hunter and Clyde Otis

20/47 6470

The dealer's choice

RCA VICTOR
HERE'S KAREN HER FIRST DECCA RELEASE!

KAREN CHANDLER

2 GREAT NEW TUNES

DECCA 29981
9-29981

LOVE IS THE $64,000 QUESTION

(I'm Just a) BEGINNER

Orchestra Directed by JACK PLEIS

A New World of Sound DECCA records
VICTOR-DECCA PACt OPENS VISTAS

Continued from page 10

of the London Records operation in this country, would be con-

tinuous to service that operation here but will make "additional" ma-

terial available for release in the States on the RCA Victor and

other RCA labels. Altho it has not been disclosed whether the Decca

material will start flowing to RCA, and what type of mate-

rials will come first, it is expected that first feedings will be pack-

age goods rather than pops. According to one top RCA execu-

tive probably will have the largest selection of the top

Decca-London operatic stars for some all-star cast productions

which presumably would dwarf competitive events.

As the deal stands, the first

RCA releases in Britain would be

American diskings previously

planned for overseas release by

HMV. In May, 1955, the entire
eight year HMV issue, would be

available to Decca for distribution.

Decca subsidiary opera-

tions, Telefong of West Germany,

and Musikvertrieb of Switzerland

will begin to be integrated into the

distribution of the RCA label May 1 of this year.

A unique aspect of the deal is

the apparent absence of a royalty

definition. Altho RCA has its own

distribution deals in a number

of foreign countries at present, there

is nothing, outside of present prin-
cipal economic arrangements, to

prevent Decca from exporting RCA

tapes to those countries. As for as

actual manufacturing of diskas,

RCA will go ahead, in its own

town, U. S. plants from its Decca

originated masters. To quote an

analyst, where RCA has set up

plant facilities, the company now is in

a favorable position to grab Decca's

exporting business, which is being

sold at cost by present distributors of

EMI.

Presumably, Decca's American

London distributers will continue

to receive diskas pressed in Eng-

land, since the exports to America

constitute a major portion of the

British Decca factory output.

The RCA-Decca deal is the first

major result of the European in-
spection tour just last summer by

a group of top RCA execs headed by

Vice-President Municipal

Sound and Alfred F. Watters. Sad-

d Watters negotiated the deal

with Decca Director R. E. (Ted)

Lewis, who also is president of

Teldof, Maurice Rosenberg's
director of Teldof and of Mel

musician, was also on negotia-
tions involved in the deal.

British Decca has no corporate

relationship with American, altho it

does have a major stake in the

launching of the American label in

the 50's. It does not have any

arrangements however, with American

set to go ahead and press diskas are issued in England and

other countries on British Decca's

RCA label. The English company lost a major source of American pop-

material on January 1, when rights to the Capitol catalog went to EMI.

Although much of its volume was sub-

scribed to by Capitol, the spread of American pops from tape label sources, most of which have been issued on Decca's Lon-

don label there.

The major import of the new

arrangement, however, is expected to be the registering in this country

sifting as it does two of the

largest album catalogs in the world.

CAPITOL, ANGEL

Continued from page 15

Ch.Children and Vict.-C. Angeles; youngid Yehudi Menuhin,

violinist; and members of London Symphony Orchestra with

Guido Cantelli and John Barbirolli. Future Chorale Foundation op-

era recordings would also then come under the Angel aegis. Since

The most important pop talent due for a switch, presumably to Ca-

pital, would be the Melotronics Strings. The orchestra has been one of the

most consistent money makers in the pop album field for some

years.

In addition, Angel, in about a

year, is slated to pick up a batch

of RCA's top selling diskings long expected here by Columbia Records.

Five titles will then be released, the

parting of the ways between Columbia and EMI, followed, thereafter, by the

formation of an Angel records here. Original terms dealing Columbia the right to continue to exploit pre-

viously EMI caking for another five years. In a year, therefore, Angel may

pick up any of these older waxings readv and in stock. For Columbia, it

demands still worthy of reissue.

Among the few known excep-

tions are such collector's items as the Felix Weinberg Bernstein

"Cantata" of 1924, the rarest of all Columbia in this country.

EXPANSION OF '55 RECORD ALBUMS

Continued from page 17

In the packaged records field there were some important firms un-

supervised, such as Westmin-

ster and the Concert Hall Mus-

ical. While reports by the RIAA

are still something of a mystery,

the overall expansion of '55 albums is

expected to be tremendous, with sales

totaling 107,000,000 units in 1955.

About 62,000,000 dollars were

sold in 1955, compared to 25,

000,000 units and 45,000,000 dollars in 1954. Only 47,000,000 dollars were

moved by the recording firms in

1950-78's and 1951-79's that same year.

It came as no surprise that the

RIAA report show that fourth-

quarter album sales in 1955 com-

prised about 25 per cent of total vol-

ume. Actual dollar sales of 77-78's

exceeding seven,000,000 copies in

1955 showed less than 4,000,000

units moved to consumers at a

retail valuation of only about

9,300,000,000 dollars.

EP Sales Dip

In the case of EPs, a decline

also was noticed, perhaps due to

the disks' smaller value to the

consumer against LPs of reduced

prices. Unit sales in 1954 totaled

75,000,000 million, but in 1955 the

EP total had dwindled to about

18,000,000,000.

Other data gleaned from the

RIAA report show that fourth-

quarter sales in 1955 comprised

less than 10,000,000 copies of the

seven-inch 78's and 17,000,000 copies in 1955, compared to 34,000,000 in

1950-78's and 1951-79's that same year.

Another interesting facet of the

chart is the number of the mir-

acle albums which made it to

the over-all sales of packaged records. The number of copies in the

package slot, total sales for 1955 was

$100,000,000,000, compared to the

reporting companies. Sales of

such albums, however, totaled

$91,000,000,000, which was an

increase of about 15 per cent.

Counts are considerably lower

than the box offices of the motion

pictures in Hollywood.

3. 4m. MARCH 17, 1956

MARCH 24 ISSUE

DEADLINE MARCH 16

3 plates

[ADVERTISEMENT]
VOX JOX

By JUNE BUNDY

SHARP-EARED CAT: Dan Ne-saveth, WFRM, Coopeport, Pa., recently wrote Capitol Records, calling their attention to what he thought sounded like a fluff by Lee Rester's waning of "Popular People of Paris." In reply, Capitol artist and repertoire exec, Dave Dexter, Jr., wrote: "It is sharp-tone, and we're over the cabaret or vaudeville or any kind of thing that makes little sense to the man in the street, but we have had our blunders. We had his choice of either turning the page of his music or refusing to turn the page and risk getting behind all the other members of the Raster orchestra and chorus, or in his final page-flipped and resumed playing. Capitol's delicate microphones, however, faithfully picked up his sound, but until now this last sawn out except detection. In the future I will consider this a great favor if you will once again give the trouble of solving us when gross mistakes of this nature appear apparent to your sensitive

BUSY BOSTON: The deejays are setting down here after a few busy weeks of personal switching from station to station to stay. As it now stands, Alan Dew starts on WZB March 19, Monday thru Fridays, from 10.35 to 11.35 p.m., and Saturdays from 9 a.m. to noon. Norm Prescott, starting April 2, takes over the daily 5 to 6 p.m. time slot on WBZ, now occupied by "Bib and Ray," who have decided to terminate their WZB broadcast because of a heavy network schedule. Prescott will also retain his "Pick of the Stars," one of Boston's top 10 local music shows, according to the rating polls. Prescott's 12:15 p.m. show, incidentally, was recently purchased for one hundred thousand by the Midwest Food Distributors, marking one of the biggest sales contracts in New England radio history. Meanwhile, Stan Richards has left WCOP and moved over to WBZ, as program director and deejay with a Monday thru Saturday show from 9 a.m. to noon, and a 1-4 p.m. Saturday show.

Richards will also continue his WBZ-TV show on Saturdays. (2:29 p.m.)

SIT OUT PROFITS: RCA Victor is offering a record label at RCA Victor

and mail inquiries as to "who popped?" to one who has hit . . . . On the other hand, Ed Hughes, WICK, Scranton, Pa., happily reports that he gave John Labbe's new "Candy, Lipstick and Rubber-Necked Shoe" disk a send-off on his show by offering free copies of the record to listeners sending in the earliest post-marked letter, along with one of the three articles mentioned in the title. Hughes received plenty of lipsticks and candy but only one rubber-necked shoe.

CHANGE OF THEME: Jack Calc. CEC, Charleston, S. C., is suggesting to put on an all-night show at the American Theater in Columbia, S. C. to become affiliated with Hull's new "Candy, Lipstick and Rubber-Necked Shoe" disk a send-off on his show by offering free copies of the record to listeners sending in the earliest post-marked letter, along with one of the three articles mentioned in the title. Hughes received plenty of lipsticks and candy but only one rubber-necked shoe.

THE BILLBOARD

MARCH 16, 1946

1. Old What It Seemed to Be
2. Doctor, Lawyer, Indian Chief
3. Symphony
4. Personality
5. You Won't Be Satisfied
6. Day by Day
7. I'm Always Chasing Rainbows
8. Let It Snow! Let It Snow!
9. Let It Snow!
10. I Can't Begin to Tell You
11. Ain't You Glad You're You?
12. One-2-Zy, Two-2-Zy (I Love You-2-Zy)
13. Some Sunday Morning
14. Atlanta
15. Seems Like Old Times
16. Here Comes Heaven Again

MARCH 17, 1951:
1. If
2. My Heart Cries for You
3. Tennessee Waltz
4. Mocking Bird Hill
5. By Love
6. A1a Doba Honeymoon
7. We're in Love
8. Who Would You Love?
9. A Penny for a Kiss, a Penny a Hug
10. The Rolling Kiel

Sudden hits and overnight successes can cost you money or make you money—depending on how fast, how well and how economically you can deliver your records. And these are the three main reasons so many independent label hits are pressed by RCA Victor Custom Records. Speed is assured by three strategically located plants which offer the industry's finest pressing facilities. Quality is built in by our experienced engineers, skilled technicians and modern equipment. Earnings are the result of 49 years experience and our tremendous volume of business. Why not see us about your very next job? It's the surest way to sit out profits faster from your record label.

RADIO CORPORATION OF AMERICA

RCA VICTOR RECORD DIVISION

535 East 54th Street, New York 10, N. Y. • Nashville 560, Tennessee • Chicago - 4901

To Canada: RCA Victor, 535 Cadillac Street, Montreal, Quebec, Canada

MARCH 17, 1956
JENNY BARTLETT "...Little Furtina On The Stage..."

JENNY BARTLETT.. Little Furtina On The Stage..." "Little Furtina On The Stage..."

"...little furtina on the stage..." "little furtina on the stage..." "little furtina on the stage..."

"The song of Spain..." "The song of Spain..." "The song of Spain..."

"FLAMENCO LOVE..."

"FLAMENCO LOVE..."

"FLAMENCO LOVE..."

"AL CAIOLA... REGENT RECORDS, INC.

NEWARK, N.J.

Sach & Vocal Reed records 36-2080 Rudi Rainer "SUCH A DAY"

54 W. Randolph St.

DEED 1004

Warren. Special sales for show people.

IN THE HEART OF CHICAGO's LOOP

HOTEL RANCROF

Kendall 6-3138

records

54 W. Randolph St.

DEED 1016

Randolph, Chicago, Ill.

RELIABILITY - QUALITY

RECORD PRESSING

NON-SLIP FLATS

Research Craft Co.

LOOS ANGELES 26, CAL.

ADAM OF EVERY KIND ENDORSES THE BILLBOARD AS A TOP SELLING FORCE

MEL TORME

- Reviews and Ratings of New Classical Releases
- Reviews of New Pop Records
- Reviews of New Sacred Records
- Reviews of New Children Records

"LULU'S BACK IN TOWN"

c/w

"I LIKE TO RECOGNIZE THE TUNE"

Bethlehem 52x

BETHLEHEM

NEW YORK - HOLLYWOOD

"It's a Sure Hit!" As Featured Coast-To-Coast on the ARThUR GODFREY TV SHOW

"FLAMENCO LOVE"

Regent #7500

and his

AL CAIOLA

Magic Guitars

REGENT RECORDS, INC.

NEWARK, N.J.

...and his..." "...and his..." "...and his..."

"SUCH A DAY"

Rita Rainer

...and his..." "...and his..." "...and his..."

MEL TORME

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## Best Sellers in Stores

**Country & Western Records**

Weeks

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Weeks</th>
<th>Chart</th>
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<tr>
<td>HEARTBREAK HOTEL (BMI) - E. Presley</td>
<td>Vic 20-6430</td>
<td>5</td>
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<tr>
<td>I WAS THE ONE (BMI)</td>
<td>E. Presley</td>
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<td>MYSTERY TRAIN (BMI)</td>
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<td>WHIT, BABY, WHIT (BMI) - R. Sevion &amp; W. Pierce</td>
<td>Vic 20-6430</td>
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<td>BLUE SUEDE SHOES (BMI) - C. Perkins</td>
<td>Vic 20-6430</td>
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<td>LOVE, LOVE, LOVE (BMI) - W. Pierce</td>
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<td>Vic 20-6430</td>
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<td>I FEEL LIKE CRIN' (BMI) - Col 24962</td>
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<td>EAT, DRINK AND BE MERRY (BMI) - P. Wagner</td>
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<td>Vic 20-6430</td>
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## Most Played in Juke Boxes

**Country & Western Records**

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### Hank Locklin

**A Good Woman's Love**

I'm a Fool

20/47-6434

**RCA Victor**

Copyright 1956
**The Billboard Music Popularity Charts**

**COUNTRY & WESTERN RECORDS**

**This Week's Best Buys**

**THIS HAS BEEN YOUR LIFE** (Town, BMI)

I LEARNED IT ALL FROM YOU (Central, BMI)—Jean Shepard—3340

In the past few weeks this record has been racking up an impressive cumulative sales record. Key markets like Nashville, Chicago, New York, Los Angeles, Durham, and Dallas all went back to the chart with enthusiastic reports of local reaction. Both sides are garnering sales. A previous Billboard "Spotlight."

**Record Spotlight on...**

No Selection this week.

**C & W Territorial Best Sellers**

For survey week ending March 7

Country-wide listings are based on radio stations, jukebox sales, and jukebox operators in southern states.

1. EDDIE 1111

**Birmingham**

1. I Feel Like Crying—C. Smith, Col.
2. Blue Moon—L. and L. Underwood, Rca
3. I Love You—E. L. Wilson, Pace
5. My Baby Loves You—L. Pettis, Country Brothers

**Charlotte**

1. Heartbreak Hotel—E. Presley, Vee
2. Blue Moon—E. Presley, Vee
3. I Love You—L. Pettis, E. T. & M
4. I Love You—E. L. Wilson, Pace
5. Baby, Baby—E. Presley, Vee

**Dallas-Fort Worth**

1. Blue Moon—E. Presley, Vee
2. I Feel Like Crying—C. Smith, Col.
3. Blue Moon—E. Presley, Vee
4. I Love You—L. Pettis, E. T. & M
5. I Want to Love—L. Pettis, E. T. & M

**Detroit**

1. Free's in!—C. Smith, Col.

**Dallas**

1. Blue Moon—E. Presley, Vee
2. I Feel Like Crying—C. Smith, Col.
3. I Love You—L. Pettis, E. T. & M
4. I Want to Love—L. Pettis, E. T. & M
5. Can't Help Myself—M. Smith, Vee

**New Orleans**

1. Heartbreak Hotel—E. Presley, Vee
2. I Feel Like Crying—C. Smith, Col.
3. I Love You—L. Pettis, E. T. & M
4. I Want to Love—L. Pettis, E. T. & M
5. Trouble in Mind—E. Presley, Vee

**Richmond**

1. Blue Moon—E. Presley, Vee
2. I Feel Like Crying—C. Smith, Col.
3. I Love You—L. Pettis, E. T. & M
4. I Want to Love—L. Pettis, E. T. & M
5. Trouble in Mind—E. Presley, Vee

**Houstan**

1. I Was the One—E. Presley, Vee
2. Heartbreak Hotel—E. Presley, Vee
3. I love You—L. Pettis, E. T. & M
4. I Want to Love—L. Pettis, E. T. & M
5. Can't Help Myself—M. Smith, Vee

**St. Louis**

1. Blue Moon—E. Presley, Vee
2. I Feel Like Crying—C. Smith, Col.
3. I Love You—L. Pettis, E. T. & M
4. I Want to Love—L. Pettis, E. T. & M
5. Trouble in Mind—E. Presley, Vee

**Reviews of New C & W Records**

EDDIE BOND—"Under the Prohibition Sign" (RCA, BMI)

This record is the first in the Ernest Tubb catalog, and it has been well received by the trade. The song has the same kind of sound that made Tubb so popular, but with a larger sound foundation on which to build general appeal. It should make the Territorial market. (St. Louis, BMI)

WADE BAGLEY—"Anytime, Anyhow, Anywhere" (Epic, BMI)

For material in the deep Southern blues style, Bagley's recording is superior. He has a voice that can carry over a large audience, and it should be a real winner anywhere. It should be a good side to complement the hit. (Birmingham, BMI)

SILKIE MCDONALD—"Sing Me the Old Time Love Tune" (Columbia, BMI)

The record is a good one from top to bottom, and it is featured in the Territorial market. (Columbia, BMI)

LULU BELL AND SCOTTY—"Have You Told" (Listen Here, BMI)

LULLI BELL—"Sing Me the Old Time Love Tune" is a very attractive record, and it will make a good follow-up. (Listen Here, BMI)

Another fine performance on a familiar material, but again the sound is more effective in recording than on the air. (New York, BMI)

THE COUNTRY PARADES

1. Ernest Tubb—"Under the Prohibition Sign" (RCA, BMI)
2. Jimmy Dean—"I Love You, Honey, In Your Arms Tonight" (Mercury, BMI)
3. Scotty Witter—"Louis Bell and Scotty, WLS 'National Barn Dance,'" (WLS, BMI)

"A Country and Western way of life" (Columbia, BMI)

"Sixteen Cows in a Manger," made its debut at the Academy Awards presentation in Los Angeles. (Columbia, BMI)
**Most Played in Juke Boxes**

For survey week ending March 7

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<td>3. DROWN IN MY OWN TEARS—BMC</td>
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<td>4. DEVIL OR ANGEL—Covers</td>
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<td>5. TUTTI FRUTTI—Little Richard</td>
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<td>6. AIN'T THAT LOVIN' YOU, BABY?—BMC</td>
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**RHYTHM & BLUES RECORDS**

**This Week's Best Buys**

CHURCH Bells are Ringing (Maxwell, BMC)—The Willow—Melba 102—After a fast start in several Eastern cities, this item has been swept out across the country with almost equal success. The general appeal is demonstrated by the fact that it has been successful both with older and younger groups at all age limits, and appears to have captured its position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

**Recommendations**

RECORDS

LITTLE RICHARD

-Slickkin' and Sidlin' (Vince, BMC)

Long Tall Sally (Venice, BMC)—Speciality 572—Little Richard has put together a top-notch cadillac to this two-sided hit, which should grab plenty of play in both the R&B and pop markets. "Slickkin' and Sidlin' is a swing rhythm-novely with a catchy hook, sexy lyrics and a showy countrified vocal performance. "Long Tall Sally" is an equally effective rhythm-novely team with humorous lyrics and another great warbling job by the artist.

**Review Spotlights on...**

**Records**

DOTT WILLIAMS

"You Don't Know Me"—BMC 79

TENNESSEE JOE

"I'm a Tramp"—AGSAP 138

THE TOXIC

"I'll Never Be What I Used To Be"—AGSAP 193

**Most Played by Jockeys**

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THE BILLBOARD
MARCH 17, 1956

The Billboard Music Popularity Charts

RHYTHM & BLUES NOTES

BILL SIMON

A press agent's extra copy, sent to me in Clara Ward's fee for her forthcoming Apollo Theater title, was slightly deflected in the press this week by manager, Frank Shiffman. The noted Savoy religious ofrece would be handling the Apollo's second gospel bill starting March 23; in this manner she was reported as being at the business end of a plush revolver. "What she will get now has nothing to do with me, I'm not going to say what it will be," said Shiffman. Some combination of criteria has been detected concerning the first gospel bill held at the Apollo's showplace four months ago, and it is understood Miss Ward has penciled the pending engagement with several ministers in the New York area. But there has been no hint that the show will be held in Detroit. "Little Foe," the new Charlie & the I-Iours issue on Herald, wasn't out for a week when it was covered by the Lancers on Canal.--Savoy Records dipped into that fertile territory of Detroit to come up with a new gold disc, Dandy. Feinstein. The chicks floe through town for a fast session and flew right back to the Motor for a string. The first release will be in April.--Savoy's Freddie Mendenhall left Atlantic Friday (3) for a four-week swing around the land, spreading the word for Herman Lubinsky.--Joe Smith, pop decay on WABC, Boston, sent his own roll and rock show two weeks ago to the Motor, but很少能有。New York.-Bob Jacobs, who is spinning the good sounds at KLIC, Monroe, La., is anxious to get the word from some of the cats who crawled out of Chicago, Bush Terminal, Brooklyn, for three weeks in August, 1955. It must get down there, oh, Bob!

More and more R&B acts are moving into larger and larger places and TV spots. Atlantic's Larry Lerman has been set for a stint at the Boulevard, Jess, Sue, Van, Jim, King, Larry. Blue star.

Georrece, the brand-new specialty label launched just a few months back by Bama, has its first No. 1 hit this week. The Teen-Agers' "Why Do You Fall In Love," which also is a sound in the top 10 hit, hit the top R&B slot on the charts. This also marks the first time for the label, and also a long time that a disc by a country and western artist has been set for top 10 money list. The disc is the all-star "Git Pigskimmn, "Blue Suede Shoes," which liped in stong at No. 9.

The top 10 R&B sellers this week are equipped with 13 different disk labels. Only Atlantic, with three, and Buddies, and Chess, with two, have more than one entry on the list. Actually, Chess has three, if we count the Flamingos' "I'm Not Anymore Checkered Label." The other labels represented were Chess, R&B, Specialty, Imperial, and beaners, and four each for the above. The only disk sowning is the wide-open R&B field.

MINISTERS, COSTUMERS, AND ACCESSORIES

DANCE & CLOWN COSTUMES

FOR ALL OTHER OCCASIONS

THE COSTUMER

111 MINISTERS, COSTUMERS, AND ACCESSORIES

DANCE & CLOWN COSTUMES

FOR ALL OTHER OCCASIONS

THE COSTUMER

GIVE TO DAVON RUNTON CANCEY FUND

Sonia: Would you like to repress your material or participate in a recent album or CD project? How would you describe your musical style and influences? We offer a wide range of options and services to assist you.

TOM CRADEN
"The Voice of East Providence"

When you go to the Motor, the one & only...(.)

THE MALAYA SISTERS

CD

SECO DIST. CORP.

5.44x10.50

www.americanradiohistory.com

MANLULSON STUDIOS

BOX 94, DRA. LINTER, NEBRASKA

THE ENTERTAINER WHO STARTED THE WORLD SPREADING

TOM CRADEN

"The Voice of Cavonnia"

It seems to be working. At least listening

THE MALAYA SISTERS

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THE ENTERTAINER WHO STARTED THE WORLD SPREADING

TOM CRADEN

"The Voice of Cavonnia"

It seems to be working. At least listening
Jersey Bingo
Earns $14 Mil
In One Year

NEWARK, N.J., March 10–An estimated $6,000 is available to prize winnings in the fifth annual Jersey Bingo, according to a report issued by the state's Legisla
tive Commission.

The report showed that the average admission charge at bingo games was $1 and that the average player spent $3.60.

In addition to bingo, 3,384 raffles were noticed, their gross
receipts were $4,011,722.

Ben Menke,
Showboat Vet,
Heart Victim
ST. LOUIS, March 10.–Capt. Ben F. Menke, 73, who with his brothers had operated showboats on the Ohio and Mississippi rivers
since 1901, was the victim of a heart attack aboard his Golden
State showboat. He and his brothers, Capt. Charles Menke, Capt. J. A. Menke, and the late Capt. Harry Menke, were operating the showboat from a base at the foot of Locust Street here.

The brothers, born and reared in Cincinnati, left the Ohio-
room in 1901 and started showboating. They operated the showboat on the big river towns, from Pitts-

burgh to Minneapolis and Duluth. At times on their brothers began his own showboat, but river condi-
tions and various kinds resulted in the destruction of two of their boats, the Red Bird and the Betty Sue in St. Louis.

Harry died of a heart at-
tack in St. Louis two weeks ago. A fifth brother, Frank, founder of the Menke Paper and Wood-
ware Company, Cincinnati, never returned showboat business. He died in 1913.

Ballyhoo gimmick
Cisco Kid to Phone Man;
He Long Distances TV Eds

NEW YORK, March 10.–The Cisco Kid (Doncian Renaldo) has settled on a novel way of calling himself and his appearance with the Clyde Beatty Circus.

The Zio-TV film attraction is conducting telephone interviews with television editors and columnists on papers in areas which he will appear with the circus.

Cisco Kid will try off handsomely.
A call to Memphis, for example, resulted in sending some of those tell-tale bits photos. The calls are arranged so that the Kid will be on delay on either end, and complete background material, including interviews, is mailed back to him.

Personal appearances have taken Renaldo to many of the communi-
ties, where he has been known before. People in these
areas can often develop a local angle.

At least three towns have tried in advance of the Kid's coming, but
not one is expected. The gimmick has been double hocked andedo, since each one can serve to boost interest in the Cisco Kid, TV which he has a piece as well as his personal appearances with the cir-
cus.

Ballyhoo TV page publicity might be considered off-beat for circuses, the video listings, column and news stories are rated high readership, but help boost audience action at the circus box office.

Brandon Sets
Home Show Repeat Date

NEW YORK, March 10–Joan Brandon, hypnotist, is set for a home appearance on the Springfield (Mass.) Home Show at the Auditorium, June 18-23.

Brandon reports heavy bookings for his show including a number of out-of-
date events.

Expect 150
CFA Members
At Sarasota

NEW YORK, March 10.–An attendance of 150 is anticipated for the annual meeting of the Cir-
cus Farm's Association at Sarasota Sunday thru Tuesday (19-20). Bill Montague, publicity director, made the hopeful estimate Tuesday (the)
while en route to the site to handle the

Tentative programs include:

Two business meetings, visit to the Ringling Bros. winter quarters, viewing of the Sarasota Ringling Bros. and Barnum and Bailey Hall of Fame, a ladies' luncheon and a photo exhibit.

Swenson Inks 7 Dates
At Oklahoma City Fair

CHICAGO, March 10.–The At-
sconsin Thrillride has been
signed for seven performances, six
matinees and one evening, at
the State Fair of Oklahoma, At Swa-
non, stent unit's owner, announced.

The tour will open on Monday, and play afternoons thru Saturday, with the one night performance on the latter day.

Chico, whose 36 edition will
be held in 11 States and two Canadi-
ian provinces, also announced that it has recently closed for two after-
noon performances at the Provin-
cial Exhibition of Manitoba, Bran-
ton, last played by the organization
in 1953.

Other new dates on this year's route include a night show at the
Sarasota County Fair, Mount-
ville, Ark., and two nights at the Florida State Fair, St. Petersburg, Fla.

The Swenson stubs who have worked with the show will hit the road this year until late in June. After approximately two months start dates, the show will play its last day in Oklahoma City, N. D., before crossing the border to play Winnipeg, Man.

The fair and other spots in Sun-
terhahn.

A big show for the Swenson route this year involves our per-
mance at the Indiana State Fair, Indianapolis.

ACHA TV page publicity
might be considered off-beat for circuses, the video listings, column and news stories are rated high readership, but help boost audience action at the circus box office.

For a “bigger show” you want the
Ballad

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

Special 1/2 Price
introuductory subscription offer
see page 36

-OUTDOOR-
MARCH 17, 1956
THE BILLBOARD

SHOWMAN'S LEAGUE, FAIR
EXEC LAUD PRESS CLINIC

Sponsorship by The Billboard
Draws Widespread Commendation

mold's pin-in previewing The Bill-
keen for another sponsoring a two-
workshop for the benefit of fair
publicity, advertising and promo-
tion directors.

Far-Sightedness

The resolution officially com-
cluded that "The Billboard and its out-
door department for "far-sighted-
ness" in sponsoring the clinic.

"Then it" the resolution pointed out, "lacks and exchanges exchange
roads on how to make a minor and
more constructive "selling job" to
the public, and in the fair field
will share in the ultimate results.

The resolution also commended
The Billboard "for its ever increas-
ing interest in the outdoor adver-
ce industry and urged that the
practice of sponsoring a clinic be
continued down thru the years.

Further, the League pledged to
do everything in its power to
continue its activities and to
increase the interest of outdoor
show business.

More COMMendations

The Showmen's League of America received one of its many commendations in reverse.

Early Expo Fall Fair
Set at Okla. City

Continued from page 1

Males' Powwow demonstrations of oil and water-drilling equipment, Bedroom County gun show, and a fa
tailed horse show.

A highlight of the Oklahoma Fall Fashion
Festival, which will deal with cutting
from the town thru the fair cloths, with exhibits to include drapes and rugs, will be the show.

Surgical Exhibits

Patrons were two govern-
nors, "Ladies' Luncheon Peace" exhibit, first witnessed at Geneva, Switzerland, and up

and to be exported to

the farm only to eager

and its exhibit entitled "Man Strive

into Space," which will feature a
tale of the new moon satel-

lites now being built.

Prospects of good show are, according to James P. Burg, managing director, Burgs, that roughly $450,000 is exhibit and expression contracts have been signed, that high are on a 750,000 attendance at 30 cents,
and that the event will have

state admissions, attractions and
dependable deals to clear the
bark. Burgs' show will be brought through the Southwest in adver-

the fair's 50th anniversary.

The Oklahoma Publishing
Company, whose president has
already been active in the Sun
fair business, reportedly has al-
ded to Limbaugh and will take the
r
time and advertising space.

The company event, which as possible to get over the farm publica-

the Farmer-Stocks, the KWT-

an express line

in Business

Burge himself is a veteran in the publishing field. Before assuming his present post, he had been in charge of special events for the Oklahoma Publishing Company for five years and prior manager of the Oklahoma City Auditorium. Earlier he was a mo-
tion picture press agent.

Besides the publishing company, Burge is a member of the A.M. College, the Oklahoma De-
velopers Council, the Arkansas Farm Bureau, and various indus-
trial groups.

Plan Repeats

Considerable research went into the Los Angeles Exposition ex-
pedition project. Initially, sponsors planned to have the show, when Oklahoma will observe the 50th anniversary of the fair. Studies of past major expositions disclosed that most failed to make expenses the first year and needed a second run to come out a winner or near it.

Enthusiasm as the thinking was to pull the show back into Oklahoma during the anniver-

sary year of the fair. It was decided to advance the expo to this year and to make the fair the official next year in mid-when, the early summer dates would be more temperate.

The sponsors are enthused over the prospects for the fair, not only for this year and next, but for future years. They are already in the process of a repeat with a show in 1957 and 1958.
THE OUTLOOK FOR SHOW BUSINESS IS

THE Value of The Billboard's

1956 SPRING SPECIAL

DATED APRIL 7

As An Advertising Medium For You Will Be...

GREATER THAN EVER....

ASSURED READERSHIP

The outdoor Picture is Bright and
Every Active Advertiser Catering to
the Needs of This Great Market
Should Experience His Greatest Year.

Population of the U. S. is 167 million, 8% over
1950. Average wage in 1950 was $59; expected
to go to $78.50 in 1956. The work week has been
shortened during the past five years. result...
More people with more time and more money
to spend on all types of Outdoor Amusement
in 1956.

What This Means To You...

Rides, Portable Buildings, Trucks, Trailers, Canvas
and equipment of every conceivable kind will be
required by Amusement Parks, Carnivals, Kiddie-
lands, Recreation Centers and traveling showmen.

Food and Drink Concessions will need new and
more efficient dispensing equipment and their daily,
weekly and monthly orders for "eats and drinks"
to satisfy the increasing millions of hungry and
thirsty people attending all outdoor amusements
will reach peak levels this year.

Yes... Show Business is in for a great season in
1956, and this year can also be your BIGGEST by
starting a regular schedule of advertising with a
large effective ad in the SPRING SPECIAL . . .

RESERVE SPACE TODAY!

Cincinnati 22, Ohio
2160 Patterson St.
Dining 1-0450

New York 36, N. Y.
1564 Broadway
Plaza 7-2800

Chicago 1, Ill.
188 W. Randolph St.
Centra 6-8761

St. Louis 1, Mo.
390 Arcade Bldg.
Central 1-0443

Hollywood 28, Calif.
600 Sunset Blvd.
Hollywood 9-5831
Polack, Beatty Start Working In Los Angeles

LOS ANGELES, March 10.—Los Angeles will have circus performances daily for 10 days. The Clyde Beatty Circus opens at the California State Fair, starting March 31, and running two consecutive weeks, April 1. "Polack Bros." Shrine Circus continues the circus days by opening April 2 for seven days.

The Beatty show is scheduled to arrive from Palm Springs on Tuesday (20) with setting up to start immediately. The next day both matinee and evening performances will be given. The show will last a week.

Jack Knight, press agent for Beatty for seven years, has been in the city for two weeks and it is to be joined by Max Hong, who will handle stories. Shirley Carroll is again handling radio and television promotion with two minutes already set for early in the run. (Continued on page 70)

Cole Enlarges: Name Personnel

HUGO, Okla., March 10.—Building is in progress at the George W. Cole Circus quarters here in preparation for the April opening date.

Show will be enlarged by addition of five tents, a battery and an enclosure. A new big top is being built on the grounds and it will be with 40 tents and six more tents to be added. Tent 23 will be used to a 70. Another middle piece is being added to the side show tent and two more marquees to be added. Meanwhile will feature a Winter again this season. This was malapropically called a hippo recently. Now to the midway will be a joker ride. One of the new tents is a five-compartment tent giving the show a total of 15 compartments, and new cage animals and lead stock have been added.

Manager Herb Walters recently returned from a tour, where he visited Ringling and Cristiani circuses. He also brought a new alligator. Personnel of the show will include Walters, manager; Floyd Hill, agent; and Jackie Wilson, with Sam Price, advance, Mr. and Mrs. (Continued on page 70)

Kitchener, Ont., Sets Sports Show with Roy Lisogor

KITCHENER, Ont., March 10.—Kitchener's first sports show will be presented here this week, with building manager Bob Crosby as producer. Performances will be presented by Roy Lisogor.

Lisogor will include Paty Hubbard, by casting; Chief Split Cloud, marksmanship; Hank Hanson, ski jumper; Willie Necker, revolver; Bill Fontana, log rolling; John Yace, deep sea fishing, and Roy Seward, comedy. Orlando's largest travelling circus is scheduled to take part. Several give-aways are scheduled. The show is sponsored by the Lions Club and the fish and game association.

Early Arrival In Los Angeles Set for Beatty

LOS ANGELES, March 10.—The Clyde Beatty Circus will arrive here March 20, opening the following day for a 12-day run on a new lot near the Coliseum at 39th Street and Vermont Avenue. Jack Knight, press agent, has started the newspaper publicity. Max Hong is expected to join him in the story department. Shirley Carroll is again handling radio and television promotion.

Mr. Carroll has scheduled "Sheriff John's Breakfast Brigade" to be telecast over KTTV from 7 to 9 a.m. on opening day from the menagerie tent and back yard. "KTTV's Birthday Circle" is scheduled for Sunday (25) when KCOO will take their minutes from 11 to 12:30 p.m. in with the automobile dealer show. "The Show of the World" is booked for Deming, Wash., on March 13, and a show is planned in Tunson, followed by Casa Grande, Ariz., Yuma, and Palm Springs, Calif.

The show is expected to arrive here in the foremost country on Tuesday (20) with setting up starting immediately for the opening the next day.

Capell Adding Rides to Unit

HOPE, Ark., March 10—H. N. (Doc) Capell announced here this week that his company is adding to the strength of the circus which he operated last fall in Hope.

To be billed as the Shop-O-Rama Circus and Carnival, the show will have a second Ferris Wheel and three rides plus two major rides that will be booked and five show acts, 20 concessions and the circus unit.

If will play two and three towns a week during the spring and summer seasons. It will be billed with special paper and will use postal heralds. Kiddie promotions will be used. Circus acts will work on the 30-by-30 stage in a ring.

Kid Long on Mend After Operations

OACAL, Fla., March 10.—Claude H. (Kid) Long, 23, veteran circus and ministered agent, is convalescing at his home, 1508 East Adams Street here, after two recent major operations at a Fort Lauderdale, Fla. hospital.

Widely known in the circus field thru his long association with a number of the major shows, Long was also a prominent figure in the ministerial field years ago. He was agent of the old Barlow Bros. Minstrels from 1903 to 1967, later, before joining the Al G. Field Ministries, and has his own headquarters at the Alco, Long also is a veteran of the old show days. For many years he piloted tab units over the old Circus, Grove, Spiegelberg and other tabling circuits and for a number of years operated his own tab show called "Bosun's Around" and "Stiltty Pretty."
Interest, Sales Near Peak
At Toy Fair

NEW YORK, March 20—Heavy attendance and buying marked the annual American Toy Fair here this week. The 10-day event opened Monday (5) at the New Yorker and Sheraton-McAlpin Hotels.

At the 4,000 buyers attended the exhibits on Monday and shot sales up in an estimated 10-15 per cent over last year's record. The date from Tuesday through Thursday (6-8) held attendance down but exhibitors were confident that sales would last year. The annual toy volume is set at $1,350,000.00.

Dolls and summer inflatable items continued to sell well. Orders were reported light for stuffed toys and plush items. Department store buyers appeared to be especially interested in $1 to $3 items.

STAGE COACH RIDE

A sensational new mechanically operated stage coach. Large capacity. Metal bodies, with all the details of the finest stages of the Old West. A truly fabulous Kiddie Ride that will attract large crowds anywhere. High quality heavy duty construction.

Bartone's Better Buy
CONCESSION TRAILER

25 ft. long—7½ ft. wide—9 ft. high
Steel, aluminum and stainless steel construction. Tandem axle with 4-wheel electric brakes
Eight aluminum side panels, 3' x 7', that swing up with openings completely enclosed in glass windows and screens for clean, efficient, sanitary serving. Also equipped with popcorn, peanut and Mills ice cream machines, stainless steel counters, sink and lavatory. City inspected and 220 single phase electrical wiring.

$10,000 F.O.B. Erie, Pa. Terms cash.

BARTONE'S TRAILERS
2526 BROAD ST., ERIE, PA.
Phone 0-9110

Clyde Completes Texas Route; Inks Shreveport

OKLAHOMA CITY, Okla., March 10—Clyde Bros. Circus has completed its Texas route, Owner
Manager Howard Sneyd said here, Monday (5), and crowds were excellent in most
spots.

He also announced that agent Tom Parker has signed to play the Shrine barge at Shreveport, La., and four of its chiefs.

The season has been played by Bailey-Cristiani and Gill Gray in the past several years.

Acts on Clyde Bros. for the dates in Texas included the St. Louis (9), teetaker; the Antaleks, pony; Howard, Baby Elephants, worked by Eddie Akin; Kohlmans Don, double trapeze; Billy Powell, wire; Henderson's Chimp; Sensational Kayon pony drill, Flying Valentines; Iris; Horse; Lona's Pets and Patty's Cannies; Murders Deux, Mike Green, Hatting Carthons; Fancher Pierce and Tex; Maynard, and clowns Jack LaPointe, Lem Keeley, Toto, Jack Harrison, Milky and Cookie.

Cowall Sports Show Opens in Columbus

COLUMBUS, O., March 10—Third annual Dispatch-Journal Sports, Vacation, Travel and Hot Show will be held at the State Fair Coliseum here March 16-17.

Show director Ben Cowall announced acts will include Tree Toppers, Nina Scotti; Gilders, Paty Hubbard, Swede Fuller and Dogs, Chief Evergreen Two, the Shooting Lindies, Utah the Monte Blue, Advance tickets are being sold thru the stores of exhibitions.

WORLD'S FASTEST THRILL RIDE
THE SPINAROO

THE Tilt-A-Whirl Ride
Standard Equipment Features for 1956

* FLUORESCENT LIGHTING
* Fiberglass Car Tops
* Enclosed Reduction Gears
* Steel Fence Rails

For Sale

F. O. B. Columbus, Ohio Phone: 4-6062
P. O. Box 306.
SELLNER MFG. CO.
Portsmouth, Minnesota

FOR SALE

Concession trailer—full-size Spanish whenever with 8 German Hot-Rod Cars
(5 cars in perfect condition, 3 cars needing minor repairs. Ride has just concluded successful engagement at Seaside Park, Price, less transportation, $12,500.00.

B. A. SCHIFF & ASSOCIATES
101 S.W. 8TH AVE.
Phone: 87-0975
MIAMI, FLA.

when answering ads... Say You Saw It In The Billboard
ARENAS & AUDITORIUMS

Long Home Show Experience Utilized by Chicago Annual

By TOM PARKINSON

Chicago's Modern Living Exposition, which first set up housekeeping 10 years ago at the Chicago Coliseum, now has outgrown its second home, Navy Pier. Its April 7–15 production will be at the larger International Amphitheater.

Behind this growth is the effort of Oscar McDonald, producer of the show since 1929. He traces his home show connection back to 1921 and early conceptions of these expositions. Few men in the business today can count as many years of experience in the field.

He and his late brother, who had a newspaper business, started home productions in 1921. They had four demonstration homes with furniture, appliances and supplies presented in Dayton. Success led them to similar shows in other Ohio cities and the separate national touring. McDonald recalls that no merchant would come thru with dé骗取es for those houses, as the producers carried their own merchandise from show to show. In all McDonald figures he has built and furnished this summer more than 150 houses. Promotion of demonstration homes was soon augmented by the fad of these shows such as they are today. One of his first was in Denver in 1922. McDonald recalls that space then was overcrowded and that the first shows averaged between 10,000 and 15,000 square feet. That is contrasted with more than 50,000 square feet sold for such annuals as the Los Angeles Home Show. McDonald had in 1937–1941. Then came war years, followed by boom years for both the housing and exposition instrument.

McDonald was with the giant Army War Show in 1942. By 1945 he was back in the home show business, with a show wrapped up in San Francisco. However, the whole thing was arbitrarily called off because of the United Nations conference, which pre-empted all facilities in the city.

His next stop was Chicago, where he operated the Avenue of Homes at Chicago's Lake Front Fair. This was similar to his early demonstration home projects and to his American Home's Porcelain furniture style shows, with newspaper singles in the pre-war years.

The Metropolitan Home Builders Association of Chicago, meanwhile, had been operating its annual event with about 20,000 square feet of sales each year. He shoveling at the Lake Front Fair brought McDonald to the attention of the association and resulted in his taking charge of their show.

The results have been encouraging, and this can be credited both to McDonald's direction and to the housing boom. Taking over with a 20,000-square-foot show, he built it to 70,000 by last year.

By that time they were turning away not only exhibitors but also patrons. The thoroughgoing shopping space, parkways, facilities and public transportation available at the Navy Pier location. McDonald also states that the nature of the show should have limited the design, layout and appearance of the show.

Now the 1956 show has sold 100,000 square feet and will utilize an equal amount for rides, work space and displays other than exhibitors' booths. There will be a large section devoted to costume design as well as that featuring home furnishings.

"Glamor is a necessity," McDonald believes. So he encourages exhibitors to spend much effort in designing attractive booths. And he adds the over-all appeal of such attractions as "Dancing Waters," the lighted fountain sprees he has contracted for a second time.

After this year's show, he will go to Europe on a three-month mission. One aim is to find an American manufacturer of "Dancing Waters." Another is to study the big European trade fairs in the countries with a view to adapting ideas to American use. And third, he will be casting an eye over the buildings in Europe for means of fits and features which might be advantageous here. McDonald has made recommendations for the design of Chicago's proposed municipal exhibition house and more ideas might be forthcoming.

CARNIVAL ROUTES

Send to
1760 Paterson St.
Chicago, Ill.

ROYAL POPCORN
Cone/House Confectionary & Equipment
ROY SMITH CO.

Wax, with Morton Steam Whirler and a J. A. P. Minor, Coal, Wood, Oil, or Gas Burner, (Patent #46,412.)

GOLD MEDAL.
Albany, 13, New York.

MURPHY BROS., 1500 Fifth Ave., N. Y.

HENRY K. STEIN, 1819, E. 10th St., New York.

Walters' Sprinkler, 3029, E. 10th St., New York.

COTTON CONE CANDY

By putting in extra effort, we have increased production on Cotton Cone Candy, and we can now give you all you want. Our dealers from coast to coast have stocked up again at wholesale and are ready for 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.

CHICAGO, ILLINOIS
Iowa State Mulls Name Attractions

DES MOINES, March 10—The possible use of the name attractions, according to the vision of some members of the Iowa State Fair Association, was discussed this week by Lloyd Romney, the chairman of the board. The board officially announced that it will consider the possibility of changing the name of the fair to "Iowa State Fair" or some similar designation, to renew the interest and support of the state for the fair.

The board also discussed the possibility of expanding the fair to include more events, such as pavilions and exhibits. They also considered the possibility of including more educational programs and activities to attract a wider audience.

AUSTIN, Minn., To Revive Old Dobbin

AUSTIN, Minn., March 10—The Minnesota State Fair, which is scheduled to open on August 15, will include an exhibit of the famous Minnesota horse, the "Dobbin," which was once a popular attraction at the fair. The Dobbin exhibit is being revivified by a group of local horse enthusiasts, who are working to preserve the history of the Dobbin.

Illinois State Ups Livestock Premiums 1484

SPRINGFIELD, Ill., March 10—The Illinois State Fair, which will open on August 15, will feature increased livestock premiums. The board of directors of the fair has increased the livestock premiums in order to attract more exhibitors and to encourage the growth of the livestock industry in the state.

Sullivan Band Set for ESE

SPRINGFIELD, Mo., March 10—Sullivan High School’s band has been contracted for the Eastern States Exposition. The band, under the direction of Mr. Wilson, will arrive on August 15, and will perform on a daily schedule.

New Orleans Event Sets April Dates

IOWA PARK, Tex., April 10—The New Orleans Exposition, which is scheduled to open on April 15, has announced that it will feature the Sullivan Band on a daily schedule. The band will perform a variety of programs, including popular songs and Dixieland music.

For Nominating "Fair" Board Members

ANN ARBOR, Mich., April 10—If you are interested in nominating candidates for the "Fair" board, please contact the Fair Association for Long Beach, 1436 E. 4th St., Long Beach, Calif., or the Fair Association for Long Beach, 1436 E. 4th St., Long Beach, Calif.

IMPERIAL, CALIF., HITS RECORD GATE

The California Mid-Winter Fair, which was held during the last week of January, set an all-time attendance record of 89,838, surpassing the previous record of 89,504 set in 1957. The fair also had the highest gate receipts of $373,885, up from $368,975 in 1957.

The fair featured numerous events, including the annual International Livestock Show, which attracted exhibitors from all over the world. The fair also featured a variety of entertainment, including the famous "Fair of the Century," which featured a variety of live entertainment and attractions.

ATTENTION SECRETARIES OF FAIRS & CELEBRATIONS

If you are interested in participating in the "Fair," please contact your local fair association for more information.

BOBBY COHN
240 Jones Street, San Francisco, Calif.

JOAN BRANDON
WINS GREATEST HYPNOTIST

At the World's Greatest Hypnotist, Joan Brandon, wins the prize for the greatest hypnotist in the world. Brandon, who was born in London, England, has been performing for over 30 years and is considered one of the most talented hypnotists in the world.

The show, which was held at the Civic Auditorium, featured a variety of acts, including a "mind-reading" act, where Brandon would read the thoughts of the audience members. The show was a huge success and received standing ovations from the audience.

The show was produced by the famous impresario, Sam H. Egan, who is known for his innovative and entertaining productions. Egan has produced a variety of successful shows in the past, including the famous "Magic Kingdom," which was held at the World's Fair in New York City.

The show was held at the Civic Auditorium, which is located in the heart of San Francisco. The auditorium is known for its impressive acoustics and is home to a variety of entertainment events.

The show was a huge success and received standing ovations from the audience. The audience was left amazed and McKee was left feeling like he had been hypnotized himself.

For more information on Joan Brandon, visit his website at www.joanbrandon.com.
NEW YORK, March 10.—Promo-
tional efforts tied in with the
opening of the sea-son was stepped up this
week by Palisades (N.J.) Announ-
cements.

Park officials with publicist Bert
Krusen, president of the National
Newspaper同盟, had it in the
blueprint and will proceed with
the campaign now.

The collection of National
Newspaper同盟, publishers of
the New Jersey group of
comics, will additionally result in a
100-foot painted billboard
by the main entrance to the
park.

In addition, the park will
be featuring the "Sports Stamp
in Action," which is a
series of stamps
that will be
issued periodically.

The stamps will be
available at the
park's shops and
butterfly gardens.

NEW YORK, March 10.—Pal-
isses, the May 10-11 New York
State Exposition of Fine Art,
will be held at the Empire State
Building.

The exposition will feature
works by notable artists from
around the country.

The event will
also include lectures
and demonstrations
by artists.

The New York City Board of
Education will sponsor the
exposition.

Students from various
school districts will
take part in the
exposition.

NEW YORK, March 10.—The
Staten Island 
Boat Show will be held
at the Civic Center
on Staten Island.

The show will feature
boats of all sizes
and types, as well as
related equipment.

The event will
also include
seminars
on boating
safety.

NEW YORK, March 10.—The
Akron Art Museum will
be holding an exhibit
featuring the works
of local artists.

The exhibit will
include paintings,
sculptures,
and drawings.

The event will
also include
a panel
discussion
on art
in relation
to society.

NEW YORK, March 10.—The
New York City Police
Department will hold
a safety
fair at
the police station
in the East Village.

The event will
feature
demonstrations
of
safety equipment
and
procedures.

The event will
also include
a booth
on
home
security.

NEW YORK, March 10.—The
New York City
Schools will hold
a job
fair at
the
school
building.

The event will
feature
opportunities
in
education,
healthcare,
and
other
fields.

The event will
also include
information on
applying
for
jobs.

NEW YORK, March 10.—The
New York City
Department of
Transportation will
be holding an
open
house at
the
Department's
headquarters.

The open
house will
feature
information
on
public transit
and other
services.

The event will
also include
a
center
on
energy
efficiency.

NEW YORK, March 10.—The
New York City
Fire Department will
be holding an
open
house at
the
Fire
Department's
headquarters.

The open
house will
feature
information
on
fire
prevention
and safety.

The event will
also include
a
center
on
emergency
management.

NEW YORK, March 10.—The
New York City
Health Department will
be holding an
open
house at
the
Health
Department's
headquarters.

The open
house will
feature
information
on
public
health
issues.

The event will
also include
a
center
on
chronic
diseases.

NEW YORK, March 10.—The
New York City
Department of
Planning will
be holding an
open
house at
the
Planning
Department's
headquarters.

The open
house will
feature
information
on
growth
management.

The event will
also include
a
center
on
public
safety.

NEW YORK, March 10.—The
New York City
Department of
Legislative
Services will
be holding an
open
house at
the
Legislative
Services' head-
quartes

The open
house will
feature
information
on
legislation
and
government.

The event will
also include
a
center
on
citizen
collaboration.

NEW YORK, March 10.—The
New York City
Department of
Human
Services will
be holding an
open
house at
the
Human
Services' head-
quartes

The open
house will
feature
information
on
human
services
issues.

The event will
also include
a
center
on
mental
health.

NEW YORK, March 10.—The
New York City
Department of
Environmental
Protection will
be holding an
open
house at
the
Environmental
Protection
Department's
headquarters.

The open
house will
feature
information
on
environmental
protection.

The event will
also include
a
center
on
natural
resources.

NEW YORK, March 10.—The
New York City
Department of
Transportation will
be holding an
open
house at
the
Transportation
Department's
headquarters.

The open
house will
feature
information
on
transportation
issues.

The event will
also include
a
center
on
traffic
management.

NEW YORK, March 10.—The
New York City
Department of
Education will
be holding an
open
house at
the
Education
Department's
headquarters.

The open
house will
feature
information
on
education
issues.

The event will
also include
a
center
on
school
management.

NEW YORK, March 10.—The
New York City
Department of
Housing and
Urban Development will
be holding an
open
house at
the
Housing
and
Urban Development
Department's
headquarters.

The open
house will
feature
information
on
housing
issues.

The event will
also include
a
center
on
city
development.

NEW YORK, March 10.—The
New York City
Department of
Health and
Human Services will
be holding an
open
house at
the
Health
and
Human Services
Department's
headquarters.

The open
house will
feature
information
on
human
services
issues.

The event will
also include
a
center
on
mental
health.

NEW YORK, March 10.—The
New York City
Department of
Consumer Affairs will
be holding an
open
house at
the
Consumer
Affairs
Department's
headquarters.

The open
house will
feature
information
on
consumer
issues.

The event will
also include
a
center
on
online
consumer
education.

NEW YORK, March 10.—The
New York City
Department of
environmental
Protection will
be holding an
open
house at
the
Environmental
Protection
Department's
headquarters.

The open
house will
feature
information
on
environmental
protection.

The event will
also include
a
center
on
green
building.

NEW YORK, March 10.—The
New York City
Department of
Tourism will
be holding an
open
house at
the
Tourism
Department's
headquarters.

The open
house will
feature
information
on
tourism
issues.

The event will
also include
a
center
on
tourism
trends.
Dallas Club Okays New Building Plan

SCHEDULED FOR JULY COMPLETION
Comm. Select Committee for 1956

DALLAS, March 10—The Lone Star Showman’s Club of Texas this season received membership approval of plans to purchase a plot of ground and begin immediate construction of a new clubhouse for July occupancy.

Plans for the structure, which have been drawn up and okayed some time ago, will provide the club with 400 square feet of additional space. A special building committee was named to include Jack Lindley, Joe Murphy, Ed Meek, Herman Fuls, Washington and Elmer Cepak.

The site to be purchased was located by President Chuck Mass, who also announced pledges totaling $2,500 had been made by Margaret Pugh, Bob Harris, Ed Meek, Jack Lindley, Cotton Wheeler, Jack Bubba, Grace Tidwell, W. A. (Junior) Schaefer, Earl Maloney, Katie Little Orbat, John Anderson, John Pool and President Moss. A new television set will be donated by Ray (Pep) Jones.

The official list of committees and other appointments were released this week by the club. Included were:

- Bayou Bought by Saddlemire

PAINOKEE, Fla., March 19—Rex Saddlemire, owner of Clades Amusement Company, reported that Pulla Bush, a 4.7 million dollar bayou, formerly owned by Paul II. Miller, has been sold to the Saddlemire, owner of the Clades or- ganization. O’Haver said that the sale in the Bush deal is on to Florida to join the new owners.

CARNIVALS

DALLAS, March 10—The annual carnival for this city and the surrounding area will be held at the new Dallas Club on March 12. The carnival will feature a variety of events, including rides, games, and live music. The event will run from 10 am to 10 pm.

Gouding Inks Pilgrim, Negro Unit Producer

WASHINGTON, D.C., March 10—Dick Pilgrim, New York producer, has been contracted by the Gouding Amusement Company to produce its 1956 Negro revue, Floyd E. Gouding, president, announced this week.

Pilgrim has been engaged as an agent and producer of shows for theaters and clubs throughout the U. S. and Canada. Pilgrim is a veteran producer. His past affiliations have included assistant co-producer and producer of Negro talent for U.S.A. camp shows.

DADE CITY, Fla., March 10—This week’s Dade County Fair proves that there are still a few brave souls who like to ride the Old West Circuit. The fair, held in the community of Old West, received a warm welcome from the fairgoers. The fair featured many exciting events, including horse races, rodeos, and music performances.

Some Shows Brave March Others Aim for Early April

NEW YORK, March 10—An apparent reluctance to get under way during the past two seasons seems to be giving way to enthusiasm for most of the railroads— a number of traveling units have already announced early April openings with a few even taking in Florida prior to March, either to catch the spring or to catch the holidays.

It may be that the solid halt of 1955 is regarded as an onset for a good beginning this year in prompting haste on the part of some. It may be, too, the realiza-

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Recently announced was a top producer for the company, who will be based in New York City. The producer, who will oversee the production of the show, is John F. Marshall, a veteran of the industry.

The show will feature a variety of acts, including musical numbers, comedy acts, and acts from around the world. The show will run from mid-April to early May, with opening night set for April 15.

Bob Robinson Inks 7 Nebraska Fairs

CLEAR LAKE, Ia., March 10—Bob Robinson, chairman of Robinson’s Great American Shows, has signed contracts with seven Nebraska fairs for this season.

The fairs include the Grand Island Fair, the Hastings Fair, the Omaha Fair, the Lincoln Fair, the Lincoln-Rockwood Fair, the Omaha-Rockwood Fair, and the South Omaha Fair. The shows will run from late March to early June, with opening night set for March 20.

Report Fla. Fairs O.K. for Stephens

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MIDWAY CONFLAB

Charles Samuels, billposter and agent for Foley & Burke Shows last season, plans to spend the season in Steel City, Calif., where he'll bid for several fairs, celebrations and other events. D. D. (Pop) Peppercorn is back in town for Hill Motors, Kansas City, and is rebuilding show fronts for the coming season.

Robert F. Reid, long-time agent for Mr. Raymond, is in Columbus, Ohio, quartered for a Florida vacation, leaving Tiny Grist chain to manage Ralphp Baughman and Doug McCann, commissionaires, are expected to be back with the show this season. J. B. (Jackie) Lynn, will tour with King. Bill Cowan, was met here, and slides for life in the big show were wound flashback and fire acts in his Side Show.

Art (Doc) Miller passes on the point that his daily crew, consisting of Mr. Hunt, Mr. and Mrs. G. E. Hunt, D. C. (Tommy) Shineburger, will again handle the Kansas City Show's paper campaign this season.

S. E. (Eddie) Scott, at the Dayton Beach (Fla.) Boardwalk, was the owner of the 54th jamboree that he has redecorated.

Ben S. Allen reports that he is back at his Philadelphia poster promoting the Oura, N. D., showing an upswing in patronage after a long absence in Arizona where he acquired a financial interest.

The Michigan Showmen's Association and its Ladies Auxiliary turned out in good numbers for the recent fundraiser of Miss Hazel K.食品药品, Adrian, Mich. Included were Robert Monroe, Paul Coley, Raymond Williams, Charles R. Heil, Mrs. E. J. (Mamie) Frear, Raymond Studer, Cameron Murray, Walter Shaffer, John Reid, Irwin Smith, C. W. (Doc) Smith, Glen Jacobs, Victor Johnson, Roscoe C. Woodward and Edward A. (Eddy) Kemp. Representing the ladies were Laura Bailey, Alfred, and Cecile Gringer.

R. B. (Durham Brown) Garner and Irene Hester recently mired into the town of Bellaire, Ohio. Mr. Garner will continue to operate their family-owned theater, which he plans to expand.

NOBLE FAIRLY, Yet Showman, Dies in N. O.

NEW ORLEANS, March 10—Noble C. Fairly, winding-up executive and former show owner, died March 6 in Oschner Hospital. He entered the hospital February 26. In the carnival field for more than 50 years, Fairly was with such groups as the Tom Worth & Allen and C. A. Wurthman with promotion plans. William Pooker is back from a trip to Florida. The jeweler jobber reports considerable optimism in New York visiting the Toy Show and Variety Merchandising Show.

Norman Carpenter, owner of Carpenter Bros. Shows, and family, are at St. Mary's, Ohio, quartered for a Florida vacation, leaving Tiny Grist chain to manage Ralphp Baughman and Doug McCann, commissionaires, are expected to be back with the show this season.

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J. George Loos was the host at what amounted to a conventional carnival owner's meeting during the recent Washington Birthday Celebration at Lansing, Tenn. Loos again supplied the midway attractions, including among the show owners present were C. A. Walker, D. W. (Junior) Schuster, Dan Brandt, W. P. Hill, Don Franklin, Jack Moore and Bob Hammond.

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Fairly was the first president of the Showmen's National Association. He served on the committee for the 1940's and 1930's, as a member of the Showmen's League of America and the Kansas City Showmen's Club.

Surviving are his widow and a son of his first wife, Victor who died four years ago. Services were planned for Monday (12) at 2 p.m. in Dayton's Funeral Chapel, Lafayette, Iowa, with burial at Mount Muncie Cemetery there.
Tinsley Adds Back-End Units

GREENVILLE, S.C., March 10. Johnny T. Tinsley, owner-manager of T. Bros. shows, which has purchased a Fineline, Monster Drums and Minute Show outfit from Leo Lane to strengthen the show's back-end. In addition, he added one ride and purchased a band outfit that will operate between the two Tinsley Ferris Wheels.

All equipment will be in shape for the April 1 opening of the Scrambler, which operated in Cuba this winter, will be back in time for the show.

Scheduled for the front-end this season are Bill Stacy, bongo; A. Davidson, cardboard; Roy Fette, roller coaster; Paul McGraw, carousel and candy apples; Marie Marcus, pinball; and Bob Miller, fortune teller. She also plans seven more high-class shows and plans to present a better show in 1956.

NO. 108 SHOW—2nd April 1956

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WINTER QUARTERS

Reithoffer, P. E.

DALLAS, Pa., March 16.—Work has been speeded at quarters here with the bringing of a second show painter, Bill Harlow, who formerly painted for the Ringling show and is one of the country's big sign painters. Completion of a 35- by 50-foot marquee and a large kiddie ride layout will have the circus fully in operation by March 25.

Now in the process of completion are two new shows which will roll onto the back end. Plans call for a 60-foot marquee in front of the main entrance. The addition of diesel light plants is also planned. This has been done by Pat Reithoffer Jr., for a new concept in show front building. Work will be carried out by former Simon Oleski and WhiteSilver and Joseph Resowy.

Mr. & Mrs. Peppers in Accident, Suﬀer Burns

MOBILE, Ala., March 10.—Mrs. and Mr. Frank W. Peppers of Peppers All-State Shows, recently suffered ﬁrst degree burns while cleaning a car which has become engulfed in ﬂames after being involved in a highway accident.

The occurrence occurred near Tallahassee, Fla., while the Peppers were returning by car from St. Petersburg on a business trip. While the car was on the bridge the Peppers’ ear was struck from the rear by a car hitting at high speed, causing their gasoline tank to explode. They also suffered minor cuts and burns. Their car was destroyed.

$100 REWARD

By Parents for Information Leading to Safe Return

Of Their Two Missing Sons

MANUEL and ERNEST ALVAREZ

Call Collect

W. C. ROBERTS

315 W. South Main St., Richmond, Ohio Phone 705

FOR SALE

31 ft. trailer, enclosed, new concession trailer, seats seven with awning, rear AC, new refrigerator, and kitchen. Excellent for carnival or fair use. Will sell reasonably. Call or write.

JOHN DORLAND

P.O. Box 199, Dakota City, Nebras.

Kiddie Water Boat Ride

FACTORY BUILT

SCHANTZ

958 Missouri Ave., St. Louis, Mo. (Phone: Geary 5013)

REWARD

For information leading to the return of a watch, recently lost. Watch is a gold one with a diamond face. Reward will be paid for return of watch.

C. R. ROSS

M. N. EARL

871 Washington St., Anamosa, Ia.

FOR SALE

Henderson, Nebras.

Sunshine Acres, a 320 acre farm, near to the city limits, beautiful development with 1000 ft. of city water frontage. For sale.

C. A. LEONARD

436 South Main St., Council Bluffs, Ia.

LEONARD SYLVA

RIDE HELP WANTED

TOY TLOSS CO.

RIDE HELP WANTED

ON KIDDIE WATER BOAT RIDE

$2.50 PER DAY.

Apply at show office.

GILBERT STERLING

P.O. Box 909, Council Bluffs, Ia.

RIDES FOR LEASE

7 Car Till and No. 5 Ell Wheel, all painted and repaired.

RIDES

P. O. Box 201

Valdosta, Georgia

TONY DECAINE

CENTRAL TRUST COMPANY

FINANCIALLY IMPORTANT TO YOU

Thank You

W. C. KUHN

Independence Grove, Idaho Falls, Idaho

"Save Money With Johnny"

JOHN D. SNOW

563 W. Main St., Mars, Pa.

PARADA SHOWS

New Booking For 1956

Parada Shows, Inc., 225 N. Michigan Ave., Chicago, IIl.

American Canadian

KING REID SHOWS

Opening April 30th

We will open for 10 weeks in New York and in New England in proper territory. Then five outstanding celebrations and tours in New England followed by our starred route of the Great Eastern Fairs.

WANT! WANT! WANT!

CONCESSIONS:

Photos, Handy Punks, Short Change, Jewelry, Ball Games, Penny Arcade.

Monday Shows, Grand Shows, 10-in-1, with own midgets.


For office railroad 202-A, Maysville, Broadway, Motor Shows. George Cooke, please contact me. Small 10 to 12 shows planned for our magnificent MINSTREL Show. To be enlarged at fair time.

HELP:

First class truck and ride mechanics. Carpenter-Builder-Builder.

For upper stories. You and your own helper. Write the attention of Charles E. Griffin, B. of Dancing, etc., Lebanon, Pa.

RIDE HELP:

Have a few openings for reliable help on our 12 and 16 rides. If qualified, write for employment. Good pay, good treatment, season bonus. Want furnished board. Send 10:00 Morn. \a-24, Lebanon, Pa.

NOTICE:

All our regular old show family please contact me at this time. You know you will get the preference.

KING REID, Manchester, Vermont

Telephones: Manchester VT, 468-W, or DOrset Vt. 50

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Greater Tampa Showmen’s Association
Willow at Carmen, Tampa, Fla.
TAMPA, March 10—Sarn
Gordon, head of Showmen’s
Association assisted by G. C. (Spike)
Corbett, second vice-president; Vern
Fontana, third vice-president; and Harry
Johles, treasurer.
Chaplain George Brodgin re
ported Bill H. B. Hinkle was having
merry in a local hospital. Zelma Herce
had a broken leg in a hospital.
Buck and Lena Plas were
contacted by the police.
William Liebman was released from a
local hospital last but will go into a private
home for a period of convalesce
tion. The family is being addressed to the club.
Bill Toffa was still confined in a
Mil
waukee hospital. The man was
suffered by the death of W. C. Pepp.

Uproar of 250 people turned out for the 25th annual variety show
night held in conjunction with the
Saturday night (3) dance Proceeds, which amounted to $203, went to the
Christmas Party fund. Entertainment
was provided by local night clubs.
C. J. Sehllman jr. reported the
Clower Garden Club was planting
flowers and trees in Shawmont Field.
The blood bank stood at 605 during the
month, being constructed at the rear of the
clubhouse, so nearing completion.
Andy Kasten donated a $100 bond in memory of his
father, who recruited 29 new members this
month. The bond will serve a lifetime
bannock to the 101 members.

Ladies’ Auxiliary
President Esther Young called the meeting to order.
Artists who were Vera Haus and Olive
Stryker, first and second vice-presidents;
respectively; Grace Fillingham,
secretary, and Elise Owens, treasurer.
Flora Green is a new member.
Elviry Stiles, secretary, included Berth Perrot, Flora Per
ner, Zelma Herce, Helen Julitus and
Leona Plas.
The club will furnish the entertain
ment at the club’s St. Pat
nick’s dance on March 17.

CLUB ACTIVITIES

NATIONAL SHOWMAN’S ASSOCIATION

317 West 50th Street, New York City, N. Y.
March 10—The next meeting, with several impor
tant matters up for discussion, will be
Wednesday (14). The enter
tainment committee has planned a
barn dance for Saturday (17).
St. Patrick’s Day dance will be held in the clubhouse.
The 81 admission includes entertainment and prizes.

Dr. Jacob Cohen has returned
from trip to the Philippines.
Back from Florida are Her
cov Cohen, Mrs. Cohen, Lillian
Andrews, Sam Petznik and Ed
ward (Patty) Brotz (spon
der left for California. Hey
y, he will return next month.

Walter de Wit and John Silv
ner donated $142.50 to the
Battle of Britain Fund.

The “Can” dance will be held in the clubhouse
next month, with all the funds going to the
clubhouse.

Local 265 members are
working hard to salvage
their lost order.

Also members are
working hard to salvage
their lost order.

Ladies’ Auxiliary
Our Valentine party was a social
success, and the club was
very happy. Miss Bernard and her committee did a splendid job.
Several of the ladies donated food and the bever
ages was donated by Evelyn Ratal
kick. The committee wishes to
thank all those who participated in the
invitation. Entertainment was by Victor and Evelyn Cohen and
Amanda Coons. There were also several circulating gifts and a big
doll going to Martha Strelzel.

Fred Cohen was greeted for
the first time with a large
cheer. He is a senior at Yale, majoring in
English. A large group attended the
in-law, who are expecting their second child to
March 18. Mrs. and Miss Fideli and her husband visited

他们的 youngest daughter was
named Yael, born in Israel and Europe and Israel.
Fred moved to Riverdale this winter, where he
was able to buy a house.
She recently had two sons and
they are the reason Fred is
most hopeful for one called “Adel.”

Betty Schatt reported her 18th birthday,
March 13, and she was also attended by the
entertainment committee, Miss Catherine Levine was named co-chairman
with Hilda Brotz. Miss Levy attended the
entertainment committee.
Rose Wolf, a member of the
Shire Circle. A letter from S. K. Wolf was read for
gifts paid towels. Lydia Wolf
wrote following her recent be
tween New York and Miami.
President Brotz attended the for
the Miami round in January of this
year season. Mrs. Brotz reported
and the entertainment committee
of the club.

Members of the Ladies’ Auxiliary
at the Shire Circle. Mr. and Mrs.
Nathan Cohen are the proud
parents of a baby boy, born March 9.

Members of the Ladies’ Auxiliary
were present at the meeting. Mrs. Brotz
and her committee did a splendid job.
St. Patrick’s Day dance will be held in the
clubhouse, with all the funds going to the
Battle of Britain Fund.

Lion Star Showman’s

1365 Franklin Ave., Dallas, Texas
March 10—President Chuck
McMinn wielded the gavel at the meeting which was
opened by John Obrock, secretary, Chap
lain Joe Chang, and treasurer R. F. Strelzel
and Sergeant at Arms Anna
Corcoran. Also present was

An overview attendance ap
proved a new site for a clubhouse,
and plans were made to have this
be completed by July. (See the
following report.)

The membership was requested to
the death of Charles Scolfield, son of Blackie Scolfield and Frank
Robertson, son-in-law of the late Miel
Guth.
J. D. Taylor, Nolan Williams and
Frank Lewis were reported on the
meetings and plans were made
next month. The meeting will be held on the
24th of the month.

The meeting was well attended,
and the club is looking forward to the
club’s charter for this year.

Pacific Coast Showman’s

ASSOCIATION

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 9—The annual
meeting of all members was held in the clubhouse here.

The regular monthly (5) meeting was
attended by President Edward Harris, Frank
Phillips, treasurer, and Bob Mathews.

Bill Green, a Michigan Show
man, was present at the meeting and
attended. He helped the club on its activities and the operation of
its clubhouse.

Harry Lane, former star of the
Shire Circle, was present as guest of
Moe Levine. Also at the meeting were
and the membership of the Shire
Circle in Los Angeles.

The welfare committee reported that
Gladys Goding was back in the
clubhouse, and that for the
second time she is in good health.

The membership was present at
the meeting, and Bill Swanson still
confined at the old age home.
Mr. and Mrs. Carl-Cline and
Lawrence Loflin, with the
substitute.

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substitute.
**Sweeney Inks Kansas City Auto Races**

KANSAS CITY, Kan., March 16—Al Sweeney's National Speedways, Inc., will operate three days of JMAC auto races at the Lakeside Speedway here this year, W. C. Cooner, manager, announced. Speed events that the past have operated under AAA sponsorship.

All in attendance was the big car variety and are scheduled for April 20, 21, and Labor Day. Jerry Martell, holder of Sweeney's outdoor advertising crew, is in charge of directing activities at the oval. The Speedway is one segment of an amusement center organized by the Bennett Construction Company. Other attractions include a 5,000-seater drive-in theater, Kiddie Swimming pool, drive-in, golf course and a private country club.

**Winter Quarters**

Virginie Greater

SUFFOLK, Va., March 10—The work program in preparation for opening has been stepped up. Bob Milhlskin has his hands full baking the three kiddie rides. Leo Matina is sewing and patching canvas. James Smith is in overhaul all lunch counter equipment. Tom Coley, a newcomer, joined. Manager Roger has a 20 by 30 top serving as a diving dock.

Bob and Betty Moore arrived from Miami. Their sun, Jaynee, remains in Florida. They are studying Electrical engineering. Bud will return to Miami in a week to pick up Roller Coaster. Besides the coaster, the management will operate candy apples, popcorns and cotton candy.

Visitors included Sam Stallings, local photographer; Harry P. Taylor, Bud Bradshaw; Bill Sanders, Owner, and A. C. Bosselman, Suffolk Auto Racing Association.

W. C. (Bill) Murray reports the dates for the show promoted Kelton (Va.) Fair are August 27-September 1. Bill Hurtz writes from his headquarters in Va., home that he will join three weeks in advance with his side show equipment.

**Polack Eastern's Staff Announced**

BLUEFIELD, W. Va., March 16—Staff of the Eastern unit of Polack Bros. Circus includes Besse G. Burge, Ad director; Sam T. Polack, Promo director; Tom Polack, Office manager; and K. Kenedley, executive assistant to Mrs. Polack, and Betty Propst, administrative assistant.

Also included are: Harold Voisey, ringmaster; William B. Plass, press representative; Henry Kevn, musical director; Dick Shilott, announcer; A. E. Rowell, purchasing agent; K. J. Weller, office manager; Lester Parker, popcorns; Paul Kaye, wardrobe; Gene Randow, producing dairy; and Viola McLeod, secretary.

**Auty Buys Land For Rodeo Stock**

DENVER, March 16—Gene Auty, who has acquired 10,000 acres just south of this city for use in raising rodeo livestock, has announced that he will operate a company, the name will be the Flying A Ranch.

**Revive Auto Racing At Celina, O., Track**

CELINA, O., March 16—Auto racing this year will be revived at the Mercer County Fairgrounds with a card of dashes at a time for April 15, W. A. Archer, fusee secretary, announced.

The speed events will be staged by Bob Milhlskin and Paul Harper, this city, under the Central States Racing Association banner.

**NEW DEVELOPMENTS:**

**Electric Pizza Oven Shortens Baking Time**

CHICAGO—An electric pizza oven that is said to bake a pizza in five minutes, has a capacity of 12 pizzas. The oven is a result of a concept in manufacturing being done here. The manufacturer points out that the four-minute baking period is possible because of the oven's high temperature and its fast heat recovery after refrigerated dough is placed in it. The oven permits the unit to be used for other baking operations and for non-baking operations.

The ovens are installed on all vans. Exterior of stainless steel or all stainless-steel finish and can be banked or stacked with other oven sections for space-saving. Hotspot Company, Commonwealth Equipment Department, 227 South Sceley Ave., Chicago 12.

**Simple Straw Dispenser**

LOUISVILLE—A straw dispenser, that will fit any cup, or any good frame pipe. The straw is drawn from a dispenser, which is dispensed on request.

**NOLAN AMUSEMENT CO.**

**WANT FOR MARDON COUNTY FAIR, SOLDA, FLA., MARCH 19-24**

**FLORIDA'S LAST BIG FAIR FOR THE SEASON**

HENRY FOLKS of all kinds.

SHOWS—Such as Old Mill, Glass House, Snake or any good frame pipe.

Let will be laid out Saturday morning. This show then jumps to South Carolina, North Carolina and Virginia for a full route of fairs and celebrations.

JERRY SADDLEMIRE, Owner

JACK O'HAIR, Gen. Agent

**NOLAN AMUSEMENT CO.**

**OPEN APRIL 12 TO 21—SPRINGFIELD, O.**

CONCESSIONS: Canteen, Clown, Double Bunk, Aerial Act, Consecutive cars only. RIDES will book any ride not conflicting. HELP: Welf Noren and Second Man. CIRCUS: Mr. Scranton, 120A Avenue. INFLATED Rides; Bill Garner, writer. ELECTRICIAN AND RIDE SUPERINTENDENT, For Sale of Traps—Auto, Train, train-mounted, Jeep Rides.

FRED NOLAN, Route 2 South Zanesville, Ohio

**GEORGE CLYDE SMITH SHOW**

**OPENING EARLY IN MAY**


**TIVOLI EXHIBITION SHOWS**

**OPENING IN APRIL**

WANT FOR FIRSTCLASS ROUTE OF 18 FAIRS AND CELEBRATIONS, BEGINNING IN JUNE

SHOWS: High-class Old Barn, Pan House, Monkey Show, Big Scares, Mechanical or Rides, Double Bunk, Canteen, Consecutive cars only. RIDES will book any ride not conflicting. HELP: Fred and Junior Smith, Doscent, Welf Noren and Second Man. CIRCUS: Mr. Scranton, 120A Avenue. INFLATED Rides; Bill Garner, writer. ELECTRICIAN AND RIDE SUPERINTENDENT, For Sale of Traps—Auto, Train, train-mounted, Jeep Rides.

*Contact H. E. PETTY, Mgr.*

**FRED NOLAN, Route 2 South Zanesville, Ohio**

**WANTED RIDES FOR WELL-ESTABLISHED PARK**

Will book or lease Major and Kid rides of any description. Good spot for Outdoors, Picnics, Bands or any type of Carnival Ride, at your own expense. Don’t have your equipment booked up, let us know for 2 weeks work for.

**FRED LE GRAND**

Jacksonville Beach, Fl.

*Contact W. C. COONER, 120A Avenue, Springfield, Ohio.*

**NEW SIZE**

**NEW STITCH & TRIM EASIER TO READ**

**MORE FOR EVERYONE**

**Special 1/2 Price**

Introductory subscription offer see page 36
NEW YORK, March 10.—Ringling Bros. Circus began to make its stopover engagement in Madison Square Garden last week, and the arrival of Paul Eagle, general agent.

The circus is expected to be up as much as 60 percent over last year. Eagles do not apply for tickets, and are not restricted from buying tickets at a single act or attraction.

The three-inch-ad spotted in the advertising columns, with a tiger head denoting action. Again, features of any kind are mentioned.

Davies Johns Press

Still absent, but likely to go to work on the metropolitan press in a matter of days, was the stenographer and his crew, whose address now consists of Bill Ball, who is signed to handle New York for a number of years.

Bids for handling the hundred hits on behalf of the Big One for a total of $2,500 was made by Davies, due to join in a week or two. In this or any office, a boy is a show agent who has handled the lion's share of the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses in the roses 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CIRCUSIANA MART

In the Big Annual
SPRING SPECIAL

A Feature Show which you can Economically, EASILY—TRADE or BUY all types of Collectors' Items pertaining to the Circus and Shows of the Past... Rare Photos, Posters, Postcards, Lithographs, Programs, Handbills, The Ringmaster... The Billboards—White—Tom—Illus- trated Weekly—Wagons—Medals—Medallions—Anything of a Historical Nature.

RATES—
Regular Classified Ads — Display Classified Ads:...
set in usual wanted style, one column, four lines, display.
50c a word—Minimum $4.00.
Cash with copy

FORMS TO CO-OPERATE WITH MARCH 29
Send all advertising to
CIRCUSIANA MART — THE BILLBOARD
2160 Patterson Street
Cincinnati 2, Ohio

FOR SALE

Cuts and Maps, Recordings of Battle Scenes for "Across the Pacific," "The Battle of the Bulge," and the Battle of the Coral Sea—goes well for any outdoor spectacular; "The Top O' the Mornin'"—a good title for Television or the Radio rights—the works for $500. Any one interested, please make me a firm offer. The score will more than make it up.

CHARLES KYLE

PHONE NUMBERS

General Delivery, Tampa, Fla., or call Phone Tampa 2-8958, for Interurban.

FOR SALE

Lena

Dorothy, trained female age 9.
$2,000 Cash
Write, Wire, Phone
Jack Mills
3032 Central Ave, St. Petersburg, Fla.

PHONE NUMBERS

FOR SALE

Starting new Radio Safety Deal. Want only $1,000, cash. Terms: $25 every four weeks. Daily, 35%. If you are ever in need, you shall have a valuable friend.

BILL REYNOLDS

Circus and Variety Manager. Everybody's favorite. (By no means the last word.)

FOR SALE

Asheville, N. C.

FOR SALE

Changing cards. Draw Daily — Sober Men. Call Curley, 3949, or Jack Ziegler, 4623. (No Collectors, Please)

FOR SALE

2-PHONENUMBER—2

No radio operators or presenters wanted, unless you have a good home. You get a better price by buying. This is not a job. The better the operator, the better price you get.

W. G. PHILLIPS

Phoning Number:

PHONE NUMBERS

Circus and Trained Animals. Excellent service. Call Carew for all your needs.

R. H. SIGRIST

Phoning Numbers

Cliff Darling

1308 West 3rd St., Cincinnati, Ohio

PHONENUMBERS

FOR SALE

Office hours. Would sell daily. Good show; all season's work. Plenty spots too.

PHONES:—

M. ACK

General Delivery, Indianapolis, Ind.
RINKS & SKATERS

THE BILLBOARD Communications to 2160 Patterson St., Cincinnati 22, O. MARCH 17, 1956

DANCE CONTEST BOOSTS SUNDAY NIGHT BIZ 40%

DETROIT, March 10 – With rink business taking a decided upturn because of Sunday evening skate contests proving popular at Arcadia Rink, Mrs. C. S. Hallman, who is in charge of the rink, is scheduling another dance contest solely for the benefit of roller skaters.

This will provide skaters who have reached age 15 the opportunity to perform in competitions with others within their own age bracket instead of the competition they now meet from all age groups in Sunday contests. This is also designed to give them practice for appearances in State meets.

Hallman has set the Saturday evenings of March 10 and 24, April 14 and 28, and May 12 for the contests. The Sunday contests and junior contests are under the management of Joseph and Rose Blavatt, Robert Krall, and Janes W. & Son. Annnouncement from all over the State are coming to the Sunday night contests on account of the contest, for the purpose of having their names on a trophy which will be placed on display at the Arcadia. Formerly this was the only competition in the continental part, March 18, the Blues, 7 to 5, and tangos on May 9 and 20.

Spencers Set Operation in W. Palm Beach

DETROIT, March 10 — Members of the Roller Skating Rink Operators' Association of Michigan, at their Monday morning meeting, heard farewell to two members, Mrs. Spencer, operators of the Rollerocale, Flint, Mich., and Mr. and Mrs. Spencer, operators of the Rink on West Main Street, who are moving to West Palm Beach. The property is being sold by owners of the Diversey (W. 63), a former racetrack in Chicago, and the group of the Spencers will gather at Rollerlocale this week for a party to which Mrs. E. A. W. and Mrs. M. H. Spencer are giving for the Spencers.

At the Monday meeting at Pauls' Restaurant, the Michigan RSIOA discussed the matter of PAISA Member Action on a definite program to be taken at the May 7 meeting also to be held at Pauls', Plymouth at Telegraph roads.

ROSA Takes Nine in Spots

DETROIT, March 10 — Nine rinks have joined the Roller Skating Rink Operators' Association, it was announced last week by Robert D. Martin, RSIOA secretary-treasurer, at headquarters here.

They are the roller rinks of Huntington, Wheeling, W. Va.; Rollercole, Mr. and Mrs. Harrell, Jr., Abilene, Texas; Rink, Fort Worth, George Hendrickson, Inc.; Roll-A-Rink, Mr. and Mrs. E. R. Meek, New York; National Roller Skating Co., Inc., Houston, Texas; Taylor, Garden Acres, William Allenton, Pa., Joseph Rosenburger, Oak Lawn, Ill., Murphy, S. Francisco; Arlene Gardens, William Allenton, Pa., Joseph Rosenburger, Oak Lawn, Ill., Murphy, S. Francisco; Arlene Gardens, William Allenton, Pa., Joseph Rosenburger, Oak Lawn, Ill., Murphy, S. Francisco; Arlene Gardens, William Allenton, Pa., Joseph Rosenburger, Oak Lawn, Ill., Murphy, S. Francisco; Arlene Gardens, William Allenton, Pa., Joseph Rosenburger, Oak Lawn, Ill., Murphy, S. Francisco; Arlene Gardens, William Allenton, Pa., Joseph Rosenburger, Oak Lawn, Ill., Murphy, S. Francisco; Arlene Gardens, William Allenton, Pa., Joseph Rosenburger, Oak Lawn, Ill., Murphy, S. 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**MERCHANDISE TOPICS**

Presto Enterprises, B.F.D. 4, Box 477, Milwaukee, Oka., presents what it calls the amazing Presto-Sphere, a small engine enclosed in a three-inch glass case that operates continuously, using light as its source of power. The product is a five horse-tiller, requires no lubrication and provides what the firm claims is a definite of continuous motion. As your operating needs immediately definite which can be filled, a few dimes of these Presto-Spheres on display will make an attention-getting set-up that stops crowds. The Presto-Spheres are priced on different models will be sent, but some $1.50 at once for sample, the firm urges.

G&S Manufacturing Company, 34 Davidson, Nashville, opens the season with the Som-Umbrella for the fast buyers in two price ranges. The Som-Umbrella has a steel frame of cotton cloth and leaves the hands free. It is available in red and white blue and green, white and pink and black. The $1.50 may be had at $2.50 per dozen (retail $3.00), and the 100 at $7.50 per dozen (retail at $10). Jobbers, distributors are asked to inquire about quantity prices.

The Miracle Cross is reported still Gillette for Religious Company, 49 Westminster Street, Providence, R. I. When you place the jewel centered of this cross to the eye the M. T. Prayer is seen. Set with 12 brilliant cut stones, the Miracle Cross may be purchased in either nickel silver finish or gold finish. Also said to be a fast seller in gold finish, set with two red brilliant eyes, at $2.50 per dozen. Orders from owners of America’s leading appliances.

**ATTENTION, QUANTITY BUYERS! ENJOY HIGHER PROFITS! BUT IN LARGE QUANTITIES! REQUEST OUR FREE 1956 CONFIDENTIAL PRICE CATALOG**

**COPPER CLAD ALUMINUM**

**Pipes for Pitchmen**

By BILL BARKER

FROM TAMPA . . . J. M. Tring reports the sudden and horribly fright death of Jim and Mary, a well-known family in the Tampa, Fla., February 28. According to Tring, the Carruthers had just started out on a fishing trip to Key West. Operators who need scrap copper amber jar with plastic tops should contact Woman Sales Company, Sheville, Tenn. The firm has 100,000 of these jars for immediate delivery and will send samples and prices on request.

&G Manufacturing Company, 34 Davidson, Nashville, opens the season with the Som-Umbrella for the fast buyers in two price ranges. The Som-Umbrella has a steel frame of cotton cloth and leaves the hands free. It is available in red and white blue and green, white and pink and black. The $1.50 may be had at $2.50 per dozen (retail $3.00), and the 100 at $7.50 per dozen (retail at $10). Jobbers, distributors are asked to inquire about quantity prices.

**ATTENTION, ALL HUSTLERS! The Hottest Thing Today! Juvenile Delinquency!**

The author of "NEVER TO HILL IN TWENTYTHALLS" and "JUVENILE DELINQUENCY IN AMERICA" is playing a palindrome on the market up at a major new merchandising concept that is just waiting to be exploited. The author has just come out with a new book which is the first major new book on the subject. The book is written in a very readable style and is sure to appeal to the casual reader as well as the serious student of the subject. The book is being distributed by a major New York publishing house and is sure to be a hit. The publisher is offering a special price for bulk orders and is also offering a special discount for distributors who order in quantities of 100 or more.

**PIES FOR MERCHANDISE**

**PLASTER**

One will never know the value of a plaster job until they have actually been done. One must believe in plaster as a living and natural material. It should be used in all places where it is possible to do so. It is a wonderful material and will last as long as the building itself. P.S. It is not necessary to be a plasterer to do plaster jobs.

**PHIL’S STATUARY**

Phone Walton 1406, Baton Rouge, La.

**HOTTEST ITEM IN AMERICA**

**M.k. Brody**

1116 S. Nicholas St., Chicago 7, Ill.

**COPPER CLAD ALUMINUM**

**PIES FOR MERCHANDISE**

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**M.K. Brody**

1116 S. Nicholas St., Chicago 7, Ill.

**COOK WAFERS**

**PIES FOR MERCHANDISE**

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**HOTTEST ITEM IN AMERICA**

**M.K. Brody**

1116 S. Nicholas St., Chicago 7, Ill.
7 POUNDS OF RUBBER FREE!

This beautifully colored sample personalized door mat puts you in business. You send just $1 for postpaid handling and shipping. Everyone on a name is a potential customer. Decide on personal name or monogram name, add initials, house number, street name, etc. Sizes: 18 x 24, 14 x 24, 12 x 24. Send to RUBBER BOOKLET, 2126 Patterson St., Cincinnati 22, Ohio.

MITCHELL CUSTOM MADE RUBBER MATS

You pocket all the cash You sell, get the orders, get the compensation in your pocket. We ship direct to your customers. Your order is filled and shipped as fast as possible. We own our factory - make our own molds - sell direct to you. Write today for samples. FREE CATALOG.

MONEY-BACK GUARANTEE IF NOT SATISFIED

Name.
Address.

DIRECT FROM MFR.
Money Making Volume
FIRST STEP PRECISION
RETRACTABLE BALL PENS
NEW "DE LIDO"
Two-Tone Plastic Pen
in 18 color combinations
$18.00 $16.50

SILVER Screen 
POCKET PROTECTOR
$5.00 $4.50

IN 10 DIFFERENT COLORS
WHITE, BLACK, GREEN, RED,
GOLD, SILVER, DURACOAT,
GRAY, TAN, IVORY.

BUSINESS OPPORTUNITIES

ANNOUNCING
CRISLOID PLASTICS, INC.
has merged with THE SILVERLOID CO.

Dico and Dominoes

CASTLED PLASTICS INC.
THE SILVERLOID CO.
71 Raymore Ave., Providence, R. I.

ANNOUNCING
PLASTIC STANDARDS

CASES MADE FROM A "NOVELTY CO.
1952 Annual

A & A NOVELTY CO.

Copyrighted material
THE OUTLOOK FOR SHOW BUSINESS IS

**BETTER THAN EVER AND...**

The Value of The Billboard’s

1956 SPRING SPECIAL

**Dated April 7**

As An Advertising Medium For You Will Be...

**GREATER THAN EVER...**

**TIMELINESS**

Planned perfectly to reach ALL YOUR POTENTIAL CUSTOMERS before the Outdoor Season officially opens.

**NEW FORMAT**

The "new" stitched and trimmed Billboard is scheduled to make its debut just two weeks prior to the Spring Special. These mechanical improvements will certainly give the Spring Special and your advertisement a longer life and greater effectiveness.

**PROMOTION**

Pre-publication publicity mailing of more than 100,000 pieces will immediately boost our circulation and create a terrific newsstand demand. Newsstand distribution will be increased 4,000 copies and this Special Issue will remain on the stands at least two weeks to give everyone ample time in which to purchase a copy.

**ASSURED READERSHIP**

Complete 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 readership interest and frequent-reference value.

The outdoor Picture is Bright and Every Active Advertiser Catering to the Needs of This Great Market Should Experience Its Greatest Year.

Population of the U. S. is 107 million; 8% over 1950. Average wage in 1950 was $59; expected to go to $70.50 in 1956. The work week has been shortened during the past five years. result...

More people with more time and more money to spend on all types of Outdoor Amusement in 1956.

**What This Means To You...**

Game Concessioners, Bingo Operators, Novelty Workers, Demonstrators and Pitchmen will certainly be in the market for new and novel merchandise items to flash up their stands and to use as prizes and premiums.

Yes... Show Business is in for a great season in 1956, and this year can also be your BIGGEST by starting a regular schedule of advertising with a large effective ed in the SPRING SPECIAL...

**RESERVE SPACE TODAY!**

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**RESERVE SPACE TODAY!**

Advertising Deadline March 28
COMMING EVENTS

Alabama
Birmingham - Better Homes Building Show, March 16.

Arizona
Chandler - Better Homes Building Show, March 9, 16.

Arkansas

California
Los Angeles - Better Homes Building Show, March 27.

Colorado

Florida
Clearwater - Better Homes Building Show, March 27-29.

Georgia
Atlanta - Better Homes Building Show, April 1-5.

Iowa

Kentucky
Louisville - Better Homes Building Show, April 1-5.

Louisiana

Massachusetts

Michigan

Mississippi

Missouri
Columbia - Better Homes Building Show, April 10-14.

New York
New York - International Home Building Show, April 12-22.

North Carolina
Winston-Salem - Better Homes Building Show, April 12-22.

Ohio
Columbus - Better Homes Building Show, March 27-30.

Ohio

Oregon

Pennsylvania

South Carolina
Columbia - Better Homes Building Show, April 12-22.

Texas
Houston - Better Homes Building Show, April 12-22.

Washington
Seattle - Better Homes Building Show, April 12-22.

Wisconsin
Milwaukee - Better Homes Building Show, April 12-22.

Canada
Toronto - Better Homes Building Show, April 12-22.

PULL-A-PARTS

The Season's Biggest Snagup!

The beauty that you thought you could never get because it's out of your price range, it's yours for the asking! For those who have no time for the hunt, or the ones who can't afford to pay the asking price, Pull-A-Parts is your best bet.

18" PENNETTE

100 feet only $4.00 pdld.
124 PENNETTES

4 Bright Colors

Self-Felted Guaranteed
Diseased in 3 or more
MYOLE COMPANY
2019 W. 22th, Cleveland 15, O., Dept. B

NEW Wholesale Catalog
NATIONALLY ADVERTISED BRANDS
For Gifts and Premiums
Bющую and Luggage

LEHIGH SPECIALTY CO.

NEW Novelties Mouse Hats
EVERY KID WANTS ONE!

$3.75 Doz.
$4.00 Doz.

100% Deposit with order, balance c.o.d.

Schattner Novelty Co.

144 York Ave., New York 7, N. Y.

HEART DISC CLOVER NECKLACES
$16.50 Grass and up

Miller Creations

23% Deposit with order, balance c.o.d.

CHATTURF NOVELTY CO.

O. A. T. D. NOVETTY SERVICE

POLLOCK, BEATTY

Continued from page 55

the opening day, she has scheduled "Sheriff John's Breakfast Brunch" for 7 to 8 a.m. in the men's section and back yard. Show has big kiddy appeal and was recently consigned for an auction.

Second remote TV show is set for Sunday (23) when KCOP will put on 50 minutes in a row with an automobile dealer sponsor.

Sam Wood has been on the job here for the Shrine to follow his usual procedure of contacting the more than 30,000 members of the Al Mahlik Shrine Temple, under which the show falls.

Pollock will return to its regular spot, the Shrine Auditorium, May 30th, for a new location on the parking lot of the Los Angeles Coliseum in Fifth and Vermont Avenues. Each year Pollock has played the famed lot at the center of Washington Boulevar

d and Second Streets. This year he says the lot was sold for the con-

struction of a furniture mart and will not be available this year.

Beauty opens Thursday (15) in Denison, N. M., placing only a maritime performance. Show now plays Tucson, Cam Grande, Ariz.; Yuma, Ariz.; Los Angeles, Calif., before Los Angeles.
SINGER ONE-STOP
Ops Pick Disks Via
Superm’k’t System

CHICAGO, March 10.—Singer Corp., responsible for the leading operator rewound outlets in the city, is now in the process of6 new machine to make disk buyers’ nickels for operators.

The company is moving into large quarters, the firm decided to do a major disk drive that will be concentrated on the super-70s and the 70-ultraline. The operator will be allowed to do something that happened, from panhandlers to open-1ocked shelves.

Because operators seemed to like

Juke Dime Play
Doldrums Pass
In Twin Cities

Minneapolis Hits
50% Mark; St. Paul
Ops Near 75% Dime

MINNEAPOLIS, March 10.—Juke-dime players may be in the doldrums in Minneapolis this week.

Alarmed because the recent dime play move suddenly began to drop off, leading operators are moving to an all-out campaign to keep the dime play from going into 10-cent slots, a number of which have been dropped this week to discuss the problem.

Operators who already were operating on dime play related that they were receiving from their locations to those who were still on a nickel.

"We accomplished something and said one operator, "and it will

Set L. A. Assn.
Meet 13

LOS ANGELES, March 10.—The annual meeting of the California Music Merchants’ Association, Los Angeles division, was posthumously attended by Gene A. Miller, president and general business manager of Music Operators of America, as Miller’s recent trip to Eastern nationals had to interrupt the meeting.

Operators were urged to come, either by wire or letter, members of the subcommittee studying the proposed juke box copyright amendments. Names and addresses of all the committee members were

COLUMBUS, Neb., March 10.—Two timely topics—"New operators can help prevent changes in the 1900 Copyright Act" and "How to aid dime play conversions," were discussed at the special meeting held in Columbus last week, when George A. Miller, president and general business manager of Music Operators of America, announced his recent trip to the East.

The appointment of a new distribution manager for the Western office in Columbus has not been made at this time. The official announced that new distribution manager was to be appointed as soon as possible.

On April 12, Ben Chemers, local business representative, Miller to operators to show his recent trip to Salt Lake City with Bob Egan, legal counsel of MOA.

ICC OKAYS
6% RAILROAD
FREIGHT Hike

WASHINGTON, March 10.—The ICC said that railroad operators and manufacturers can expect to pay an additional 6% per ton when shipping phonograph and equipment in carload lots. The increase was announced by the Interstate Commerce Commission.

The ICC, which has been studying railroad freight rates, said that the 6% freight boost, gave railroads the ability to meet a general 6% per ton increase last month. The new rules were to go into effect May 1.

As a result of the ICC ruling, motor carriers are expected to follow with a similar increase.

coin operators will want the

\[ 57 \text{ MOA Convention} \]

\[ \text{begins taking shape} \]

Miller Schedules Op Forums, Outlines
Exhibition Information for May 6-8 Fete

OAKLAND, Calif, March 10.—The 1588 Music Operators of America convention, to be held May 6-8 at the Sheraton Hotel in Chicago, began to take shape this week as George A. Miller, president, announced plans covering exhibition space, music operator Grand National meetings and convention features.

All exhibit details will be han- dilated. The event has been organized by the Morrison Hotel headquarters, which will be headed by Larry MARA, MOA convention co-chairman, and the MOA national headquarters in Chicago on April 1.

According to Miller, the number of inquiries from manufacturers regarding exhibit space, information,earns this year’s convention as the biggest in MOA.

He said that the four photograph manufacturers—Rock-Oil, Western, Sebring and Wurlitzer—had already confirmed space.

The music operator forums will be held following regular operator business meetings and in the evening.

Jury Hearings Resume Friday in III. Probe

CINCINNATI, March 10.—Following two weeks of inactivity, the Federal Grand Jury investigating the alleged violations of the Hobbs Act (a federal corruption statute) will resume hearing witnesses Friday (18) morning. The prosecution has subpoenaed several owners of Missouri businesses in the County and many of the Missouri businesses will be called to testify against them.

Northern Music, Ohio Distrib., Is Dissolved

CLEVELAND, March 10.—The Northern Music Co., which operates a retail store in Cleveland with offices in Columbus, Ohio, announced Thursday that it has gone out of business.

The announcement was made by Sidney C. L. Hopkins, who operates the business in the city and has been in business for many years.

The appointment of a new distribution manager for the Western office in Columbus has not been made at this time. The official announced that new distribution manager was to be appointed as soon as possible.

The fitness of the Music Operators’ Association in the case of another Northern Illinois music company in Du Page, Sheriff Stanley R. Louden, has recorded his firm’s office in the Western office in Cleveland has not been made at this time.

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NEW ADVERTISING RATES

REGIONAL CLASSIFIED ADS
5 July issue (to 14 wks.) 3.50 each.
1 June issue (to 7 wks.) 2.50 each.
1 May issue (to 4 wks.) 1.50 each.

DISPLAY CLASSIFIED ADS
1 June issue (to 7 wks.) 3.00 each.
1 May issue (to 4 wks.) 2.00 each.

Information

IMPORTANT INFORMATION

Need to connect us, contact your local sales representative.

Prices and rates are subject to change without notice.

New Advertisers

Address all orders and inquiries to:

THE BILLBOARD PUBLISHING CO., 2160 Patterson St., CINCINNATI 23, OHIO

Business Opportunities

HELP WANTED

ATTENTION: VENDOR BUYERS. SALES REPRESENTATIVES and OPERATORS.

We have immediate openings for all positions.

Please send your resume and an explanation of your qualifications to:

CIGARETTE-CANDY-COFFEE-CIGAR

1703 W. Grand Ave., CHICAGO 22, ILL. OR CALL 399-7464.

Parts, Supplies & Services

Positions Wanted

Routes for Sale

Wanted to Buy

CIGARETTE-MACHINE-REBUILT

1616 W. 47th St., CHICAGO 21

CIGARETTE-LAID, BOXES, CIGAR LENSES AND OTHER MACHINES

2425 N. Western Ave., CHICAGO 47

MUSIC MACHINES

THE BILLBOARD

3160 Patterson St.
Cincinnati, Ohio

Please insert your ad in "Market Place" and run as indicated below:

$2.00 PER ISSUE

1. Check your ad in this form.
2. Check classification you want your ad to appear under.

Business Opportunities

Help Wanted

Parts & Supplies

Positions Wanted

Routes for Sale

Equipment Wanted

Freight & Service

Neighborhoods

Cigarette-Machine Parts

Cigarette-Candy-Coffee-Cigar

Parts, Supplies & Services

Positions Wanted

Routes for Sale

Wanted to Buy

First Class Mail

Use This Handy Form Today

Forms close Thursday for the following week's issue.

1. Clip your ad in this form.
2. Check classification you want your ad to appear under.

Business Opportunities

Help Wanted

Parts & Supplies

Positions Wanted

Routes for Sale

Equipment Wanted

Freight & Service

Neighborhoods

Sanitary Vending

MACHINE HEADQUARTERS

"Your" franchise makes money
without cash investment.

Machinists and mechanics wanted.

Complete information inclu
ded in booklet "Sanitary Vending Machine Business".

Write today.

Cigarette-Machines - Real Low, Used, Rebuilt.

4342 S. Pulaski Rd., Chicago 29, Illinois

Call Chi APMA
Meet March 15

CHICAGO, March 10. - The Automatic Photograph Manufac
turers' Association convention gets underway at the Morrison Hotel here Thursday (13) to dis
cuss new developments in the automatic photography and picture sales business.

Wayne Brandfield, advertising and sales promotion manager of Rocko-La and chairman of the con
cern's executive committee, will open the meeting.

The committee of the association includes Ed Ratafia, regional sales manager of AMI, Chicago; Tom Horick, assistant sales manager of Seeburg, Chicago, and A. D. Palmer, advertising and sales pro
comotion manager of Westar, North Tonawanda, N. Y.

The MOA convention will be held at the Morrison Hotel May 6-8.

M.O.A. CONVENTION

May 6th, 7th, 8th
MORRISON HOTEL, CHICAGO

LICENSES & TAXATION

DIME PLAY

PUBLIC RELATIONS

ACCOUNTING

PROGRAMMING

COME... meet with the nation's operators on mutual problems. See the Latest Equipment.

You should attend the M.O.A. Convention for two reasons:

1. .

BUSINESS SESSIONS. Problems of both National and Local importance will be discussed, as well as vital importance to the music machines industry in Licensing, Taxation and Public Relations. In addition, there will be forums on problems affecting individual operators on time play, programming, accounting and other immediate subjects on management.

2. .

EXHIBIT DEPARTMENT EXHIBITS open to all at an M.O.A. Convention. Cigarette-operated equipment and other approved machines, records, equipment ... and a host of other items will be shown, making merchandising ideas that offer you a chance to increase your business.

EXHIBIT SPACE

Exhibit booths, as many as 10 feet wide are available. For com

Music Operators of America

128 E. 54th St.
Oakland, California

Chicago 17, Illinois

MUSIC OPERATORS OF AMERICA
ANOTHER WURLITZER FIRST!

FIRST AMPLIFIER IN COIN-OPERATED PHONOGRAPH HISTORY TO INCORPORATE PRINTED WIRING CIRCUITS

Printed wiring circuits in the powerful new Wurlitzer Dynatone Amplifier assure uniformity of vital wiring connections. The pre-amp tubes are shock mounted for longer tube life. Two big reasons why it costs less to maintain the Wurlitzer Centennial Sound System—two of many operating economies that add up to more operator profits from the Wurlitzer Centennial.

WURLITZER CENTENNIAL
MODEL 1900

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
ESTABLISHED 1856
Arkansas-Missouri Ops
Attend Dime Play Forum

CARUTHERSVILLE, Mo.—March 10—Fifty music operators, members of the newly formed East Arkansas-North Missouri Music Association, gathered here to sit in on an open forum spotlighting the advantages of converting joke boxes to dime play. The group's leader, Clarence A. Camp, president of the Southern Advertising Company, AMT distributor, told new operators he thought it imperative that the change-over be made.

Camp declared, "An operator can't stay in the joke box business today. Good times are really scarce, and dime play is something essential if an operator wants to remain...basically healthy.

'Antigua' Leads MOA Selections On Radio Show

NEW YORK, March 16.—Nelson Riddle's 'Antigua' on Capitol was selected as top trend for the National Juke Box, the ABC radio network program presented by the Music Operators of America tonight.

Riddle's favorites were "Marilla Memminger," with Gloria Allred on the West Coast; "Back and Ball Waltz," with Kay Starr on RCA Victor; South; and "The Poor People of Paris," with Les Baxter on Capitol.

Most noted minutes to succeed was "Too Close for Comfort," with Jimmy Dorsey on ABC Paramount. Appearing on the show were George A. Miller, MOA president; Max Hausch, Birmingham, Ala., MOA director, and William Hull, general manager of Delphi's, O., MOA vice-president.

Wurltzer Begins Centennial Cards

NORTH TONAWANDA, N. Y., March 10.—The Rudolph Wurlitzer Company has started distribution of a "Centennial Card." The cards are a passport to the firm's 100th year celebration festivities, to be staged here August 23-25.

Membership cards are made of linen-coated card stock, with individual operator names imprinted in gold.

Wurlitzer distributor Raymond B. Williams, head of Commercial Music Company in Dallas, notified the plant this week that he had just sold the last three machines signed up to go to the event.

The centennial festivities include a motorcycle race, baseball game, and midway, a Broadway stage show, and scenic trips to Niagara Falls.

Advertised Used Coin Machine Prices

The Billboard Index

PINBALL GAMES

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<tr>
<th>BALLY</th>
<th>GOTTLIEB</th>
<th>UNITED</th>
<th>WILLIAMS</th>
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For sale:
- 1969-70 Bally: $5,650
- 1969-70 Gottlieb: $5,500
- 1969-70 United: $5,650
- 1969-70 Williams: $5,500

MUSIC MACHINES

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Explanation of Coin Machine Price Index

Prices given in the Index are no way intended to be "standard," "minimum," or "max", and are not necessarily indicative of the price one may be able to pay or should pay for any used equipment. Prices in the Index are designed, however, to be a handy guide for price rumors. Any price quoted depends on the condition of the equipment, age, time on location, the territory and other related factors.

Hights and Lows, Equipment and prices listed in the Index are those which are quoted at the time of publication. The information has been gathered from the manufacturers, distributors, dealers, and operators and has been verified at the time of publication. Any price quoted depends on the condition of the equipment, age, time on location, the territory and other related factors.

Mean Average:
The mean average is a campus price of machines that have been advertised in the Billboard during the past six months. It is not a singular average between the highest and the lowest, but an index which has been arrived at from the average of all the machines which have been advertised during the six months and for which the average is meaningful and would be meaningful when used with the mean average index.
How to get the BIG coins... for the BIG take

big take operators don’t fiddle around!

They go after the big take with AMI "G"... the one juke box that has what it takes to keep the big coins clinking into the cash box.

Exclusive multi-horn high-fidelity reproduction gives that really live sound... instant visibility of all titles prompts more plays by more players more often...

Cut yourself in on the big take... with AMI.

Factory set for 10c play — and worth it!

Originator of the automatic selective juke box in 1927.

Model "G"—120, 80, 40 selections for more plays in less time.

AMi
Incorporated

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

Licensed: Jensen Music Automatics—building the 8IA-AMI Juke Box sold through Oscar Slesner A/S, 5 Pilestræde, Copenhagen K., Denmark.

VENMING MACHINES

11,000 PIES A DAY
Pizza Vendors Ready For Production Soon

NORTH HAVEN, Conn., March 16--Pizza, at the rate of 11,000 a day, are expected to roll off the automatic Pizza Vending Machine Corporation here April 15, while the machine that makes these pizza automatically is scheduled to be produced at a Long Island City, N. Y., factory, next Monday by the same date.

The venture, from one of the large-scale efforts to vend pizza, is centered in three headquarters. The sales office will be located in Watertown, Mass., and the manufacturing will be handled by the Eirizzo Kaye Industries in Long Island City. Sales headquarters will be in Farrel, Pa., where the automatic Pizza Vending Machine will be made.

By noon next Friday, President Louis Crosetti, president and treasurer, and Albert Belz, general sales manager, will supervise the construction of the pizza plant.

$750,000 Plant
Completion date is tentatively set for April 15, with a delivery of pizza expected to start two weeks later, according to Mr. Crosetti. The interior building will have 3,500 square feet of floor space on the first and second floors, and an additional 2,500 square feet in the basement. Manufacturing will be conducted in the main floor, while the basement will be used for freezing and storage.

Location Tests
Five machines will be location tested in the New Haven area in a few weeks. Locations will include industrial and business areas, and downtown, until 2 a.m.

(Continued on page 82)

VENMING MACHINES

SOMETIMES IT JUST DOES PAY
CINCINNATI, March 10.--The third who stole $49 from pizza vending machines doesn't know how lucky he was. A Pizza Vending Machine driver named Steven Stemmering, who was behind the store to service a cigarette machine, while his companion was mending the broken glass in the rear of the truck and took a census bag containing $49 in quarters. The truck is wired with a burglar alarm and the man was not seen when the rear door is opened, but Stemmering was for¬
gotten to turn it on.

Three bills relating to coin-operated machines have been introduced in Virginia this year, but it appears only one major change will be made in State license tax laws.

The first of these bills introduced in the Senate by Sen. Earl A. Fitzpatrick, Roanoke, would ban the sale of any coin-operated machines, except those used wholly for the amusement of the coin operator, as well as for any amusement of those who may insert coins or tokens into them.

As the law now stands a bottle of beer or wines may be dispensed from a vending machine, if it is subject to a $3 license per machine. If he operates the machine himself, he will be required to pay a $3 plus registration fee and 20 cents for each sale in the amount of $100, which is $200, no matter how many machines he owns. This is an added tax to make the over-all tax fee apply on leased or rented machines.

Minor Changes
Two other bills would keep all awnings and signs of coin-operated machines identical, with the same figures, making only minor changes. Both are committee bills, and expect no action out of the Senate, thereby leaving the present law unchanged.

One inserts only the word "pri¬
rate," making the law change¬
able, it should be known as a clarification of the license, the number of gainers of machines.

The other bill would make a newspaper vending machine to the list of those exempt from the "cigarette" law, which are "(news) machines." $275 a year plus fees, and will remain in effect for 10 years, as the law stands.

License Set-Up
Thus, the law as it now stands in Virginia license taxes on coin¬
operators are as follows: $25 for all amusement games; $5 for each tobacco machine; $3 for vending machines; $5 for coffee or similar machines; or $5 for candy venders in places with pictures, $10 for candy vendors in other locations.

Uptight machines will pay $3, weighing machines or those selling soft drinks, tobacco, hat¬
"punts," peanut candy or posture "hmans" pay $1, each miniature pool table machine carries a $10 yearly levy, baggage or parcel checking machines, or $10 for each receptacle, 1-cent amusement machines $1; and 1-cent vending machines is $1, and $3 licenses are required for each machine, except those used solely for "peanuts," "penny candy," and peanut sandwhiches and hot water dispensers.

Exempt from tax are machines having 50 cents or more in change, or drinking cups and natural food vending machines, for which no tax is charged on candy vendors owned by any State agency.

PM TO EXHIBIT CIG MAKING UNIT AT NATD
NEW YORK, March 10--Oppor¬
tunities for the conversion of the National Association of Tobacco Distributors in Chicago to sell cigarettes by machine are being increased by a demonstration of new apparatus to sell cigarettes by machine to be made to the 31st annual convention of the National Association of Tobacco Distributors in Chicago, May 30, 1955, according to William Millimeter and Hugh Callum, brand managers for Philip Morris, Man¬
litators and Parliamentarians respectively.

"The convention also includes a number of other cigarette making machines," Mr. Millimeter said.

"The cigarette making machine is a product of the United States," Mr. Millimeter said.

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Old Gold Kings Bows New Filter
NEW YORK, March 10.—The P. Lorillard Company, seeking to enlarge its 20 per cent share in the filter market, this week said it has developed a new and improved filter for Old Gold filter cigarettes.

Newspaper advertising for the new filter is planned in nearly 200 major markets, with support to be given on radio and television. Special point-of-purchase promotions are planned.

Operator Chartered
COLUMBIA, S. C., March 10.—Secretary of State Frank Thornton has issued a charter to Popcorn, Inc., here to own and sell vending machines, coffee vending machines and to deal in popcorn and sale of candies and soft drinks. Authorized capital stock is $1,000. Lynn G. Gregory is president.

GOLD VACUUM-PLATED
EGG & DUCKLING
$19.00
per 1,000

The time has come for SUPER-GIMMICKS — costs a little more, but worth it. What could be better than the famous 147 "GOOBS that LAID the GOLD EGG," so dear to the hearts of children? The machine that lays the GOLDEN EGG down the chute is the machine that thrives — businesswise.

SAMUEL EPPY
6 & 7, 1113 Market St.
Phila., Pa.

"WRITE NOW FOR BUSINESS"
COINMEN YOU KNOW

Richmond, Va.

By BEN POPE

BURGLARS HIT CONE FIRM. C. C. Connelly, owner of the Virginia Tobacco and Novelty Company in Hopewell, Va., opened his shop much as usual Monday morning to hear a quiet weekend—but it had not been so quiet at the shop. Connelly found an 18-inch hole cut in the top of his safe and $19 and checks were missing. The burglar, who has not been caught, apparently gained entrance through a washroom window, Connelly said.

Well, it's tax time county—and where isn't it?—and Tom Minor, of Minor's Music, says business has slowed down... Apparently uninvolved in the Richmond robbery, Belgium has taken another shipment of fake boxes from Kenneth A. O'Conner, local Wurlitzer distributor. O'Conner says the shipment is good and a 20 cent to Antwerp will be followed by another shipment soon... Jack Heachery, a Lynnfield operator, will soon leave the hospital after suffering a heart attack. He has been working out of Boston, where the last day in January. One of his big pool buyers has been the Martin Amusement Company of Portsmouth, Va., owned by Tiny Martin and Ed Creedy.

Demand is still holding for the new Wurlitzer, distributor O'Connor says. Recent sales were made to Ed Williams, of the Williams Music Company here, and to Joe Riehler, another local operator.

New Orleans

By JACK DEMPSEY

BALLY WIVES IN FOR VISIT. Mrs. Ray Maloney and Mrs. Bill O'Connell, whose husbands are the well-known Bally officials, went in town for the Mardi Gras fun, and from all reports they had a swell time. Mr. and Mrs. O'Connell, President of the New Orleans Novelty Company, says that even if he couldn't keep up with them... Ray Maloney, sales manager for the New Orleans Novelty Company, reports her firm is again doing a brisk business along the Mississippi Gulf Coast. The reports that Biloxi's Main Street looks like little Broadway.

Bob Nims, of the Lucky Coin Machine Company, is concentrating on phonograph novelties in his machine. He's taken his pin game route over to the New Orleans Novelty Company on a lease basis.

Albert Friedlander, the Earl Distributing Company, is edging—out the wood jack of all-trades. In addition to distributing Rock-Ola, Bally and United Products. Al makes a large route, runs an excellent repair service, reconditions old equipment and tops it all off by designing and

(Continued on page 83)

Electric Money Maker!

Famous A.C.M.E. Electric Machine

Dairy Industry

• Continued from page 83

tion and the National Association of Retail Ice Cream Manufacturers.

At the last exhibit two years ago emphasis on milk vending was heavy. Virtually every manufacturer of indoor and outdoor equipment displayed its wares. In addition, dairy operators devoted a good portion of their exhibit space to the role of vending in the distribution of dairy products.

It is expected that a great deal of emphasis will be placed on outdoor milk vending and whether the industry should be interested in milk or juice. Ice cream vending, it will probably come up for scrutiny.

Copenhagen Biz

(Continued from page 82)

machines are rated as being a worthy conscience and any lumber with these machines is usually immediately reported. The interesting angle about the new machines is that the various manufacturers have been designed for the display and vending of specific items and not made for the individual location, as has previously been the general custom. They are designed for route operation and servicing such as that now developed by Automatic Service, and the idea is to avoid an over multiplicity of variety, without seeming to interfere with the more frequent desires of those owners owning and servicing their own vendors.

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Famous A.C.M.E. Electric Machine

Dairy Industry

• Continued from page 83

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Concessionaires
To Mull Vending

CHICAGO, March 10 — "Are you interested in entering the world of coin-operated vending?" will be the theme of the 11th Annual Convention of the
Concession Industries’ Concessionaires, sponsored by the Popcorn & Con
cession Association and the Chicago Daily News. The convention will be held at the Hotel Sherman.

New trends in automatic machine
mechanizing have been given a top
spot for discussion in the program.
Best Nathan, PCA president and
head of the Theater Popcorn Vending
Corporation, Brooklyn, will laud the
salesman’s role in vending.

Participating in the discussions
will be Mel Bopp, executive vice-
president of Aero, Inc., vending machines,

Inventors of new games. As one wag puts it: "Old Al keeps hopping before a peg-legged man is a swaying fort."

Billboard Bush and his Penny Arcade crew are burning the mid
night oil, working in a hush-hush atmosphere not unlike the famed Oak
Ridge Trio, they say. One of our confidential undercover agents looked
this much out! The new arcade piece is sensational, even better than
their Love Potion No. 9!! The Billboard will keep you posted on
Billboard Bush, F. A. B., reports a terrific response to the new 1900
Centennial Model Wurlitzer. He says everyone is looking forward
to the new 2060 Model model, Bosman Fletcher Blakely, of the same
firm, in and out of town recently on several business trips. Fletcher

and his crew expect to attend the
100th anniversary celebration at
the Wurlitzer factory.

Turning to outdoors sports for a moment, don’t challenge Teddy
tennis to a round of tennis where you’re razor sharp with
his

T. O. THOMAS CO.
51377 Jefferson, Paducah, Kentucky
Phn. 2982

ROY TORM
Lansdowne, Pa.

CIGARETTE
w

Marble Season

First full season, with $10,000,000
in sales, was held July 1 to
October 1.

For details and prices
Call your local distributor

Emile banana in the form of a WP

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,

As you have been informed,
58,000 Pool Games Out; 17 Mfrs. In

Three More Makers Enter Output Race; Total Number in Field Hits 17 Known

CHICAGO, March 10.—Despite reports that orders for coin-operated pool games in 1955 will be off, the recent success of pool games still ranks them as one of the leading games in the pool field.

New Orders Estimated

The number of orders placed for pool games in 1954 was estimated at $6,000,000, according to Fred Robinson, president of the American Billiard and Pool Manufacturers Association. This represents an increase of $1,000,000 over the total orders placed last year.

Orders placed for pool games last year were as follows:

- New York: $2,000,000
- Chicago: $1,500,000
- Los Angeles: $1,000,000
- Other cities: $2,500,000

Orders for pool games in 1955 are expected to be even higher, according to Mr. Robinson.

Minter Forms Gateway, New Distributing Co

CHICAGO, March 10.—Fred Robinson, president of the American Billiard and Pool Manufacturers Association, has formed a new distributing company to handle pool games and related pool equipment.

The new company, Gateway, will be financed by a group of pool game manufacturers and will be located in Chicago. The company will sell pool games and related pool equipment to pool operators throughout the country.

Minter said Gateway will handle all types of coin-operated equipment, new and used. The company will also sell pool tables and related pool equipment.

The new company will be located at 120 W. Randolph St., Chicago, Ill.

New Orleans Opts Spot Pool, Buck $125 Fee

NEW ORLEANS, March 10.—In spite of a whopping city license fee of $125 a table, pool games are still popular in New Orleans.

The Crescent City, however, does not have as many pool games as some other cities.

The world's championship billiard pool game was held at the old Crescent Billiard Hall and -chessknights from all parts of the globe used to challenge their favorite cue or in tournament competition.

Max Levine, Scientific Head, Dies

NEW YORK, March 10.—Funeral services were held today for Max Levine, president of the Scientific Machine Corporation, 50, president and founder of the Scientific Machine Corporation, 50, and former president of the Scientific Machine Corporation, deceased. Burial was in the Jewish-Columbia Cemetery, East. Levine, L. I He died Saturday.

Levine founded Scientific in 1929 and had been instrumental in the development of coin-operated line- up plus, erasers, Polkine and other equipment.

A graduate of New York College of Pharmacy, Levine had worked at Columbia University also, he did not practice.

Keeney Pool Games Bow New Electric Features

CHICAGO, March 10.—J. H. Keeney, president of Keeney Pool Equipment, has announced the introduction of two new coin-operated pool game models which feature new and unique electric features.

The new games, called the Pool Runner, feature swinging lights that flash nearly every time a player scores.

Players are able to score in either of the playfields and the game is won when the ball is sunk in the center hole.

According to Mr. Keeney, the Pool Runner is a combination of four games in one. It can be played with or without lights, and there are at least two versions, from either three or four players.

Fischer Adds Features to Cue Star Game

TIPPON, Mo., March 10.—Light-up bumpers and playfields with holes at varying distances from the center hole are two of the new features of the Fischer Cue Star pool game.

Fischer, who is president of the Fischer Manufacturing Company, said that the new games will be available for $20 to $30.

Playfield features include a jumbo playfield with lights and a flashing light that lights up when a player scores.

Players can shoot to sink balls in pockets, but when lights flash near the center hole, they must shoot to sink balls in the center hole to win the game.

Edelstone Ships Table Tops For Coin Pool

DETROIT, March 10.—Edelstone Products, Inc., the world's leading manufacturer of pool table tops, has shipped its first shipment of coin-operated pool games.

According to Mr. Edelstone, who is the president of the company, the new games are a combination of a pool table and a pool game.

The Edelstone pool game is a combination of a pool table and a pool game, and is available for $8 to $10.

How to Play

With the addition of the coin-bounce ball hole, one team shoots for holes in the center of the table, while the other team shoots for holes on the edge of the table.

The object of the game is to sink balls in the center hole and then the side hole.

If a player shoots into the side hole, he must shoot again to sink the ball, and the game continues until all the balls are sunk.

The game is played in teams, and the team that sinks all the balls first wins.

DIXIE HOSPITALITY

Coin Pool Charms Old South Folks Have Fun

RICEMOND, Va., March 10.—The game of pool has gone through several stages of life here in the South, but even today the hard-bitten, hard-earned money of the pool players is still spent on the pool table.

A recent survey of the pool table operators in the area revealed that over 90 per cent of the pool players are still loyal to the old-fashioned pool table.

The pool players say they appreciate the fine old simple style of the pool game.

The public doesn't like a different style, they say.

And apparently it took the coin-operated machines to make the pool players appreciate a fine old simple style.
**Next Week...**

**IN THE MARCH 24th ISSUE OF THE BILLBOARD**

**1. 1956 BUSINESS REVIEW AND DIRECTORY EDITION**
- Analytical Charts for Juke Boxes, Games, Vendors
- Special Trend Articles
- Giant "WHERE-TO-BUY" Listings

**2. A NEW STITCHED and TRIMMED BILLBOARD**

**Juke Ordinance In Ill. County Aired This Week**

WHEATON, Ill., March 10—A juke box licensing ordinance, which would require all location owners in Du Page County to report to the sheriff’s office any changes in a juke box operator, will be brought before a county board meeting here Tuesday (13).

According to State’s Attorney William L. Guild, the proposed ordinance is expected to be adopted unanimously. If passed, enforcement would probably go into effect some time in September.

The ordinance was drafted by Guild following a request from Sheriff Stanley A. Lynch, who had been investigating alleged charges of Habit Act (anti-reckertweaking) violations. Lynch’s inquiry followed the wake of a federal grand jury investigation launched in three Northern Illinois counties.

“The purpose of the proposed ordinance,” explained Lynch, “is to prevent undesirable persons from entering the juke box business in the county. Any intended changes of operators would have to be reported to the sheriff with time to check backgrounds of the operators involved.”

Lynch added, however, that he had found no trace of racketeering.

The proposed ordinance covers juke boxes only. Pinball machines have been banned and ordered out of the county by March 15.

Seven-Up Still Juke Flavored

CHICAGO, March 10—Seven-Up is still having its advertisements with juke boxes.

The most recent ad shows a young couple leaning on a Sennheiser M-1000 while sampling the “cool, clean taste” of Seven-Up. The phograph is particularly displayed at least as much as in the regular NAB.

A few months ago Seven-Up featured a similar ad with a Rock-ola Comet as the prop.
COIN MEN YOU KNOW

By CAMERON DEWAR

PLANNING EUROPEAN TRIP, David Bond, president of Trimount Automatic Sales Corporation, and his wife leave this month for a trip to Europe, which will include stops in most of the Continental countries. The Trimount company has plans to call in some of its machine distributors in each nation they visit.

Trimount's sales chief, Irwin Margol, reports business very active. He calls Harburt Lakes a great new pin game and says interest is already high on it. Sarnobus, Dave Riis, in Maine showing the game to operators who are going for it is a big way. In anticipation to all his good friends who enjoy the show, Jerry Platko, of Boston Record Distributors, will stage a fifth anniversary party at the Trimount Club, Boston (Saturday, 17). Jerry says there is no significance in the fact that it is the last of the year's shows. Ed Ravedy, of Associated Amusements, Inc., is having a hard time to settle the selection of a wedding, but says business is booming. Ed says early spring is starting to come in for Vidal, andlooks like the third is a big series in moppet equipment. There's a cheerful note of spring from Julian Karp, owner of the Coin Company, Beverly. Mass. A large percentage of his machines are on the Beverly Beach Boardwalk and it's going things in shape for the coming season.

Operators are clearing out stocks of "Bo Weevil," by Teresa Brower, and Guy Lombardo's "Pandemonium, Melody," according to Dick Mitchell, of Dollar Box Sales, and Johnny Beaver, and Redd Distributors, back in refurbish after his Florida vacation, says things have been going very satisfactorily in his absence, and the pin games is still going strong, paced nicely with a big interest in music machines. Barney Blatt, of Atlas Distributors (ASI), planning to take another week in the Florida sun. Among operating operations around the Hub last week were Ray Hazard, of Worchester; Crusoe's, Southbridge; Tony Boult, Mansfield; Val Valdovisky, Lynn; Walter Kahn, Palmer; and Frank Baker, Portland, Me.

CHICAGO

By KEN KINNA

SHIP MORE ELECTRIC GAMES. Three new electric pool games were being distributed this week. Paul Hamedy and Chester Bialow were concentrating on getting one new Arcade Pool and flicker pool on the way at the J. H. Lander, while Sam Lewin and Frank Mincner shipped off the new Exhibit Supply Company pool game, Al Warren, sales manager, Gunco Manufacturing & Sales Company, hitting Los Angeles, San Francisco, Tucson, Ariz., and Phoenix, Ariz., this week. Dudes to West Coast trip, still talking about his "Theodore," last week are Joe Klein, Wally Flake, Sam Kolber and Fred Klein, of Get Coin Machine Exchange. Herb Pfeil, of the Coin Company, finally made the long-postponed trip to Los Angeles. Pool trimmers were just too good to leave.

MILWAUKEE

By BENN OLLMANN

TRADE SHOW TO ATTRACT CANDY OP. Joe Deliacono, president of the Candy Club, reports that the All-Candy Carnival has been set for July 20-21. The annual trade show, which has become increasingly popular with candy operators hereabouts, will be held again at the Astor Hotel.

Samples from the Sonny Sussman Coin Co. with the local coin machine gruity. Just back from his winter hiatus to Florida is Armand Cooper, of Faster Distributing Company, "It's a pleasure to come back from vacation when business is so good," says Cooper.

Mrs. Ray Lax, suffering from a severe cold, reports that despite her illness, he has been holding up well. Top joke has been offered on the Roy's Amusement Company coupon list of late, she says, are "Bo Weevil," by Teresa Brower, and "Castle," by "Big" and "Joker-Baby."" In his busy schedule, center of the coin machine coinage at railroads-U.S.A., amusement park now under construction, reports including high order made by the builder and planner. Location is 14 miles south of Milwaukee. According to McCullough, the spot will open up sometime in June.

In charge of the office while his son, Harry Jr., is in vacationing with his family in Florida, the senior Harry Jacobo reports a great volume of Write-A-Liter sales at United, Inc., the last few weeks. Woody Johnson, the firm's executive, is spending a week up North, installing new equipment and busing far more orders. Out-of-town coinage shopping in on business at the United, Inc., show. Last week's fun was spent playing "Card Table," by John Andrews, Racine, and Harry Kolodzie, Niagara.

Spring clearing and remodeling work is being performed at the Major Distributing Company. Despite the news the contractors are making, side sales continue at a fast rate. Mr. Mallett, "The Spider," Mr. Mallett's week includes "42," by Rusty Draper, and the new Patti Page number, "My First True Love."" "This Great Country," by Frank Harnick, reports that he has been staying close to home of late. The Hogyan box operator is planning to fly to his Canadian hunting lodge as soon as the weather improves.

MIAMI

By ROYAL SHAPIRO

COIN POOL TABLES CONTINUE FEVERISH PACE. Operators this past week continued to set coin-operated pool tables as fast as they could get deliveries from distributors and among all of the operators reports collections up. All attribute this to the fact that pool games have become more desirable, particularly playing a much faster game, making it possible for each table to earn more money.

Cigars were being passed about very freely at Bush Distributing Company, what with shepman George Berger recording a letter of a friend's in which the latter makes a great laugh about the "July" when they claimed they accomplished their respective lists with no less whatsoever.

Art Duddie, district sales manager for Wurlitzer, aron in town with his chest stack way up. Art was top man in sales for August, -Continued on page 93-
Diversification: A Common Op Move In Mid-South Area

MEMPHIS, March 10—Diversification is rapidly becoming the rule among music operators as far as music operators here in the Mid-South are concerned. And the music operators are not alone in diversifying with other types of coin machines—adding vending and amusement game equipment—some have expanded into entirely unrelated fields.

Following are a few of the more recent changes in diversification by operators in this territory:

B. Criss, operator of Taylor Amusement Company, Corinth, Miss., purchased the Jinye Jungle in Corinth.

Charles Eskridge, manager of the John Ray Music Company in Durant, Miss., reported that his firm had purchased a pool table and automotive business. The addition supplem ents the firm’s music and vending operation.

A. Malin, owner of the Le-Flour Music Company in Greenwood, Miss., announced that he has started a cigarette vending route in addition to his music route.

George Sammon, president of the Sammons-Pennycoff Company, Seeburg outlet, pointed out this week that a number of operators, previously handling music only, have begun selling pool games for their location.

Jury Hearings

require locations to report any change in the name of the sheriff's office (see separate story).

Thomas Ollie

The last of the cases to appear before the federal grand jury here was Marilyn G. Goschke,已于 Herrodes. He was called Fri day (3).

All of the investigations center around Joseph P. Climen, head of Local 77, Chicago Police Drivers’ Union, and Joseph Amato, reported to have been gambling boss in the Northern Illinois territory.

Jury foreman, Mr. McPherson, said that the probe would probably continue for several more months and would more than likely hit a few more counties before it was over. He said that he did not expect any indictments for several months.

Petro, who will appear before the grand jury next Friday, was subpoenaed February 29 but re fused to testify.

Air Dime Play

* Continued from page 77

a member, reported on Statewide dime play activity. This pointed out how some of the Nebraska cities had made their conventions without opposition. Primary example was Omaha, where the move was made with only rare cases of hostility or opposition and no trouble from the public.

During the night’s closing evening banquet, Sam Vacuiti, of Atlas Music, Seeburg distributor, presented the association with a reconditioned phonograph. Officers of the convention immediately turned the phonograph over to two representatives of the Coliseum YMCA, the machine to be used in conjunction with the organization’s youth program. Receiving the phonograph for the YMCA were Walter Luttner, youth direc tor, and David Miller, vice-pres ident of the YMCA.

Operators also welcomed a new member to the convention, Ralph Reeves, of Noblesville, Ind. The association’s next quarterly meeting is scheduled for the first weekend in June at the Pavone Hotel in Dayton, Ohio. H. O. Mau bbe will host the event.
Cleveland Pool Game Curlew
To Get Out
CLEVELAND, March 10—An old-fashioned city ordinance here which sets a midnight curfew on taverns with co-in-operated pool games is on its way out.

The new coin games have been regarded under the ordinance as "billiard tables," and taverns using them thus fall under the heading of billiard parlors with the accompanying curfew law.

Councilman Joseph W. Krezch has introduced an amendment which defines a billiard room as one where there is more than one pool table. Soon to follow the new legislation is a move which may place a $50 tax on every coin game including pool, shuffleboard, bowling, shuffleboard, pool, and pinball.

Under the old pool room curfew law, even a night spot which had a coin pool game was supposed to shut down at 12 p.m. instead of the usual 3:00 closing hour.

New Colors
- Continued from page 86

right and he continues to shoot.

Players begin the game by spotting a ball at the front of the playfield, and hitting the ball with another one to continue the first line. These are called "shots". When a ball rolls behind the foul line, however, it must be spotted and hit on the next shot.

After all balls from the trough are used, players continue shooting to the foul line. A light near the tee indicates when all balls have been played.

A special "delayed action" mechanism prevents balls rolling behind foul line from tripping the area. A diagram which can be placed in view near the table at locations showing the various shot patterns of the game, accompanies each table shipped. New cabinet design corresponds to the black and white playfield.

Plattsburg, N. Y., Ops
Get New License System

PLATTSBURG, N. Y., March 10—Agreement has been reached here on a new licensing system for coin-operated amusement games.

Annual licenses of $27.50 will be required for each game location. Formerly the individual games were licensed at $24 each per year, $15.

Each location will be annually licensed with the number of machines at the location to be licensed on each license. Games can be transferred or exchanged at different locations without first obtaining new licenses.

ARCADE—LOCATIONS

New Games at Reduced Prices

Williams / Gottlieb, Northumberland, Pa. For $25.00 each.

Williams / Gottlieb, State College, Pa. For $25.00 each.

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ARCADE—SUPPLIES

SPECIAL 48 Delux Coos only $1.95 Each

BINGOS

Thoroughly Recreiduced

BIG TIME...

COLORFUL...

POOL GAME SUPPLIES

48 Delux Coos only $1.95 Each

Late SHUFFLES

Early SHUFFLES

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SEND FOR COMPLETE LIST OF

TENNIS TABLES

SHUFFLING MACHINE

Table Tennis

SHUFFLER BOWLS

SPECIAL 48 Delux Coos only $1.95 Each

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SPECIAL 48 Delux Coos only $1.95 Each

SHUFFLER BOWLS
TOP QUALITY...TOP VALUE!
RENTAL FREE...
IMPERIAL $100 LEAGUE $100 LEADER $125 JET BOWLER $175
Write for Complete Price List

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.
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"The House That Confidence Built"

CHICAGO nie CoCICDIES IT AGAIN
CLOVER POOL
THE ONLY FOUR-STRIKE AUTOMATIC IMMEDIATE DELIVERY

WANT TO BUY
BALLY ARC BOWLERS
FOR SALE
RECONDITIONED
POOL GAMES. $150.00

Addendum: 5-18-56

SHUFFLE ALLEYS
UNITED TEAM $195
UNITED TTAGETTE $155
BALLY CHAMPION 195
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WANTED FOR EXPORT:
BALLY RIGHT SPOTS
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CONRAD ISLAND
SEEBURG 1004-8-C-G
K, 146-147-148
ROE OLA 1432

COUNTRY ASSOCIATION
& THE NATIONAL
ASSOCIATION

ELEMENTS OF THE
GAME

WFF TALK AND TUNES

• Continued from page 50

"A Touch of Angeline," and "I Don't Love You Anymore."

Sven Williamsson, who wrecks the country west at WIMG, Winder, Ga., is mapping plans for day country-west shows at Winder July 4, with some Sunday shows as an top feature. Williamssson reports that he has already been booked for shows and engagements on shows in the Georgia country in recent weeks. Others who have worked the territory recently with and for Williamssson, the Georgia Ramblers, were Bobby Lord Cumbie, Words Jackson (Derry) and Jerry Reel (Capil). Check Carver is the newest addition to the KSTP-TV country music staff, Minneapolis-St. Paul. Check Carver, who previously called "Main Street," daily newscast, and Saturday night shows at 10:30 on "Somerset Valley Barn Dance," is also an occasional guest on the KSTP-TV unit. "Saturday Night Barn Dance," will spend the week of June 25th in Chicago looking over music and making up summer bookings. "Saturday Night Barn Dance" is a re-organized look of Minnesota Barn Dance, said Red Kelly is now handling steel guitar work on KSTP-TV.

Buck and Sunny Smith, opera- tors of the "Barn Dance" Ballroom, Medina, Ohio. are planning a 50th week contract with Station KBEZ-TV. Medina, to present their regular Melody Wam- gless, with Bob Roberts, along with local talent and guests each Saturday, 10:30-11:30 a.m., sponsored by Medford Motor Company and the local oar-car dealer. They have Ed- die Dunlap set for the guest slot on March 1st, with Buck and Sunny feature Roberts and the Wamgless. "Barn Dance Ballroom" at Med- dina Ballroom in a show and dance scene from Saturday night. In the Wamgless line-up are Buck and Sunny, Melody Wamgless, Ken Jacks, steel guitar; Duke Fudler, guitar; Tommy Lewis, drums; Wade Blankenship, bass, and Ray Everett, pianos.

With the Jockeys

Designs may obtain a copy of the "Bally Bill" for Mardi Gras or "Dilly Kat," by writing to him at KWT, Wick-}

Northwest Headquarters
FOR POOL GAMES
A FULL LINE OF REGULAR AND JUMBO SIZES WITH LITE-UP BUMPERS. CENTER HOLD-END POCKETS IN ALL THE FOLLOWING BRANDS: UNITED, KEENEE, CUE-STAR AND BALLY. ALSO UNITED'S ELECTRIC SCORING, HIGH SCORE AND ROTO POOL.

Terms: ½ deposit with order.

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TIMES ARE CHANGING...WHAT'S THE PRICE FOR A BILLiard Ball?

For Billiards
American

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when answering adds . . . Say you saw it in the Billboards
COINMEN YOU KNOW

Continued from page 89

MARCH 17, 1956
THE BILLBOARD
COIN MACHINES 93

Determination and accompanied the winning distributor on that trip to Mexico. Anyway, Art took himself a cool-foot suit, weighing 109 pounds. And that's no idle story, as he had plenty of witnesses.

Jack Lipari, of Coin-Operated Services, is celebrating his wedding anniversary by taking his wife on a cruise to Havana. . . . Eddie Weber, restaurateur for Music Makers, Inc., just got himself a beautiful Ford convertible, with all the trimmings. With so many operators rolling around in brand new cars, this writer is thinking seriously of simulating his old Chevy.

Bush Distributing Company let go with both barrels this past week, with Ozzie Trumpan making a quick selling trip up the East Coast, and Ken Willis doing likewise on the West Coast. Both reported business as very good in these areas. . . . Roy Gallia, Rowland County route man for Marlin Music Company, reports collections are fine up to his neck of the woods. Roy says good tables have really cut into other types of games in his area. . . . Mel Schwartz, of Mollon Music Company, boasting the fact that Arthur Zuber left Budaco to go into the real estate business. Mel says he could always depend on Artie for advice on his boot problems.

Los Angeles

ASSOCIATION GETS SET FOR MEETING. Ben Chemers, business manager of the Los Angeles Division, California Music Merchants Association, announced that the meeting originally set for March 6 was postponed until March 13, when it was learned that George A. Miller, state president and also president of Music Operators of America, could attend. Miller arrives Tuesday (12) noon in Los Angeles and will be at the Sharp's Western Room night. Ben Korte, Glendale, Calif., operator who has been on the road for two weeks expected to attend the GMMA meeting. He is a director in the association.

There was little activity on coast the past week, as operators were busy attending to the minor matters and could not make the trip to the city for an annual meeting of the Western Liquidators. Coinental business was done by jobbers over the telephone, however. . . . Al Williams, who did get in was George Elliott of the Desert Operating Company, Lancaster, Lee Goodridge of Pennington & Blues, Palmsfield, Calif. . . . Marlon Mallen, a comparatively new operator in the business, is active in the Apple Valley vicinity. . . . Charlie Daniels and Jim Wilkins, of Paul A. Laymon, Inc., are searching catalogs for the newest in fishing equipment.

E. R. Peterson, well-known San Diego operator, has just returned from Arizona, where he had good luck fishing, catching the near limit of cutfish in the lakes near the Colorado River. . . . Manny Glass visiting Jack Leonard, of Badger Sales Company.

George Kirby, of Kirby Music, Riverside, stopped off at Badger Sales for premium merchandise. . . . Fred Goetz, of the coke machine sales department at Badger, is back on the job following a rest in the desert. Coast took off 15 pounds while vacationing. . . . Oscar Gavina, of Impulsa de Turismo, San Ysidro, in town. . . . Ray Lindgren, of the Seabrook background music department, in the city for a business trip from the factory. . . . Lewis A. Jeffa, vice-president of Eastern Electric, Inc., spent a few days here confering with Lawrence Reiss, owner of the Lunch-O-Mat. Jafa flew out for Albuquerque and N. M., to visit between places with Harry Soumglass and then on to Amarillo, Texas, and Chicago for the National Tobacco Dealers’ Association get-together.

Memphis

By ELTAN WHISENHUNT

CAMP SPEAKS BEFORE GROUP. Clarence A. Camp, owner of Southern Amusement Company and other interests, made a trip to Carthageville, Miss., last week to speak to the East Arkansas-North Missouri Music Association. That group wanted Camp’s ideas on converting from nickel to dime play. Camp urged the change-over, saying increased costs in recent years demand it . . . Pat Harrington, owner of Houston, Miss., Amusement Company, reports a recent tour at Aerohed, Miss., hit a location and damaged one of his phonographs. . . . Cindy Wallace, owner of Wallace Amusement Company at Colorado, Miss., recently installed two V-200 Seeborgs in the new Straight Eight Junior Supper Club and Steak House at Columbus. They had their formal opening February 22.

Memphis and much of the Middle South had almost four straight weeks of rain during February. C. V. Colasz, owner of Crystal Amuse- ment Company of Columbus, Miss., is among those who report business was off because of the rain. Paul Mans, operator at Green- ville, Miss., is busy there putting pool games on location. The game is still strong here as well as in Midwest. George Sumsom, president of Sumsom-Pennsylvania Company, music and game distributor, of Memphis, says business is good at the Memphis Company at Green- ville is also covering its spots with pool games.

Chester Richardson, game operator at Greenville, Miss., is getting his critical rules in shape to travel the road in early spring. . . . Paul Mans, owner of Paul’s Novelty Company, Greenville, reports he is gradually working his phonograph racks into dime plays. . . . Frank Board, fishing consultant of Philadolphia, Miss., has converted his road stop into a fish and a sporting goods store.

Bill Dunne, former musician and western recording artist, was in town last week for the grand opening of Bob Neal’s Record Shop. Neal is a popular WSM disc jockey. He is also current manager of Elvis Presley. He relinquishes Presley, except for local appearance, to his

(Continued on page 95)

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Quality Built

trouble-free Operating! Regular and Jumbo Deluxe

Convertible to

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Light-Up Bumpers

(completely wired) available at small extra cost.

Compare!

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19 Years Continuous Production of Coin-

Operated Pool Games Insures Quality You Can Depend on:

Better Cushion Action—Deepest Table Skirt—Rigid Non-

Wiggle Leg Construction—Built-in Rail Markers—Receiv-

ed, Dependable Finish—Stiff singles, Chest-proof Ball

Release Mechanism—Simplified, Quality 5th Screened

Playfield Markings—Large Holes for Easy Cleaning—

Cue Tip Kit and...

NEW! Special Help Arrangement available at no

extra cost and Holes pulled in an regular size table

for end rail cushion shots. Holes moved toward rails

on Jumbo Deluxe models for increased skill play.

Call, write, wire Bill Waikel, Sales Mgr.

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GIVE TO DAMON RUNYON CANCER FUND

(Continued on page 00)
COIN MACHINES

THE BILLBOARD

MARCH 17, 1956

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Introduces NEW POOL GAME ATTRACTION!!!

**CLOVER POOL**

for the First Time automatic scoring with popular 4 sided play!

**LOOK!**

in actual on location tests Clover Pool broke all records for greater play... greater profits!

**AND LOOK AT THESE OUTSTANDING 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 Clover Hole!
- Clover Pool is only 8" longer—same width as Champion Pool—size: 3 ft. by 5 ft.
- Simple trouble-free mechanism!

Available With "Levelmatic" Playboard Adjusters!

**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 Exciting Type Ball Drop Mechanism...Simple...Positive

**Jumbo Pool**

New Large Plastic Bumpers!

2 or 3 Hole Models With or Without Lighted Bumpers! 16 inches longer than regular size (78" x 36").

**Champion Special No. 35**

End holes are located 4 inches closer to center Choice of 2 or 3 hole models! 2 or 4 Sided play!

1725 West Diversey Blvd., Chicago 14, Ill.
COINMEN YOU KNOW

William Morris Agency in New York come April 1. Firefly was also in Memphis making possible his presence at the opening, as was former Les Rochelle, Capitol pop recording artist. Lescheil also was smash hit at Smokey Oliva’s Silver Slipper Night Club on 10-day engagement.

Sheldon Sales, nationally known distributor, has opened a new midwest sales office in Des Moines. Sheldon Sales is in the city’s Lott & Thomas building, 3225 1st Street, where the old Holiday Distributors were located.

JIM HIRSH

By JACK WENNEBERRY

DIME PLAY CONTINUES. Walter Witt, of Minneapolis, back from a Florida “get-away” and he had been able to find that most of the new items are not included in this year’s list of prizes.

Mr. Witt, who was accompanied by his wife, Miss Margaret Engel, conducted the games at the Minneapolis Amusement Co., Inc., 111 11th Ave. S. W., in the new quarters at the shop.

Mr. Witt has been in the dime play business for several years and is considered one of the leading dealers in the state.

BILLOTTA DISTRIBUTING CO.

BILLOTTA DISTRIBUTING CO.

Twin Cities

By JACK WENNEBERRY

SPRING LOCATIONS CAN BE DIME LOCATIONS

Write, wire or phone us regarding our rebuilt and reconditioned phonographs, available preset for dime play if requested.

10c Play Fact Sheet which tells how to successfully convert your route to 10c play.

Also other late model phonographs

WANTED TO BUY

Wurlitzer Service Manuals

1100-1250-1400...$50 each

BINGO

UNITED CARAVAN

256 S. Peach St.

White City, Ill.

UNITED CARAVAN

256 S. Peach St.

White City, Ill.

DETROIT

By JAY REYES

DONATES JUKE TO YOUTH CENTER. The youth of suburban Hazel Park got their wish. Mr. J. W. Dishman, owner of the Hazel Park Coin Machine Co., has donated his new A-160 jukebox to Hazel Park Youth Center.

The jukebox was presented to the center by Mr. Dishman, who said it was the first time an installation of this type was made at the station.

The jukebox is a 160-cartridge machine and is equipped with a 25-watt amplifier.

Mr. Dishman said that the jukebox will be used for both entertainment and educational purposes.

WASHINGTON

By DELORES NEWCOMB

INSTALLS VENDING MACHINE IN GOVERNMENT BUILDING. Sid Landenberg, of the B. G. Macle Company, reports that Macle has installed a complete snack bar in the Government Building. The installation was made under the supervision of Mr. Landenberg.

Another installation was made recently in the 11th Street Security Masonic Temple, where the Macle machine was installed in the basement area.

The machines are equipped with automatic change mechanisms and are designed to accept 10c and 25c bills. The machines are used for both entertainment and educational purposes.

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THE BILLBOARD

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ORDER TODAY!

MARCH 17, 1956
THE BILLBOARD
COIN MACHINES 97

Cleveland Coin Machine Exchange, Inc.
2429 Prospect Ave. - Cleveland, Ohio

11 NATIONAL
SKEE-ROLL ALLEYS
All in All condition, $1,000.00 taxes
All Fr. dealers, Free up with
B. & M.
Evaluate Amusement Park
Clifton Park, New Jersey

THE PROVEN GAME
STAYS "HOT" LONGER
BUILT TO LAST
EASY TO INSTALL
A CINCH TO SERVICE

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Dealers: Distributor for B. & M.
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1883

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PRAIRIE PARK, ILL.

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Shuffleboard

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Your American Red Cross Is Always There After Disaster Strikes

TETE-A-TETE

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in pool tables!!

Williams DIAMOND
SCORE-POOL

7
LITE-UP
BUMPER

BALL OVER DIAMOND BUTTONS
DOUBLES OR TRIPLES VALUES
OF POCKETS AS INDICATED
ON THE BACKGLASS!

NEW
SCORE
ADVANCING
Features!
LIVELIER HIGHER ACTION SCORES
2 DIMES PER GAME!

Two or Four Players!

Order NOW...
SEE YOUR
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2-WAY DELUXE
BANK POOL

2-WAY SPECIAL DE LUXE
BANK POOL

2-WAY SENIOR DE LUXE
BANK POOL

2-WAY DE LUXE
BANK POOL

2-WAY SPECIAL DE LUXE
BANK POOL

2-WAY SENIOR DE LUXE
BANK POOL

ALL MODELS
Convertible
to 2 Hole or 3 Hole Play
with Center Hole Plug

PIERCEGLASS TO ELIMINATE REPLACEMENT

SEGMENT DIAMOND
SCORE-POOL
18 inches longer same width

A REAL
SPACE SAVER IN ANY
PLACE OF BUSINESS WITH
FRONT END PLAY!

- Transfer Scoring from one player to another
- Accounts Scoring
- Progressive Score Build-up
- Totals Score Automatically on Lite box
- Lively Rails
- Perfect Bank Shots

1870

INDICATED TABLES!!

PACEMAKER

LIME

A REAL
SPACE SAVER IN ANY
PLACE OF BUSINESS WITH
FRONT END PLAY!

- Transfer Scoring from one player to another
- Accounts Scoring
- Progressive Score Build-up
- Totals Score Automatically on Lite box
- Lively Rails
- Perfect Bank Shots

DOUBLES OR TRIPLES VALUES
OF POCKETS AS INDICATED
ON THE BACKGLASS!

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DOUBLES OR TRIPLES VALUES
OF POCKETS AS INDICATED
ON THE BACKGLASS!
Toledo Youth Show Gets UMO Assistance nod

DETROIT, March 10—In line with its adopted benefit-youth campaign, the United Music Operators of Michigan announced this week that it will operate with disk jockey Fred Mitchell, WMOO, Toledo, when he stages its annual "Two-Bit Show" at the Toledo Sports Arena for the benefit of underprivileged children next Sunday (18).

As was done a year ago, UMO members will line up local talent for appearances at the show. Ray Smalt, UMO consultant, heads the association committee to handle the preparations.

Tickets for the show cost 25 cents, the money all going to charity. The program includes leading disk jockeys and recording artists. Detroit performers already confirming their appearance at the Toledo event include Stan Wintern, band conductor and accordionist; the Starlets and tap dancer Pat Kirby.

Small said that additional talent will be lined up through the coming week.

As a result of another youth effort, Smalt read a letter of appreciation from the local Masonic Temple by operators during the association's last regular meeting.

Chi One-Stop Prices Disks 3c Over Cost

CHICAGO, March 10—Al Tenamer, head of Little Al's One-Stop here, who made his entry into the operator end of the record business less than a year ago, is now pricing disks to operators at 3 cents over cost.

The 3-cent mark-up price is offered to all operators purchasing five or more of the same record. When quantities of a tune are purchased in lots of less than five, the price is nickeled over cost.

Out-of-town operators ordering by mail are charged on the same price scale.

The 3-cent-over-cost price covers 45's and 78's.

Title strips are furnished to operators on both price levels.

Little Al's, in addition to stocking current pops, has built up a reputation for carrying a wide variety of standards, specialty tunes and EPs. As an added service to operators, Tenamer has started what he calls a "pre-selected operator EP package."

Tenamer explained that each EP package is made up separately and is tailored for specific localities.

When orders are received, Tenamer calls the operator for information on the location where the EPs are to be used.

The Greatest Pool Game Ever Made!
We are proud to present Chicago Coin's New

CLOVER Pool

First 4-sided Game with Automatic Scoring!
Sensational Innovation Sets the Pace for the Industry!
Now Delivering! Be First with Chicago Coin and "First!"

Make "First!" Your Headquarters for All the Latest Pool Games!
Best Deals! Immediate Delivery!

15 New Models Available!
Exhibit Skill Pools Chicago Coin Champion Pools
Center Hole Plug—the 3 or 4 Hole Light-Up Bumpers
Full Makers of Our Anti-Hop Adjustment or 4-Sided Fley and many other features!

TARGET GUNS

EXHIBIT

3-30"...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...3...
**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!

**1927-1956**

**29 Years of Leadership!**
FOLK TALENT AND TUNES

Continued from page 93

NOW! Only EXHIBIT Offers You
THE STYLE AND PLAY BEST SUITED TO YOUR NEEDS
Choose from 8 Great SKILL POOL Games

NAME OF GAME

MODEL NO.

SIZE

SPECIAL FEATURES

SKILL POOL

All Models Convertible to 3-hole or 3-hole play!

800

52" x 36"

Lights in Bumpers.

800L

52" x 36"

End Holes Set in 3" from Rails.

800S Spec.

59" x 36"

End Holes Set in 3" from Rails.

KING SIZE

SKILL POOL

All Models Convertible to 3-hole or 3-hole play!

750

70" x 36"

End Holes Set in 3" from Rails.

750L

70" x 36"

End Holes Set in 3" from Rails.

750S Spec.

70" x 36"

End Holes Moved Back to Rails.

750SP Spec.

70" x 36"

End Holes Moved Back to Rails.

End Holes in Bumpers.

EXCLUSIVE EXHIBIT FEATURES

SOUND ON ALL MODELS:

Two Gold Color Cigarette Holders.

Drive to Hold Operator Token Card.

Thieves into the Playfield Lights.

Provision Machine Center Dow Flop Plate 2-1000 or 5-500 Play.

FIRST! by EXHIBIT

SKILL Pool Games.

Lined Flippers.

Plastic Bumpers.

Playfield Leds.

Anti-Wrap Bracket.

Decorated Cabinet.

Center Color Post.

EXHIBIT PLUS FEATURES

Ball Holder-White-Door Hinge.

Suction Weed Car Studs.

Top Quality Rubber Ducked Felt.

Lined Playfield for 3 x 4 M."s.

NEW-Foam Bumpers.

Foam Ball Return.

Lined Rubber Rail.

Add-Chute Bell Return.

Lined Floaters for Every Ball Return.

Add-Wrap Bracket.

The Exhibit Supply Company

WASHINGTON, D.C.

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MARCH 17, 1956

THE BILLYARD

100 COIN MACHINES

recently visited George Popkins on the latter's "Boy's Country Store" over WXRJ, Richmond, Va.

Low Banks, WHIE, Griffin, Ga., reports that the "Dixie Jamboree," broadcast live each Saturday, 4:30-4:45 p.m., from WHIE's studios, has now a talent roster of 20 full-time artists. Added to the roster recently, according to Banks, were John Paul Jones and the Fiez, rates, recently appeared at Holisart Arena, Troy, O., with Johnny and Jack, Kitty Wells and Roy Acuff.

Sam F. Townsend, WCNW, Crestview, Fla., types: "Johnny F. Dolan said in the February 25 issue of The Billboard that Hank Locklin's 'A Good Man's Love' would be one of the biggest tunes for quite some time. After playing the record, I say the same. When I sized the recording on my 'Top of the Mornin' show, I got an immediate response from my record jury. The jury, incidentally, consists of the approximately 3,000 civilian employees that drive by our studios on their way to work at the nearby Eighth Air Force Base. When I introduce a new record, I ask the jury to respond with their homies if they like the tune. Well, Hank's 'Good Woman's Love' really brought in the signal loud and clear.... Ken Radant, WOFR, Owasso, Mich., writes that the service he's getting from Columbia is still poor.

Marshall Park, Pack Hunter Enterprisers, Asheville, N.C., composer of "Mail Order From Houston," sends in the following news from his area: Red Kirk, now developing the country music over WSKY, Asheville, has a new one out on the Republic label, "Red and the Lipped Girl." Ken Marvin, former vocalist with the Benfield group, is doing lots of casual promotion work in the Asheville area. He's also the morning man at WSKY. Cactus Pete Williams is picking up "Motel Bumpers" each night from 9:10-100 over WSKY. Pack concludes: "The Bill-board recently Spotlighted my new recording, Mail Order From Heaven." To date I have heard from 14 different states comments on this show. Nelson King did a beautiful recording of it on the Mid-Atlantic, I, of course, had it recorded for Republic. Just sent the disc to Chicago to get a peak. Nine people, I am proud and dedicated to Jimmy Davis as a measure of thanks for his work in sacred music."

Dave (Carvin Delco) Hazard, WNOX, Dalliance, O., recently conducted a survey among listeners of his "Blizzard Round-Up" show to determine the favorite country and western artists in the Northwestern Ohio area and adjacent marinas of Indiana and Michigan. Placing in the top 10 were Webb Pierce, Faron Young, Eddie Arnold, Carl Smith, Hank Snow, Kitty Wells, the Wilburn Brothers, Jean Shepard, Ernest Tubb and Bob Wills, in that order.

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Write: P. O. Box 693, North Miami, Florida

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All completely reconditioned

- Seeburg M100B $495
- Seeburg M100BL $525
- Seeburg M100C $595

This is the finest used equipment in America


We will take in trade Gottlieb and Williams Pin Games, Seeburg M100's, G's and Arcade Equipment of all kinds. Send in your lists.
Meet GENCOS ROYAL FAMILY of TOURNAMENT POOL GAMES

for 3 OR 4-SIDED PLAY
ALL MODELS AVAILABLE WITH LIGHTED BUMPERS

DE LUXE
Center hole plug provided with each game

SUPREME DE LUXE
3 hole game (with outside holes moved in and extra bumper posts) for more skill and fastest playing time.

First in the Field with
ALL THESE FEATURES:

- Optional Playfield Light
- Built-In Adjustable Levels
- Mother-of-Pearl Rail Markers
- Clog-Proof Ball Trouhgs
- Steel-Sheathed Cash Box
- Hinged Cash Box Door
- Hinged Playing Field
- Finest Quality Billiard Table Material!

Juke Dime Play
Continued from page 27

take time to achieve a 100 per cent level, I'm confident that dime play in here to stay.”

Meanwhile, St. Paul operators report that the move to 10-cent play is “satisfactory.”

By early spring, 1 forecast all juke boxes in St. Paul going to dime play,” said one operator. “I'm certain it is going to work out all right.

He said that better than 50 per cent of all phonographs in St. Paul were already operating on dime play, three for a quarter, and that by the end of March the figure will be better than 75 per cent.

The big nickel in St. Paul seems to be whether to go to 10-cent play, three for a quarter, or 10-cent play, four for a quarter. Generally, most operators seem to favor three for a quarter.

One operator declared that practically every column in St. Paul who has juke boxes has some dime play spots.

Record Attention

He said that dime play has even improved poor locusts to the point where they are now profitable and receiving better service than before. One big secret in promoting dime play, he added, is giving special attention to record selection.

Here in Minneapolis, operators point out that the sale of all machines on location have been converted to dime play. With only a few exceptions, every operator is sold on the advantages of dime play, they contended.

“It’s a question of moving slowly to make location owners see the advantages of dime play,” was the way one operator put it.

Another said: “Each operator who is sold on dime play has made himself a committee of one to try and sell other operators and location owners. Talking with these men is sure to help the dime move here.”

James Robson
Continued from page 27

purchased the White Music Company from Detroit operator Harry White. He has headed the firm ever since and plans to continue to keep his juke box operation.

Remains in UMO

He resigned from the post of secretary, Robson will remain a member of UMO.

Succeeding Robson’s UMO office was Lou Fisher, head of Fisher Music Company, who was a member of the association’s board of directors. James Roths, of Roths Music Company, was named to fill Fisher’s former post.

Sked Op, Mfr. Open House at Atlas March 18

DS MOINES, March 30 — Atlas Music Company, Seoulton

outlet here, headed by Phil Moss, will hold an open house for man

ufacturers’ executives and coin music operators in Iowa and Ne

braska Sunday, March 18, in the

firm’s new building at 12th and Walnut streets.

The Atlas firm has invited ex

ecutives from Chicago Coin, Cres

co, Williams and Seeburg to meet the operators from this area, Ed

ward and Morris Ginsburg, heads of Atlas Music in Chicago, along with Moss will be hosts for the day.

Besides holding open house to

launch new building, Atlas is celebrating its 10th year in the

business here.

The new building features a

joke box display room, a

novelty game room, a used pinball show

room, parts and service depart

ments—three times as large as be

fore, a storeroom and warehouse, and two loading docks.

Moss said the firm will now be able to keep a more complete in

ventory on hand for operators.

The open house will also feature a buffet luncheon, as well as door prizes.

Other Atlas offices are in Omaha and Pittsburgh.

KING-SIZE
3 hole game
(18" longer)

STANDARD
THIS ECONOMY MODEL ONLY MADE WITH 4-LEGS
Some playfields as DeLuxe Games

NEW! EACH TABLE EQUIPPED WITH CUE REPAIR KIT AND TABLE BRUSH plus BACK-BAR AND WINDOW BANNERS FREE
A Bally Game for Every Location

Pin-Pool
Equipped with
New 4-Point Push-Pull Anti-Warp

All models quickly
Convertible
2 or 3 Pockets

STANDARD
52 in. by 36 in.
With or without light-up bumpers.

SENIOR
60 in. by 36 in.

FEATURING SENSATIONAL
Magic Squares
Plus Money-Making
Double Scores
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for best deals on biggest money-makers $$$$$
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PLAYER CAN MOVE NUMBERS CLOCKWISE WITH EXTRA COINS

**DOUBLE-SCORING**

**DIAGONAL FEATURE**

FIRST COIN LITES LARGE CARD
SECOND COIN LITES DIAGONALS

WITH DIAGONAL PANEL LIT
PLAYER CAN OBTAIN REGULAR CARD SCORES PLUS DIAGONAL SCORES

**12 ADDITIONAL WAYS TO SCORE**

3-IN-LINE SCORES

**4 ADDITIONAL WAYS TO SCORE**

4-IN-LINE SCORES

**ADDITIONAL WAYS TO SCORE**

3-IN-LINE SCORES 4-IN-LINE

4-IN-LINE SCORES 5-IN-LINE

8 BALLS NEXT GAME

ADVANCING SCORES

NUMBER SELECTION

SPELL NAME

PENNANT FEATURE

4 CORNERS SCORE 5-IN-LINE

EXTRA BALLS

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HI-SCORE POOL

6-Player Shuffle-Alley BOWLING GAMES

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This is the BIG PLUS of the Seeburg V-200. Much of the music listeners want to hear—show tunes, all-time favorites, classics and varieties—is available only on 45 RPM Extended Play Records. The Seeburg V-200 is the only music system that permits you to merchandise E.P. music on a sound economical basis.