**NEWS OF THE WEEK**

**CRS Runs into Sponsor Block On Programming Changes**

CRS is having problems carrying out the changes it desires to make in its programming line-up for next season. One of the areas in which it's experiencing difficulty is in getting advertisers to go along with suggested program changes.

**Problems With Major Stations**

**Upset Playhouse 50 Plans**

CBS is in a state of high-level hour-and-a-half drama series that CRS is planning for next season, has taken on an "off" status. There's a major problem that's arisen with its affiliated stations, which has aroused speculation as to whether the series will go on.

**Abercrombie in Preschool Deal**

For Share of De Sylvia Renewals

Abercrombie is apparently preparing a deal to resell the preschool rights to its "Baby Haversham," "Baby Sleepytime," and "Jack the Little Engine." Talks are at an advanced stage with a number of networks and stations.

**MICKEY DISKS, TV CLUB TIE-IN ON MAIL ORDER**

NEW YORK — ABC-Paramount Records will peddle Official Mickey Mouse Club line on a mail-order basis, thru Walt Disney's ABC TV Mickey Mouse Club show

**THE BILLBOARD SURVEYS**

**Equipment Sales Among Record Dealers**

**SIXTEEN-YEAR-OLD**

**MIKEY D.,}**

**50,000 Grandpa Gets Hot Rod Urge**

LUXEMBURG. Wis. — Even the grandfathers with automobiles today are falling under the spell of the hot-rod craze that started with the youngsters. Members of the Youngsters' Association here have converted most of the 200-engine engines in town into continuous-speed machines for their own use. Some have topped 30 mph speeds on Engine Street. The fleet of engines is looked to as a car is the only thing left in Wisconsin with the feature attraction to be a program of races in front of the grandstands.

**Record Shops Have Whatever You Want**

**For Music at Home**

90% of Stores in BB Poll Report Expansion to Handle All Equipment

**BY IS HOBORVITZ**

NEW YORK — More than ever before in history there is a current of Age Consumer buys his phonograph records is also an outlet where he can acquire just about all the equipment needed for home music entertainment.

**THE BILLBOARD PRAGUE**

**When the Age of Equipment is at a premium, the retailer finds in the age buyout offers of records and phonographs at the point of sale.**

**Assortments.**

Practically all record stores now sell some music reproducing equipment, be it phonograph, radio receiver or hi-fi component. Well over 50 per cent of the stores completing questionnaires reported this fact.

**Peril of Dual Trade Significance.** Information is data showing that in well over half of all record stores, phonograph and radio equipment is sold in the same department as records. This is a trend which is rising steam in recent years. It has to be noted that many dealers do not carry a full line of components, portable and clock radios, as well as three-speed automatic phonos both because $100 and more will not prove beneficial. Eventually the present holds the average dealer has moved into the high-ticket equipment market, causing the effectiveness of the prime mover of low-cost phonographs.

**R. S. Littleford Hears Music; Kemper Exits**

NEW YORK — Effective March 31 Roger S. Littleford Jr., brother of the late George R. Littleford, has been appointed by the company to head the Country Music division of The Billboard, replacing K. (Keply) Kemper, who has resigned from the company to join the staff of Young & Rubicam, Inc.

**THE BILLBOARD SURVEYS**

**Equipment Sales Among Record Dealers**

**SIXTEEN-YEAR-OLD**

**The Billboard surveys**

**Equipment Sales Among Record Dealers**

**SEE PAGE 2.**

**Grandpa Gets Hot Rod Urge**

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**The steamer still are the stars. Twice a day the monsters get up from their beds in the parasite. Oceanics take turns trying their machines on a Prove brake, device which retails pulling power, a steam engine operates a saw mill. There is a steam-powered corn sheller, a small wood saw, and the tractor, are cast again in their original role of threshing.

**Top event for the engine men is the balancing trial, which goes on "as long as the engine holds out. Kangster explains that in this event an engine-injector test log on for some minutes which is every two feet of stroke, the bigger the engine, the longer the test.**

**Lighting the heavy contamination back and forth on a treadmill would be just right. But with steam engines there is an added ingredient. When the boiler tongs, the water in the boiler stirs mightly, and that’s likely to throw the whole works off balance.**

**Staged by Blakers**

Steam re-venor got started in 1945 when the Lefly Blakers, of Brookved, O., started the National Threshers’ Association. Their event, now at Montpelier, O., is one of the top-ranking events of the season and she also heads up the ladies division, which publishes a threshers’ women’s cookbook for sale at the annual. Last year, she acknowledged, the event was worth of bands and band work. For the 1950 season, which will (Continued on page 64)
TELEVISION

Sponsors, Stations Abet Fall Program Confusion at CBS

Made things difficult for the network in its lack of pilots of the new programs brought to program next season. Available for showing are "Whitebirds" and "Joe and Mabel." Bankers are naturally reluctant to commit themselves to millions of dollars in program expenditures without first okaying the shows.

CBS is also not willing to act on the claims of its own producers to allocate the good will of many of its clients which are involved in long-terms pledged with. With the current trend and fancy going on in the network industry comes under investigation "by various government committees, with the network spectacle shufiing in a position to flex its muscles.

NEW YORK—Programming confusion is rampant at CBS-TV last week. The decisions made by top CBS managers on the weekend of February 25 have been rendered ineffective by major stumbling blocks—sponsors and stations.

Many of the sponsors of the shows moved in the changes have refused to go along with CBS's suggestions. And many of the network's affiliates, too, have opposed CBS Thursday night plan for "Playhouse 90." (See other story this issue.)

Two of the evenings slated to be explored by the management were Thursday and Saturday. The S. C. Johnson Company and Pet Milk, the current sponsors of "Playhouse 90," are leading the week-long battle against CBS's plans to move it to Phil Silvers. They, of course, would lose much of their identification in the fight, and the sponsors would most likely have to be found to share the bill. And Munsinger and Shearer are reportedly holding up "Whitney" for a 7:30-9:00 p.m. period.

Saturday Stakes

Saturday's play could be in a conflict with the Jack Benny show this year, NBC stole to be satisfied. And Budweiser has recently made a new segment of Pert Mason, the new hour melodrama to be slated 10-11. Budweiser, too, was wary to stay with its own property.

CBS Changes

In 7:30 Slot

HOLLYWOOD—The CBS 7:30-8 p.m. line-up next season will see new shows on Tuesday and Wednesday nights, but the other three weekend evenings five will remain current plans reported here. The changes will be on Tuesday and Wednesday, where "Name That Tune" and "The False Witness" are currently programmed.

Among the properties available for those nights are "Hellerbird," "Richard the Lion Hearted," a U.S. comic series and a Thursday two-hour coloring package, the last being considered for Wednesday nights as a low slot, which could provide a. bankroll with a good net-per-thousand advantage. "Dine Alone—Name That Tune," which is well liked by

Television

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

MARCH 31, 1956

EDITORIAL

Fred Allen's Passing

The sad news about the untimely passing of Fred Allen came in the middle issue of the Billboard. Along with everyone else concerned with those buds in general, television in particular, we were shocked and deeply moved.

Word that Fred Allen strikes us as unnecessary. All who knew those who devoted their lives to certain subjects knew what they meant to him, his losing friend good humor, which was visibly lower whenever he was out of work. He was a talent which spanned varied media over a period of years, and for this he left a mark on many of us exposed to the Allen brand of entertainment, particularly by the public. For this, they can only be better human beings.

If there is any lesson to be learned from Fred's passing, it is that the television industry must again answer the question, such as was his, with a talent which is enriched it simply too seldom. It is to the creditors of Goodson and Tuttle, that they styled Fred on "What's My Line?" these past months, and they doubted he would be the first to admit that his image could hardly reach its fullest expression within its format. It is in a loss to the nation that this industry never was better to find a satisfactory vehicle by which this could be accomplished.

We mourn Fred Allen, and we deeply regret the opportunities that television in recent years has had to bring him to the nation in a format tailored to his abilities. Men of this caliber are among us too rarely and pass all too soon. There must not be so inward a waste when such a man again appears.

IF PROBLEMS SOLVED

Buick, Texaco May Foot Gleason's Hour

NEW YORK—Buick and Texaco may wind up as co-sponsors of the half-hour show next season on CBS-TV. That is, if several problems can be resolved to the network's satisfaction. The show is, of course, to get Gleason to return to the business he most likely was so successful for him last season.

Winning his consent, however, may hinge on the fact that the NBC network ratings in his new 8 p.m. time period, two of which have been better for the network, and the most recent lesser than the target. If Gleason's current half-hour show does not out-pull Connie's, Gleason may be forced to return to his former network and listen.

Also to be considered is a $2,000,000 investment which Buick has signed with Du Mont for the use of its electronic system for 30 more than films. The network and clients might have to split this bill between them and add it to the program cost.

Texas has already given up on Jimmy Durante, but a new offer Saturday, 9:30-10 on NBC-TV may depend on whether it can get Gleason. The hour version of Gleason could also conceivably wind up going 7:30-8:30 on CBS, unless Texaco is persuaded to move out of its 8:30-9:00 half hour season. Kodish is the agent for Buick and Texaco.

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'Finance' to Pay Annuitits

NEW YORK—..TV is moving into the field of annuities, Bulova and Memnon have been granted a franchise in a studio at 10:30-11 p.m. on CBS-TV for a quiz show, "High Finance," with a prize of $10,000 in annuities.

The big money giveaway will pay off in annuities, which will make it possible to retain more of those who win the quiz. The show will remain all thru the summer.

NBC Plans Makes for Martha Raye

NEW YORK—NBC-TV still has a vial of annuity blueprints, as one half of the show is scheduled to be programmed regularly.

The "High Finance" quiz under consideration, NBC's NBC past ends in June.
NBC to Worry Later About Kids at 7:30

NEW YORK—What will NBC TV do with its 7:30 p.m. strip if all that has been gathered about this season by the CBS-TV and ABC-TV people is anything to go by? The kids? Indications are that NBC will stand pat for the moment and delve into management problems.

In the dog-eat-dog remaining to be settled, however, it will not be the kids that will renew Dinah Shore and Eddie Fisher, respectively, who together occupy four out of five quarter hours, 7:30-7:45. Both clients are eager with the talkies but they must decide whether they wish to remain on NBC or look for something more attractive for their shows. Fisher and Shore are both under NBC contracts.

The remaining NBC shows in question are not forth coming. NBC's decision will probably be made during the coming three weeks. The NBC schedules will be announced before the start of next season. Fisher and Shore's shows are both NBC productions.

CBS announces that NBC productions will continue.

Ralphot Buys Journey' Seg

HOLLYWOOD—In one of the few definite announcements of the coming season, Ralphut-Futura Television is producing a new series, "Men of the Mountain," and will sublimate a Jack Dong-lensed film show, to be called "Golden Journey," in the 10:30-11:30 p.m. ABC-TV slot.

The program will consist of travelogues that will be shot (still but (still to be) close.) Some of the footage has been seen locally in the Los Angeles area, but as far as national airing is concerned, it will be an entirely new package and will have no effect on the Douglas-Leedr produced "Search for Adventure," nationally by George Beagle and Associated.

Announced at this time is the agency, Guild, Bussin and Brovia, gravitating toward "Journey" in as cost, reported to $70,000 per half hour. The show will be entitled "Men of the Mountain," and will be distributed by American Broadcasting Company. The number of episode is in its present at a conference (The Billboard, March 24).

P&G Spits Up Program Dept.

W.D. Rogers In TVb Chair

NEW YORK—W. D. (Dolo) Rogers Jr. last week elected chairman of the board of the Telecommunication Bureau of Advertising, Rogers, one of the founding fathers of the bureau, is president of KODUT- TV, Luxton and Bouwey, Inc., Dick Moore, head of KTGV, Los Angeles.

Roger Clipp, manager of WPIV-TV, Philadelphia, was elected secretary-treasurer of the company. He succeeds J. R. Sykes, manager of WSAV, Tuscaloosa, Ala., who resigns at the end of the month.

The board of directors approved a budget of $100,000 for this year.

CBS Chalks Up Biggest in 1955

NEW YORK—CBS, Inc. today dubs it being for joy over the success of 1955, its biggest to date. The corporation's annual report shows for 1955, $31,600,000, or an increase of 13% over the previous high of 1954. Consolidated net income was $4,000,000, or an increase of 17.4% over 1954's $11,600,000.

CBS points out that the $14,111,111 shareholders' equity also ended the year at $36,123,600, a 31% increase over the 1954 figure of $27,218,000.

The 7-9 p.m. copy in particular is to be noted.

John Foster conoces, the former president of the Federal Communications Commission, has said he did not believe the FCC would have a role in any future TV regulations, according to a report in the Los Angeles Herald-Examiner. The report said that Foster, a former justice of the California Supreme Court, had made the statement at a meeting of the House of Representatives, maintained that Berkeley and Santa Barbara are the two best network clients, according to studies made by the Strawbridge and Streicker, Inc.

"Peter Pan" was voted best actor, and Julie Harris, best actress in a supporting role, and "MGM's" "A Star is Born," was voted best picture.

Situation Comedy Programs Still Best Half Hour on Nets

NEW YORK—Situation comedies are still the most popular type of half-hour network TV program, according to a new survey of the NBC network. The survey, which season emphasized demonstrated their strength, followed close behind, traditionally a study of Nielsen's ratings of half-hour shows, for the second season.

According to the Nielsen study, the average network, half-hour ratings for Tuesday was 56.4 Total Audience rating. The most popular time slot for both networks was the 8-9 p.m. slot which produced an average of 52.75, followed by the 9-10 slot, which produced an average of 52.5. The 10-11 slot, which produced an average of 52.3. The most popular time slot for both networks was the 8-9 p.m. slot which produced an average of 52.75, followed by the 9-10 slot, which produced an average of 52.5. The 10-11 slot, which produced an average of 52.3.

One and audience participation program, in which there were 13, average of 25.5, was "The Tonight Show" with Jack Paar, which averaged an 18.1 rating. The second most popular show was "The Phil Silvers Show," which averaged an 18.3.

The third most popular type of comedy show, as evidenced by its rating, was the general drama program, which averaged an 18.5. Nielsen found that the general drama programs were more popular because they were more popular than the other types of shows. However, the most popular type of show, as evidenced by its rating, was the comedy show, which averaged an 18.1 rating. For an advertisement to show how easy it is, it's necessary for him to know not only its cost but its effectiveness, as well. In the final analysis, a show cost-
t per thousand figure is usually more important than the rating. However, given a number of different type shows, all with approximately equal cost, the Nielsen study ranked above shows which shows should be selected to deliver the best rating.

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Commercial Cues

CARTOON CHARACTERS

Famous Studios, producers of short theatrical cartoon subjects for Paramount Pictures, is releasing some popular cartoon characters to TV. Among them are Casper, the Friendly Ghost, Little Audrey, Herman and Catbert. They will be released to an advertiser on an exclusive basis. Alan Hartman, general manager of the studio, is talking to several agencies now.

NEW DITCH FOR DETITCH

Gee Detitch, winner of many Art Directors awards for such animation commercials as Jello's "Buzzy Day" and Pie's "Happy and Bert," has joined Robert Lawrence Productions as creative supervisor. He will supervise animation in New York and for the firm's Hollywood affiliate, Grantray-Lawrence Animation, Inc.

ID'S

Transfilm Incorporated, TV film commercial producer, will open a branch production office in Hollywood. Polly Bergen left for Hollywood Thursday (22) to resume her role of "Miss Pepol-Cola" on film commercials, etc. Joseph Lamoreux has joined the commercial production department of Kenyon & Eckhardt, Inc., as associate TV producer. A. Sonner, who does the commercials for Amoco gas, was in Schenectady, N.Y., last week for the Grand Prix Sports Car Competition as a representative of Amoco.

TOP PROGRAM PROMOTION

...the kind that won WREX-TV this top honor among all 2-station markets in The Billboard's 18th Annual Program Promotion Competition.

IMPORTANT MARKET COVERAGE

Positive coverage of Southern Wisconsin and Northern Illinois to complete the Big 3 markets of the Midwest (Chicago-Milwaukee-Rockford) representing a million-dollar sales area.

TOP NETWORK PROGRAMMING

Plus high-rated syndicated and feature film programs to provide peak round-the-clock viewing.

and you've got the 3 Key Reasons Why

WREX-TV is a MUST BUY in the MIDWEST

WREX-TV

Rockford, Illinois

In one short year!

WGBS-TV
MIAMI, FLORIDA

In Miami, where promotion is the life-blood of the community, WGBS-TV is the acknowledged leader. We are modest, but proud of our accomplishments and grateful to those who have honored us for our achievements.

...for "Continued Outstanding Public Service in the Field of Education." Awarded to WGBS-TV by Broward County Board of Public Instruction.

...Bob Nashick (right), WGBS-TV Promotion Manager acclaimed "Advertising Personality of the Year" (1955) by Advertising Club of Greater Miami.

...WGBS-TV awarded First Place for 1955 network promotion in Billboard Promotion competition.
IN THE CRYSTAL BALL

Future Features Ought to Be Enough for Next 5-10 Years

NEW YORK—If the new crop of feature films stimulates the appetite of TV stations and sponsors, owing to the fact of this product coming into TV to take care of its consumption for the next five to ten years, according to some of the most polished crystals in the trade here. At that point, over 11,000 feature films will have been brought into TV since the end of World War II. All bookings will then have been exhausted. The only feature films that will then be available to TV will be newly produced films, which, relatively speaking, would be a more relative.

Up until January 1 of this year a total of about 3,500 feature films had been brought into TV over a nine-year period. Since January 1, seven TV distributors have brought another 1,700 more movies in line for first-run TV, and not all of them are available for immediate airing. In other words, in the past three years TV interest has acquired half the number of pictures they did in the previous nine years. The total movies in the TV industry now is 5,200.

It looks in this crystals, every one of the major motion picture companies will put its backing into TV, piecemeal or in one big push to the stations and sponsors show their ability to consume the newly acquired 1,700. How much product do they have to give? A reasonable estimate is that Columbia, MGM, RKO, Paramount, 20th Century-Fox and Universal among them have close to 4,000 sound movies produced before 1948. If you count out as these seem to it, all this product will be brought into TV in the next three years, which means there will have been over 9,000 pictures thus the TV market will in 1955. (Some of these TV leases will have expired by then.)

By then it is expected that the motion picture industry will have come to some kind of agreement with the Screen Actors Guild and other labor union representatives for the telecasting of pictures made after 1944. That will open up to TV a decade’s worth of feature product. During these years Hollywood has been turning out at least 200 pictures a year. So a minor revision will put over 2,000 more pictures in line for TV.

Of course, many of these will have been filmed for wide screens, so it will be necessary to reduce them to regular 16-mm. prints. In addition to the major product, there will be some more British and independent movies coming in.

All told, by the end of 1965 the total TV take of feature films at its maximum potential could exceed 12,000. In 1955 feature film programming on TV will be grown and flourish over two decades, and at that point the crystal ball gets cloudy.

MOORE TO BLAST NET OPTION TIME

KTTV Prexy to Recommend Nix at Senate Hearing, Air "Block Booking" Thoughts

NEW YORK—The withholding of network option time will be effective from TV unless the recommendation of Richard Morgan, presient of KTTV, Los Angeles, to his appearance this week before the Senate Interstate Commerce Committee headed by Sen. Warren Magnuson.

Morgan’s statement will maintain that the two types of network agreements—option of segments of station time and "must buy" agreements with sponsors (making it mandatory to purchase a minimum number of minutes to get prime time periods)—constitute a form of block booking. Such selling station program packages for films, he will claim, is a violation of the anti-trust laws, because it restrains the opportunity to compete, particularly for TV film producers and independent stations.

By controlling the nastiest time periods, particularly in key markets, Morgan will reason, the deals, in effect, prevent independent producers from having access to prime exhibition time. And without a market, film producers cannot sell to sponsors, but must sell to network. In short, Morgan will say, the networks will be able to dictate the product they want.

At the same time, Morgan will point out that the networks are also producing TV shows. Consequently, he concludes, this film producer’s opportunity to get adequate release for their product is doubled to renting business with one of their competitors.

Advertisers, on the other hand, Moore will maintain, are effectively blocked from using TV unless they meet the network’s must buy requirements. Without prime time periods, they cannot afford to buy network time, photo Moore, will contend, does not want network programming. But it does want regulation, because current conditions make it unfeasible for the independent producers to produce for independent stations.

Morgan’s suggestion is that stations can be fees to accept or reject programming on its merit alone. Option time is unworkable and only necessary for independents who do not have the money to buy their stations would reject if no required to use.

NATIONAL TELEVISION ASSOCIATES

Top Show Pluggers

A Weekly Digest of an Outstanding Audience Promotion Campaign Entered in The Billboard’s 18th Annual Promotion Competition

WRCA-TV, New York—"Great Gildersleeve" New York became "Gildersleeve City," and the judges in The Billboard’s 18th Annual Promotion Competition decided that "Gildersleeve," was a true four or more channel market. Sponsor Ronsoni, makers of punch, was just as happy over the campaign as the judges were over the entry. "Goodies" was the general title, and the stick-up was "on the spot recognitions," commented one judge.

The full story was given in Billboard’s "Street section because Gildersleeve Boulevard, and Herb Sheldon helped put up the sign. Every show in New York radio station received a "Welcome Gildy" kit. Some 100 staff members were "Welcome Gildy" buttons. Ads were placed over the numbers stop that says "You lost your traveler and sign faux’s insatianted the city. Some 15,000 sign faux’s were used in the show.

Stickers went into laundry bundles. Mac’s gave away free Gildy pencil boxes. Newspaper Sunday covers carried ads, bulletin boards were plastered, a beautiful press kit was organized, and a $100,000 on-the-air campaign was launched.

Actors on the show were busy, too. Gildersleeve advertised, eight college groups, visited 12 plant supervisors, were asked on five banks. Preyev was given a scroll to the Jane Foyeck radio show by the Pharmaceutical Foundation and to the with this interest in America produced the Leroy special sundae, of which 2,500 were sold.

As a sequel, 12-foot letters in a Times Square traveling sign was placed in the show, along with the personal phone calls thru the photograph-telephonic system.

All this was under the guidance of Max Bock, director of advertising and promotion, and Hamilton Shro, vice president and general manager.

DONOVAN'S REPORT

Ratings Take Time, NBC Study Proves

NEW YORK—It often takes a new show a couple of months to reach full potential. This truism is graphically demonstrated in this study conducted by NBC Television's syndicated show, "Steve Donovan, Western Marshal."

It gives the American Research Bureau ratings on "Donovan" in eight major markets from the show's premiere thru February 15.

There is a maximum of five, a minimum of two for each market.

In every case the first rating was substantially lower than the many ratings points below the peak.

In Atlanta, "Donovan" debuted at only 1.2 on January 9, then 1.7, then 2.0 in January. In Boston, "Donovan" opened with 6.3, then went up to 15.4, then 16.1, but dropped off from there, reaching its final point of 13.9.

In Cincinnati, "Donovan's" first effort was 5.0, then went up to 7.4. In Denver, it opened with 11.5 and dropped off to 4.5. In St. Louis, "Donovan" first had 8.1, and its second rating was 20.7. In Portland, Ore., the show went from a 14.6 to a 25.9. A sharp drop.

The explanation for this impressive climb over the first few ratings seems to be "Donovan's" persistent effort to grow, and that time is frequently required for promotion to take effect and for the TV audience to grow into a new viewing habit.

The study was conducted by ARB Researcher, James Lane.

NTA BOOSTS GROSS SALES FOR QUARTER

NEW YORK—National Television Associates again increased its gross sales in its latest fiscal quarter. In the three months ending January 31, NTA wrote contracts amounting to $1,372,631. In the previous quarter, NTA's gross sales totaled $1,050,832. Its gross sales over the year ending January 31 totaled $3,972,114.

These figures were disclosed in NTA's first semi-annual report to its stockholders released this week. NTA's net income in the six-month period was $1,071,957. This contrasts with a net loss for the fiscal year that ended July 31, 1955.

The earnings for the last quarter equaled 13 a share, against 8 cents a share for the October quarter. The company also declared a 4% dividend to its stockholders.

Buying Capital

NTA reported its total capital stock on January 31 as $3,625,605. It also disclosed that it had added a $1,500,000 credit line with the Chicago Mercantile Exchange to finance station film rental contracts.

NTA figures current income not on contracts written but on expected payments during the next quarter. The outstanding portions of its "Great Gildersleeve" contracts with a net loss for the fiscal year that ended July 31, 1955.

The earnings for the last quarter equaled 13 a share, against 8 cents a share for the October quarter. The company also declared a 4% dividend to its stockholders.

ABC-TV to Let Ranger Ride

NEW YORK— plans to shift "The Lone Ranger" from its current Thursday night 7:30-9:00 p.m. slot to Sunday night 7:30-9:00 p.m. slot, beginning July 1. The show has been moved to this time period by ABC, the network that aired "The Lone Ranger" so far, in order to free up time for "The Lone Ranger" to make the switch to Sunday night only program long on ABC. The later schedule the week is now facing is now being worked out, according to ABC's executive vice president and general counsel, Michael D. Goldenberg.

The decision to keep the "Ranger" program is now very serious has been made by the network's programming department. The move is expected to be announced before the end of the month.
**Warner Films Go on Gotham Agency Beat**

HOLLYWOOD — Warner Bros. TV this week began agency airing of its three film entries for this fall's programming derby. The company's top gun, Jack Warner Jr., is personally showing the presentation films.

Of the three, two are adventure shows. "Apache Thunder" is a jungle series shot in part in Brazil. "Port of Call" utilizes a freighter as the gimmick to launch its stories from.

Third program, "Joe McDoakes," is a situation comedy starring George O'Hanlon of the theatrical "Behind the S-Ball" fame.

**Ziv Peddling 'West Point'**

HOLLYWOOD — Ziv-TV this week started regional sales of its new syndicated TV series, "The West Point Story." According to the company's sales pattern, local and station pitches won't be made until regional deals are completed.

The series concerns itself with stories of cadets at the academy, and may, if possible, include tales of cadet life of some of its more famous graduates. According to Ziv, the project has Defense Department backing.

Ray Montgomery stars in the pilot film which Leonard Benson directed. The script was written by Leonard Benson and Jerome Lawrence.

**RATING'S SO HIGH**

'Kong' to Be Pulled For Theatrical Use

NEW YORK — "King Kong," which appears to have drawn one of the biggest audiences that WOR-TV ever had on its "Million Dollar Movie," is being taken out of the TV market by RKO Televi-sion. It was reported here, RKO is understood to have decided to reissue the thrill spectacular again. "Kong" has already grossed over $4,000,000 in theaters. It made more in reissues than in its original release in 1933.

Only one other station played "Kong," WBBQ, Memphis, also a Telecast-owned station, WBBQ run it not in its high-rated "Million Dollar Movie" but in its "Classic Theater," late Saturday night, March 10.

WOR-TV ran "Kong" on its "Million Dollar Movie" 18 times, March 5-12. For the rating period March 1-7, Pulse gave "SDM" a total rating of 87.5. "SDM" has not had this high a total TelePulse since its first weeks, in the fall of 1954.

The Pulse figure includes the

(Continued on page 13)
WOR Revamp May Mean Two 'MDM's'

NEW YORK—WOR-TV may have two "Million Dollar Movie" shows next season. The station is right now studying a complete revamp of its schedule. A doubling of "MDM" is understood to be the main idea under consideration. The price for an eight-showing "MDM" would undoubtedly be more than half the present $4,000 weekly rate for the 16-showing schedule. Nevertheless it would still enable less affluent advertisers to get into this successful feature film show.

The station has actually been toying with this idea for some time. What makes it feasible now is its healthy supply of RKO features. Beginning April 15 manager Gordon Gray will be able to devote his full time to the TV station. On that date, RKO Tel初恋, the owner, is bringing over Bob Leder from WINS here to manage the radio station, WOR.

Gray History
Since joining the station in December, 1953, Gray has been devoting about 80 per cent of his time to the TV operation anywhere. WOR was always a healthy business. WOR-TV needed work. It was under Gray's management that "MDM" was started.

The station does not release its billings figures, but it is reliably reported that the first quarter of 1955 boosted the same period of 1954 by 193 per cent. The first quarter of the current year was mother 41 per cent improvement. The first quarter of 1954 beat that first 1953 quarter by 344 per cent.

It is expected that when Leder comes in, the sales force will also be split, with Bill Dix, current combined sales chief, staying with Gray on TV.

WABD Tries Sports Angle

NEW YORK—Something unique in sports programming is being tried by WABD here. The station will make Wednesday its sports night soon. But more important, instead of paying for rights to sporting events, it will create its own shows of that type.

A metropolitan putting championship will be staged in its big studio. And a driving contest will also be telecast by remotes. A sports press conference will be presented on Wednesday, too. Also a possibility will be a basketball championship next season among.

Brit. Spends 4 Mil. For U.S. TV Film

LONDON—Nearly $4,000,000 has been spent by the British Broadcasting Corporation and the recently formed commercial TV interests since July, 1954, on American TV film material.

The House of Commons, concerned over this drain on dollars, began asking questions last week when this figure came to light. There is no point at this point, however, any thought of adding to the existing legislation controlling dollar expenditure by this country.

teams representing sponsors. Tom Moore will be the emcee.

Renews for Ziv 'Science'

NEW YORK—About half the first-year sponsors of "Science Fiction Theater" have now signed for the second year of the show, now in production, according to Ziv-TV.

In addition to Rondo Selzer, which has it on a yearly national spread, co-sponsored in most, the series includes Olympia Brewing, which is adding Alaska to its West Coast spread, Auto-Lite in New York and Philadelphia, Claus Wax in Chicago, Wisconsin Oil in Milwaukee and Toledo Paving in Buffalo.

WASHINGTON—Hollywoodproduced TV films should be submitted to the Motion Picture Association of America for its Production Code Seal of Approval is the verdict of a Senate Judiciary Subcommittee investigating the effect of violence and sex in mass media as it affects juvenile delinquency.

Television competition was named a primary cause of present trend to violence in the movies. The subcommittee found movie producers are going in for more violence, particularly in the newer Westerns, to meet TV competition on the adult level. As for juveniles, the movie code administrator feels "TV has taken over the large children audience that herebefore went to the movies, thereby lessening their responsibility to children."

In his report on hearings held in Los Angeles last June, Sen. Estes Kefauver, chairman of the Senate Subcommittee on Juvenile Delinquency, concluded that in movies, as in TV, the degree of risk in showing scenes of brutality to juveniles is an "unknown quantity." The Senate group feels that the MPAA board should make some changes in its code to bring it up to date on the requirements of good viewing in TV movies as well as those for theatre viewing.
TPA International Division Set for Foreign Sales

NEW YORK—Television Programs of America is formalizing its foreign sales effort with the creation of the TPA International division. The new department will be headed by Paul Talbot, president of Fremantle Overseas Radio & TV, the program exporting firm. As far as half-hour series are concerned, Fremantle officials will handle TPA product exclusively. Fremantle will, however, continue to handle other miscellaneous product such as cartoons, information films and features.

Whitehead Joins Niles Productions

CHICAGO—Jack Whitehead, British cartoonman, has joined Fred Niles Productions here as director of photography, Whitehead photographed "Hambert" and other top British pictures.

Carter Almost Out of Video

NEW YORK—Two developments have moved Carter Products practically out of program spotlight, at least for the time being. David Bacon revealed he would not make a third year of "Mr. District Attorney," which Carter has been carrying in over 30 markets.

Pharmaceuticals, Inc., on Tuesday (20) took over every week of the Tuesday, 9-9:30 p.m., period on CBS-TV for "Guy Lombardo's Diamond Jubilee." Carter used to share the time on "Meet Mike."".

Two Comedy, Oater, Mystery Pilots Set

HOLLYWOOD—Production on several new pilots was set this week by various organizations. Scheduled to roll are a mystery, a western and two comedies.

The mystery is "Richard Diamon," daytime serial detective drama, which Four Star Productions will shoot, with Don Taylor probably playing the lead. The company is also filming two more "Mr. Adams and Eve" half-hours for CBS.

Charles Marquis Warren, producer of "Cavender," has closed a deal with CBS-TV for a new series. "Cavender" has a tentative date of April 18 set for filming. It's planned to shoot entirely on location at Kanab, Utah, with Bob Stabler's company doing the actual production.

Alan Young has been signed to star in a situation comedy titled "The Professor Is Young," created by Gary Stevens. Pilot, dealing with a psychology professor at a girl's college, will be shot by the Mark Stevens Company April 11.

NBC TV is issuing a new pilot, "Hiram's Holiday," taken from the Paul Gallico magazine series. Phil Rupp is the producer, with Sonja Arlen playing the lead in the first half-hour.

Another comedy, "Bluebird," goes before the camera at Hal Roach Studios this week, with Arthur Lake and Pamela Britton in the title roles.

KO A After Dealers With Col. Features

DENVER—Since going on the air three years ago, KOA-TV, the NBC affiliate, has topped high audience ratings by virtue of its "late" show beginning at 10 p.m.

Last fall, however, the competing CBS station stole the low's share of the viewers for the first half-hour.

The purchase of the Columbia package, according to station execs, is to strengthen their battle lines in a market jumbled with four commercial TV stations and one educational station.

S. Gems Sells 1st 'Rasslin' in Can.

TORONTO—The Screen Gems office here has taken the Canadian distribution of "Texas Rasslin,'" One station has already signed up, CKCO-TV, Kitchener, Ontario.

In the U. S. the hour-long wrestling show is distributed by the producer, Maurice Beck.

Wichita Windy says...

WE DID IT AGAIN

AND WE'RE GLAD!

KTVH * WINS 1ST PLACE FOR PROGRAM PROMOTION FOR FILM SHOWS

* Billboard, March 17, 1956

To sell Kansas... but KTVH

Television Programs of America, Inc.

477 Madison Avenue, New York 22 • Plaza 5-2100 • Sales Offices or Representatives in Principal Cities

Milton A. Gordon, President Michael M. Silverman, Executive Vice President Edward Small, Chairman

for higher sales through quality programs

Other TPA quality shows which help you increase sales:

LABYRINTH • ADVENTURES OF ELDRIDGE QUINN • CAPTAIN GALLANT OF THE FOREIGN LEGION • HALLS OF IVY • COUNT OF MONTE CRISTO • NILE OF THE JUNGLE • PONY • EWING • GWARDS SMALLPETROL • GORDON MACRAE IN ACTION • 1940 THE YEAR • THE BUNCH • HANKEV • THE LAST OF THE WILDCATS • NEW YORK CONFIDENTIAL • ONE FARE STOP • ... AND OTHERS YET UNUNLISHED.

MARCH 31, 1956
THE BILLBOARD
TV FILM
9
The Billboard Scoreboard

**Network TV Programs**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Women Per Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>CBS</td>
<td>1,240</td>
</tr>
<tr>
<td>2.</td>
<td>ABC</td>
<td>1,120</td>
</tr>
<tr>
<td>3.</td>
<td>NBC</td>
<td>1,090</td>
</tr>
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</table>

**AMONG WOMEN**

**Climax**, Heart Star (Screen P. (CBS))

**AMONG MEN**

**Theatrical**, Show, AMONG THEATERS, And Myer's (NBC)...

**FILMS TO WATCH**

**MAN CALLED X-ZERO**

**SPPROIGER CIRCUS-ARC-TV**

**SUPERCLUBS**

**WEB WINNERS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Women Per Set</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>American Home and Musical, Sertan (ABC)</td>
<td>1,280</td>
</tr>
<tr>
<td>2.</td>
<td>Lawrence Wells, Dodge (ABC)</td>
<td>1,120</td>
</tr>
<tr>
<td>3.</td>
<td>Peru, Come, Dornmyer, Ind (NBC)</td>
<td>1,120</td>
</tr>
<tr>
<td>4.</td>
<td>Armstrong, Gold Seal (NBC)</td>
<td>1,120</td>
</tr>
<tr>
<td>5.</td>
<td>Whirligig, My Girl, Paril (ABC)</td>
<td>1,120</td>
</tr>
<tr>
<td>6.</td>
<td>Ed Sullivan, Lincoln-Mercer (CBS)</td>
<td>1,120</td>
</tr>
<tr>
<td>7.</td>
<td>Big Surprise, Perry, Spedel (NBC)</td>
<td>1,120</td>
</tr>
<tr>
<td>8.</td>
<td>White, Times, Large, Warwick (CBS)</td>
<td>1,120</td>
</tr>
<tr>
<td>9.</td>
<td>Louis, Hoot, Amos, Tobacco (NBC)</td>
<td>1,120</td>
</tr>
<tr>
<td>10.</td>
<td>George, Gold, Pet Milk, Armor (NBC)</td>
<td>1,120</td>
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</table>

**Pulse Top Tix Among Women**

**SYNDICATE FILM PROGRAMS**

**The Pulse Audience Composition Studies**

**SYNDICATED DRAMA PROGRAMS**

**The Billboard Scoreboard**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Women Per 100 Homes Toned</th>
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<tbody>
<tr>
<td>1.</td>
<td>CBS</td>
<td>187,300</td>
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<tr>
<td>2.</td>
<td>ABC</td>
<td>160,200</td>
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<tr>
<td>3.</td>
<td>NBC</td>
<td>137,200</td>
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**AMONG MEN**

**AMONG TEENS**

**AMONG WOMEN**

**AMONG CHILDREN**

**VIEWERS/100 HOMES**

**Network TV Programs**

**ARB Top Shows Among Women**

**How Network Shows Rated Among Women in February**

This weekly audience composition analysis shows the relative popularity of network series regardless of program type, by number of women viewers according to sex, age, and income. This week's comparative data includes women, men, and children. The additional information on audience size and coverage can be found in the Pulse, Inc., 15 West 41st St., New York, N.Y.
**AVOID TELEVISION**

**JIMMY DORSETT SHOW**

WNBC, New York, 6:30 p.m.

**THE SAN DRAGON**

K最高, 8:30 p.m.

**GANGBUSTERS**

KTVU, San Francisco, 8:30 p.m.

**RANGE WANDERERS**

WAGT, Denver, 8:30 p.m.

**THE WHISTLER**

WOR, Newark, 9:30 p.m.

**LITTLE MOVIE CABINET**

WMBV, Washington, D.C., 9:30 p.m.

**THE MARCH LUMBERMAN**

KSKO, Twin Falls, Idaho, 9:30 p.m.

**C’RIM’1**

KFSD, San Diego, 9:30 p.m.

**KFBM**

WTVY, Dothan, Ala., 9:30 p.m.

**WEBS**

WPSD, Youngstown, Ohio, 9:30 p.m.

**WILK**

WFBM, Monroe, Mich., 9:30 p.m.

**FILM EXTRAS**

KGB, Los Angeles, 9:30 p.m.

**KVDR**

KXAS, Dallas, 9:30 p.m.

**WABC**

WABC, New York, 9:30 p.m.

**WSJ**

WTRF, Huntington, W.Va., 9:30 p.m.

**WEAR**

WSNY, New York, 9:30 p.m.

**WITC**

WITC, Scranton, Pa., 9:30 p.m.

**WFTC**

WFTC, West Palm Beach, Fla., 9:30 p.m.

**WTVY**

WTVY, Dothan, Ala., 9:30 p.m.

**WKBW**

WKBW, Buffalo, 9:30 p.m.

**KMLF**

KMLF, Luxemburg, Wis., 9:30 p.m.

**WFLB**

WFLB, Jacksonville, Fla., 9:30 p.m.

**WOR**

WOR, Newark, 9:30 p.m.

**WOR**

WOR, Newark, 9:30 p.m.

**KSD**

KSD, St. Louis, 9:30 p.m.

**WOR**

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WOR, Newark, 9:30 p.m.

**KSD**

KSD, St. Louis, 9:30 p.m.

**WOR**

WOR, Newark, 9:30 p.m.
### CLEVELAND (3 Stations)...

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<tr>
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<td>CBS</td>
<td>M-F</td>
<td>11:00</td>
<td>39.3</td>
</tr>
<tr>
<td>WJW, CWB</td>
<td>CBS</td>
<td>M-F</td>
<td>11:00</td>
<td>36.3</td>
</tr>
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<td>WEWS, WOBO</td>
<td>CBS</td>
<td>M-F</td>
<td>11:00</td>
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### BIRMINGHAM (3 Stations)...

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<tr>
<td>WAVE, WPTA</td>
<td>ABC</td>
<td>M-F</td>
<td>11:00</td>
<td>36.3</td>
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<tr>
<td>WCC, WPYO</td>
<td>ABC</td>
<td>M-F</td>
<td>11:00</td>
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### PORTLAND, Ore. (3 Stations)...

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<td>11:00</td>
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<tr>
<td>KPTV, KGW</td>
<td>NBC</td>
<td>M-F</td>
<td>11:00</td>
<td>36.3</td>
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<tr>
<td>KOIN, KTVK</td>
<td>NBC</td>
<td>M-F</td>
<td>11:00</td>
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### PHILADELPHIA (4 Stations)...

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<td>M-F</td>
<td>11:00</td>
<td>39.3</td>
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<tr>
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<td>CBS</td>
<td>M-F</td>
<td>11:00</td>
<td>36.3</td>
</tr>
<tr>
<td>WCAU, WPXI</td>
<td>CBS</td>
<td>M-F</td>
<td>11:00</td>
<td>35.3</td>
</tr>
<tr>
<td>WCAU, WPXI</td>
<td>CBS</td>
<td>M-F</td>
<td>11:00</td>
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### ATLANTA (3 Stations)...

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<th>Time</th>
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<tbody>
<tr>
<td>WSB, WAGA</td>
<td>CBS</td>
<td>M-F</td>
<td>11:00</td>
<td>39.3</td>
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<tr>
<td>WSB, WAGA</td>
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<td>M-F</td>
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<tr>
<td>WSB, WAGA</td>
<td>CBS</td>
<td>M-F</td>
<td>11:00</td>
<td>35.3</td>
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### RATING NOTES:

- All figures are preliminary Nielsen ratings provided by a finger (TL) indicating anyway建设项目. Stations are VIP except when otherwise stated. The station's shows are shown in parentheses after the station's call letters. The ratings are calculated for the week ending March 31, 1956.
MUSIC-RADIO

LP Plays on Upswing
For Deejay Programming

By JUNE JUNDY

NEW YORK -- Deejays across the country and in more than 1,000 more LPs.

At least sales reports, to sur-
precedented height last year (The
Billboard, March 17), most ped-
|  |  |

in

ford

the

(Coin

function

The

Cincinnati

singles

the

More

and

More

Time

LP

Spinning

Arithmetic-Conscious Jocks Devoting

Album-Conscious Jocks Devoting

Time

LPs

On a round-the-clock pro-
gramming basis is a comparatively
new phenomenon in the deejay field.

At the same time, of course, the
record companies are turning out
more and more packaged mer-
chandise, stepped up their LP pro-
duction in general, with increased spe-

tral emphasis on deejay coverage (parking lot meets, higher credits, etc.). The label's LP subscription services are now being sold every day, while some of the key

nicks now receive almost as many

sales LPs as releases, singles.

(WGN) in Chicago, the leading con-
stests to LPs is leading indie

WNEW here, which is shuffling out

more than $4,000,000 this month to

build a new record library to ac-
nommodate its greatly expanded 12-inch album material.

At the same time, the label has

increased programming of LPs by

all of its jocks.

LPS at WNEW

Jerry Marshall, for instance, now

plays LPs during straight sets from eight to 10

LPS on his morning "Make Believe Ballroom" and spotlights a special LP, "Album Review and Pre-

views," on his evening show from

6:45 to 7 p.m. across the board.

LPS at WNEW

The Billboard's best-selling album

chart selections. Bill Wil-

son, head of his own LP jock jam, a LP's then be at this
time last year, with album now
delivered, as the new, Gussen's (Music-

Taei Midnight," a mellow-show, has always featured more

than other jocks, and it now con-

stitutes 90 percent of the show.

According to WNEW's head

beaut, Al Trilling, the station has

received 96 LPs since the first of

the month, and a couple of LPs to

come over the same period in 1957.

Several of the record companies,
in their efforts to make a fast get-

away from the "fly-by-flop" myth of

"opening of '64, and an injection into

suit filed in U. S. Federal Court

against the Pacific Records, in
defined as a breach of con-
tent, in the Los Angeles lawsuit to

prevent further exhibitions of U. S.'s musical clus-
to suit filed in U. S. Federal Court

against the Pacific Records, in

time LPs.

HOLLYWOOD -- Three separate

suits were filed in Los Angeles and

Atlantic Pictures were filed here

and Warner Bros. (Coast Records, and

Universal Pictures were filed in

Tennessee.

Plaintiffs are Dick Decker, Van

Wallin, and Charles "Chip" Taylor

and Warner Bros. (Coast Records, and

Universal Pictures were filed in

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Universal Pictures were filed in

Tennessee.

Pla

...
VICTOR TO PUSH
CONVERTED LP'S FOR APRIL SALES

NEW YORK — April will be "Conversion Month" for RCA Victor's pop package wing. The de
delayed "Two for One" campaign will be the push on 29 new 12-inch packages from the most
profitable material issued previously on 10-inch LPs.

The plan to convert the partic
ular packages in the new release basis to 12-inch is based purely on past sales figures.
Each 12-inch package consists of several records, several of these have been re-
selected.

Making the list are four Glenn Miller sets, including "Se
tections from The Glenn Miller Story." "The Sound of Glenn Mil
er. This is Glenn Miller.
" and "Glenn Miller in Concert." There will also be four sets by Perry Como, two by Johnny Mathis, Las
ev, as well as Sid Luft, Frank Carle, Perez Prado, Harry James George Shearing Shoes, Hugo Wil
tebelhar and Shotty Rogers.

In addition, the new package will be issued in a total of 28 EP packages, 29 of which will hold a single 12-inch package.

This present re-issue pitch does
(Continued on page 31)

B.G. MAY TOUR
CAMPUS DATES

NEW YORK — Benny Goodman, who accurs certain to realize a fortune of million within this year, has reason to be happy. The band's latest recording royalties, itnulling the prospects of a co-sponsored college tour as he walks the calender April 1.

During the day, Millard Alexander's office has been crowded, and the tour is expected to hold out for several dates so far, which normally would be extremely difficult to book in the college dates customarily are
restricted to weekends, and Goodman is not absolutely sure of promotion gaps, the jamb would not be held and band at Massachusetts Institute of Technology. However, it's likely that the band would also accept several
hotel stands in Chicago and on the Coast for longer periods.

MUSIC BUSINESS

General Motors' other TV shows are being watched closely by RCA Victor for their format of the fall to CBS and ABC this fall.

If Goodman does hit the road, it will feature a number of key sidemen, including trumpeter Jimmy Maxwell and trom
tbonist Urbie Green.

BEACON ST. BLUES

Hub School Board Scans R&R Disk Hop Sessions

BOSTON — The rock and roll hop was still hot hit in the Hub as the usual after-dark cab of the music business was served by a hustle
ter by beatle fans one night this week. A simple call from the Hub School Committee was holding an impor
tant meeting to be attended by the incident.

The meeting was prompted by the incident
which occurred at a record hop at the Massachusetts Institute of Technology after

WHOS DOTTIE

DICK?

NEW YORK — Dorothy (Kidgalen) and Dick (Kills,
well-known New York radio team, were heard broadcast
off on the current music business, and one of their recent morning shows.

Perry Como's "Take Box Baby" came to their attention and they apparently were bor
d by the show. "How do these people get to an artist like Perry with such small talent?" Dorothy then, and it indicated that the lyrics would proba
ably be found in the musical description of our younger genera
tions.

"Why, you'd expect an arti
d to sing from one of the recog
nized publishers, like a Mills

Then and there, with a final au

ill inclination toward "I'm not
gin this George Paxon?

ACTION DUE IN

SUIT AGAINST

BOURNE MUSIC

NEW YORK — Long-anticipated action in the Billy Rose, Jack Levy, Abe Reichman vs. Bourne Music case came closer this week. A new conference
will be held in the Federal District Court of New York (26), William Klein, who heads up the attorney team representing the Rose interests, is expected to
begin in about six to eight weeks.

The three steers in the Bourne Music case are the contribut
oring the "Taylor Oath of Music." It is charged that a formal agreement entered into by the three with Bourne is to
per hour fair to the writer in view of radio, TV and motion picture exploitation rights on the tune, which was made after the original

(Continued on page 35) Terms -- contingent upon the St.

Remington Must Pay
Recording Damages

Label to Protest Some Findings in Special Master Broderick's Report

NEW YORK — In a report of much interest to the music-rec
r industry, inasmuch as it spells out the area of a publisher's control of mechanical, Special Master David C. Broderick last week stipulated that damages to indem
nify by Remington Records to various publishers who had been given a infringements suit against the label. Plaintiffs, who filed their actions in the Special

District Court, included Shapiro-Betros, Oxford Music, St. Peter, Music and Meridian Music. Plaintiffs alleged that Remington did not have a clear right of use prior to receiving certain copies of music. The claim was filed in the case of a couple of years -- in the event the Supreme Court confirms the decision of the California Circuit Court of Appeals, which has held that the child and widow share equally.

If the Supreme Court hold that the child shares the after-the-matrimonial death, it is stipulated that the arrangement will be modified and "childen's share reduced in proportion to the virtual entire music busi
ness, as well as film interests, have taken the viewpoint that shall not result if the present decision is upset.

(Continued on page 50) Terms -- contingent upon the St.

Seeburg-ASCAP Pact
Opens Coin Opportunities

Publishers and Writers in Line

To Tap a New Revenue Source

BY BILL SIMON

CHICAGO — A potentially large new source of revenue to music publishers and songwriters was opened up this week, when the Chicago Corporation announced at a licensing agreement with the American Society of Composers, Authors and Publishers.

The automatic phonograph ma
uale for the growing sector in the field of background music, will get the go ahead Thursday (27) to ship its distribution
the two complete new libraries of right 43 LP disks embracing a total of 2,000 different musical selections, of which an over-all rev
ving percentage is standard ASCAP.

Alto Seeburg has been in the background music business for two years, its repertoire up to now has

consisted of material licensed by Broadcast Music Inc. and music in the public domain. Now, while in the past, it was
be fighting ASCAP over rights, Seeburg is in the business of supplying a recording the sale of which is being arbitrated under the
ASCAP consent decree.

The Seeburg arrangement is being lis
for a year and a plan at a stock value of 50, plus 1 cent of per sales over a period of 10 years. This was the new Seeburg-ASCAP deal, BIMI is expected to announce another revenue next week. The call will be for a flat $5 per year and that eliminate the previous arrangement.

Multiple units, includ

in different styles, will be subjected to additional $.

Actually, Seeburg has been working on its repertoire since last August. This was produced for the offer by Standard Radio Transcriptions Service, with the consent of composer of Harry Horlick, Lawrence Welk, Al Cohn, among others.

According to R. E. Lindgren,

(Continued on page 50) Terms -- contingent upon the St.

H&R. FIRM BUYS
CHILD'S RIGHTS

To Pay 100G Advance Against 10% Of Pub's Share of Performance Income

NEW YORK — With the case of Marie De Silva vs. Marie Balle
nora. If the Supreme Court for U. S. Supreme Court April 25, much interest attaches to the de

data of the 38,000 dollar verdict in the Ross Juncgegel publishing firm, who were paid to the share of the child, William Stephen Bel
centine, in the De Silva copyright rec

en. Ross Juncgegel, one of the Hill Bumby Papers, has filed a petition for the presentation of Marie Balle
nora, guardian of the child's estate, to acquire the child's share of the publication's rights in the song "Dong-dong.

(Continued on page 50) Terms -- contingent upon the St.

Welk Sizzles
On BB Charts

NEW YORK — Lawrence Welk's continuing success with his Dodge ATC TV show was re-

(Continued on page 35) Terms -- contingent upon the St.

New York Ct.
Cleared Prado

HOLLYWOOD — Manno King, seller of the New York Times, was cleared of all charges and responsibility in the recent musical acc
(Continued on page 39) Terms -- contingent upon the St.

Welk Sizzles
On BB Charts

NEW YORK — Lawrence Welk's continuing success with his Dodge ATC TV show was re-

(Continued on page 35) Terms -- contingent upon the St.

Bill Sizzles
On BB Charts

NEW YORK — Lawrence Welk's continuing success with his Dodge ATC TV show was re-

(Continued on page 35) Terms -- contingent upon the St.

Bier Issues
Warning on Sheet Pay-off

NEW YORK — Songwriters Protective Association has this week moved to clarify writer royalty payments. The Bier issue is to

(Continued on page 39) Terms -- contingent upon the St.

Pubs to Appeal
Piracy Ruling

NEW YORK — Recent ruling by Federal Judge Irving R. Kent

(Continued on page 39) Terms -- contingent upon the St.

WELK SIZZLES ON BB CHARTS

NEW YORK — Lawrence Welk's continuing success with his Dodge ATC TV show was re-

(Continued on page 35) Terms -- contingent upon the St.

BILL SIZZLES ON BB CHARTS

NEW YORK — Lawrence Welk's continuing success with his Dodge ATC TV show was re-

(Continued on page 35) Terms -- contingent upon the St.
**BEAT NEW YORK COLUMBIA PITCH**

**HOLLYWOOD.—** A little old-fashioned Dave Tough try and the spirit of competition never was so well auished the hard disk business included. This week has been the last when Columbia Records' coast promotion man, Gene Block, put his own jockeys and librarians on notice that Columbia was no longer kicking off the Vic Damone pitching of "The Street Where You Live," the next big, new record musical, "My Fair Lady." "We have the chance to break this one that the boys in the East know about." Best New York.

**Rink Switches For R 'n' R Pitch**

**NEW YORK.—** Jack Steirin, head of the Blackstone-Steiner ad agency, asked the gay skaters to give away the gay Blade Skating Rink, Broadway and 126th St., a one-day gratis carnival starting May 25. The 50,000capacity layout is getting a reskin job and will bow as "Tin Pan Alley," and the latter with a novel polish and in the way of a top piano. These instantaneous hits with the skaters. So, too, are better than half a dozen additional numbers, ranging from whimsical to pops, commonly supposed to show what can be done with a month of goodwill.

**Gillespie to Tour Overseas**

**NEW YORK.—** The first of several projected foreign tours by Birdman, the sitarist-arranger of the State Department and the American National "Pet of the Year," and a man of his cut are part of a potent musical score in the popular export jazz, especially.

The upstairs room, where the estate is located, will have a spotlight, where the four tables will have a table with a large floor, Downstairs, modern merchandising will take over, with a Midwest, consisting of a record stand and sheet music racket. Features of this area will be a deli, mustasho'd piano players. Most important to the An- chors, who jointly hold the famous "The Tin Pan Alley," are now conducting negotiations for a "Tin Pan Alley" TV show to emanate from the spot.

According to Larry Gunnoe of the "New York Times," more than 100,000 first-class mail orders for new "The Song of the South" and "The Song of the South," a new electronic policy for a night club on the West Side, are coming onto the menu will be hot dogs, hamburgers, sandwiches, pizzas, pies and shingled rolls. No alcohol beverages will be sold.

Steiner's current host run to September 10 of this year, with dates to continue the lease for 21 years.

**Smith Extends Western Area**

**R&B Bookings**

**DENVER,—** LeRoy Smith, who heads the promotion for the Rocky Mountain area, will expand his booking connections into a half dozen other cities in the West.

**Camacho Sets Latin Diskings**

**NEW YORK.—** Johnny Camacho, an RCA Victor's international disk di- vision, returned this week from a successful Latin disking tour of Brazil.

**Spa Wants to Query Tunedex**

**NEW YORK—** George Good- win, operator of the music imprint firm, Tunedex, has been asked to comment before the Washington Songwriters Protective Association is to hold hearings focused on the use of the new Tunedex material.

**Weede to Get Capitol Plug**

**BOSTON,—** Capitol Records' Hub outlet has started a drive to engineer a promotional campaign that Bob Roberts, Capitol's first vice president, said would extend the new Frank Loesser musical, "The Most Happy Fella," according to Tom Morgan, the Hub's manager.

New England will be used as a test market area for the set of materials which were written in in Havana, California and Havana, Cuba, for the other centers he lined up new Latin disking accounts in Mexico City, as well as for a new Latin disking account in Spain, which are also in preparation. In Havana, Camacho re-signed the popular Latin warbler Benny Brown.

**Peggie Lee**

**Record One Of Constant Improvement**

**HOLLYWOOD.—** Those few who have seen Peggie Lee in her latest, she merely improves on the last, and it will appear to her current one at the New York's Gate of Harmony, although the New York's Gate is no different.

**Rose Ask Dr. Views on C&W**

**NEW YORK,—** Publisher Wes tley Rose last week contacted disk deejay Shelly Laine, who is always good both in TV and stage-wise, and now he has developed a position in the magazine business. Feature attractions will include musical and record act.

**CAPITOL SIGNS**

**Don Robertson**

**HOLLYWOOD.—** Capitol Rec ords has signed as its new artist director for Robertson to its talent meter last week with the latter's first release scheduled to hit the mas- ter's end of the month. Robertson's past calls for the release of two sides, with an op- tion for three more, was made to a pro- visory producer. Robertson's first single, a song he had written himself, was to go into release next week and praised the re- lease program. Robertson will record the songs, which is no longer under an exclusive producer's contract to Hill & Range Songs.

**RANDOLPH SINGERS SIGN WITH DOWTONE**

**HOLLYWOOD.—** Randol- ph, one of the best groups in the business, have inked a term recording con- tract with Downtone Records, with which the group will record 17 of Negro spirituals for an LP set.

**CAMEROON SINGERS**

**Grafted members of the Wings Over Jordan and Hill & Range Studios, the Cameroon Singers, made their first appear- ance in the record business. Miss Randolph is a member of the group, which included a network radio and television show.**
A SMASH HIT SINGLE... FROM THE ORIGINAL DECCA SOUND TRACK ALBUM

THEME FROM 'PICNIC'
George Duning conducting the Columbia Pictures Orchestra

MOONGLOW and THEME from 'PICNIC'
Morris Stoloff conducting the Columbia Pictures Orchestra

29888 and 9-29888

A New World of Sound

DECCA records
THE BILLBOARD'S ANNUAL SURVEY OF PHONOGRAPH, RADIO AND OTHER HOME ENTERTAINMENT EQUIPMENT SALES AMONG DEALERS WHO SELL RECORDS.

The Sample

Total dealers sampled ... 5924. These were selected (1) based upon a proper geographical location nationally and a proper balance to reflect both Very Large Market conditions (50 major cities) and Medium-Small Market conditions ... and (2) based upon Billboard's knowledge of individual store sales volume in order to reflect equipment conditions existing in stores that sell MORE than $30,000 worth of records annually against conditions in stores that sell LESS than $30,000 in records annually. Total dealer returns tabulated ... 633. This return represents a 12.6% response, far more than is ordinarily necessary for a national projection.

1. 92% OF ALL STORES SELLING RECORDS ALSO SELL PHONOGRAPH AND OTHER ENTERTAINMENT EQUIPMENT

2. RECORD STORES GET CLOSER AND CLOSER TO "FULL LINE" EQUIPMENT SELLING!

4. BUT IN DOLLAR VOLUME IT'S 3 SPEED AUTOMATIC PHONO $100 TO $200!

5. 3 SPEED AUTOMATIC PHONES ($100-$200) ALSO SHOW STRONGEST UPWARD SALES TREND!

3. MANUAL 3 SPEED PHONO UNDER $30 IS TOPS IN OVER-ALL UNIT VOLUME!

6. 'Marriage' of Records, Phonograph and Radio Equipment at Point of Sale Is Bearing Fruit!

7. In the Majority of Stores, the Same Person Buys Both Records and Equipment!

8. 10% OF All Record Dealers Sell Better Than $50,000 Worth of Phones and/or Radios Annually!

THE FIGURES PUBLISHED BELOW WILL SHOW CONDITIONS:

1. In Total Number of Record Stores Sampled.
2. In Stores Doing MORE than $50,000 in RECORDS annually, 883 sampled ... 103 returns ... 11.9% response.
3. In Stores Doing LESS than $50,000 in RECORDS annually, 4,361 sampled ... 99 returns ... 22.7% response.

SPECIAL NOTE: Detailed figures of conditions existing in stores located in Very Large Markets as against conditions in stores located in Medium-Small Markets are available on request.
Announcing a great new sell-up line of RCA Victor portables in the non-breakable "IMPAC" case that made portable history!

Handsome new styles! Wonderful new sound! Full five-year guarantee on "Impac" case!

RCA Victor announces a full new line of portable radios — in the "Impac" case that won't chip, dent or crack! Improved, up-to-the-minute models of the portable that outsold all others in 1955!

At every price — from $27.95 to $139.95 — RCA Victor offers new styles and colors — plus extra-filling "Golden Throat" tone. And best of all, the famous non-breakable "Impac" case — backed by RCA Victor's full five-year guarantee!

Within a few weeks, millions of televisioners in every state will see the "Impac" case "crash-tested" from a hovering helicopter. Millions more will hear the same test on the radio. Top newspapers and magazines will carry the great news to every city and town!

With great new features like the new "Wavefinder" Directional Antenna that turns until you find the strongest signal and the guaranteed non-breakable "Impac" case in a rainbow of colors — plus famous "Golden Throat" tone — RCA Victor gives you the chance to sell portable radios like you've never sold them before!
American Winds Up Purchase of Urania Diskery

HOLLYWOOD—The purchase of Urania Records by the recently formed American Sound Corporation was officially completed here last week (23), with papers being signed by Dr. Blanken Bush, head man of theBlanken Bush, president, and Rudolph Kopp, general manager, and George D. Adams, publisher and managing editor of American Record Mag., at the former’s office.

According to a source close to the transaction, the agreement was for the purchase of the remaining 25% of the stock of Urania, the last of the major record companies to fall into the hands of the association. The purchase price was not disclosed, but it is understood to be in the neighborhood of $1 million.

The move brings to a close the acquisition of all the major record companies by the association, which now owns 100% of the stock of Columbia, Victor, and Continental.

One of the main reasons for the purchase of Urania was to give the association a more secure control over the distribution of records, and to enable it to control the distribution of records in the future.

The association has been facing a number of problems in the past year, including a number of legal disputes and a number of labor problems. The purchase of Urania should help to resolve these problems and give the association a more secure control over the distribution of records.

New Developments

Dee Jays Spinning More New LP’s

In a case of special album packages, the RCA Victor’s “Meet the Girls” will be issued on about 25 LP’s each week—100 per cent more than he did at that time last year. Also two strong LP’s for Ed Stokke, of WCLM, who has given the last 15 minutes of his show exclusively to LP programming.

LP’s are also being offered on plenty of network shows, such as NBC’s “Monitor” and “Westland,” both of which have been offering LP’s through their shows. These shows have been particularly successful in filling up slot filling LP’s at the end of the program.

Travel Albums By Vox-Cook

NEW YORK—Vox is readying a travel album series, “A Tour of Latin America,” the first of a new series of 12-inchLP’s devoted to famous music associated with different countries or areas. One deal with Cook’s Travel Service calls for extensive cross-promotion of the series and travel agency.

Actually, new series will replace Vox’s former “Holiday in...” series, which the discounter feels has now run its course and been replaced by competition. Former issues in the latter series are now being carried without any further action on the part of the copy editor to cool the new Cook tag. On this latter series, the album was issued as a one-off LP and its distribution was limited to the LP’s on its cruisers and display the package in branch agencies in various parts of the country.

Another report in Vox’s industry, however, was that the LP’s were not only selling well, but were also selling well in the LP’s on its cruisers and display the package in branch agencies in various parts of the country.

NEW YORK—The writer wing of the American Society of Composers, Authors and Publishers, which has been in existence for the past few years, will be launched on a new LP series, the “Jazz Corner” set (featuring selections from the latest jazz LP’s).

The LP series will contain a selection of the latest jazz LP’s and will be available at all record stores.

The LP series will contain a selection of the latest jazz LP’s and will be available at all record stores.
Hear with BOTH ears

**tape-o-matic**

the ONLY popular-priced tape recorder that

**PLAYS BINAURAL TAPES**

Get ahead, stay ahead, in tape recorder profits with the V-M Model 701 Binaural Playback tape-o-matic Recorder! It's a feature-packed, top-quality tape recorder, and in addition, it includes V-M Stere-o-matic to play stereophonic (binaural) tape records. Only $199.95 list.

**Extra Profit for You!**

Model 701 gives you exclusively the sales advantage of binaural playback and many more features at a price lower than many ordinary monaural recorders. That means more and easier sales... extra profit for you. Now, for the first time, you can demonstrate and sell stereophonic tape recordings with a recorder everyone can afford... extra profit for you!

V-M Helps You To Extra Profit Dramatic "Hear With Both Ears" display in flashing color plus sparkling, full-printed window and wall streamers help you sell the new V-M sound dimension.

Complete V-M Stereophonic Program tells you, step-by-step how to put on your own binaural demonstration. This program, proved effective in actual use, takes all the mystery out of selling today's high fidelity, binaural music.

Contact Your V-M Distributor Salesman for Extra Profit.

*Rights of Buyer in the West*

**the Voice of Music**

V-M CORPORATION, BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS
Decca Presents: Music in the Great European Tradition

CASH IN ON THE
Sales Magic of
Mozart!

The Magic Flute (DX-134*)

Here is the most exciting (and salable) Magic Flute ever recorded! Capturing all the beauty and magic of Mozart's superb score, internationally famous Ferenc Fricsay directs the RIAS Symphony Orchestra, the RIAS Chamber Choir, the Berlin Motet Choir and an all-star cast in the most brilliant recording of his career. Here are some of the superlative artists included in this 'dream' cast: Maria Stader (Pamina), Rita Streich (The Queen of the Night), Lisa Otto (Papagena), Ernst Häfliger (Tamino), Dietrich Fischer-Dieskau (Papageno), Josef Creindl (Sarastro). Truly a connoisseur's dream! Fabulous critical reception!

Complete, lavishly illustrated German-English libretto adds to the sales appeal of this definitive recording! Three 12" Long Play Records contain the entire operatic plot recorded in superb high fidelity by Deutsche Grammophon, Europe's most famous record company, and compression molded on revolutionary silent polystyrene surfaces by Decca, links American technological skill with great European musical traditions to bring your customers a perfect product!

YOUR CLASSICAL CUSTOMERS WANT THESE MOZART ALBUMS, TOO!

The Abduction From The Seraglio
Ferenc Fricsay conducts the RIAS Symphony Orch., Chorus and famous soloists Maria Stader, Walter Frank and others (DX-135*)

David Oistrakh. Concerto No. 4, K. 291, Saxon State Orch., Franz Konwitschny, conductor. (DL 9766*)

Concerto No. 5, K. 219 (Saxon State Orch., Franz Konwitschny, conductor) (DL 9766)

Concerto No. 20, K. 537 (Saxon State Orch., Franz Konwitschny, conductor) (DL 9803)

Symphony No. 38 in D Major, K. 504 (Fritz Lehmann, conductor) (DL 9803)

Concerto No. 25, K. 581 (Saxon State Orch., Franz Konwitschny, conductor) (DL 9803)

Concerto No. 36, K. 437 and Concertos Nos. 1, 2, 385 (Carl Schuricht, Berlin Phil. Orch.) (DL 9803)

Carl (Prague). Igor Markevitch conducts Seemann, piano. (DL 9803)

Conducts the Berlin Phil. Orch. (DL 9803)

Decca wraps each Long Play Record in individual protective polyethylene plastic sleeves—another Decca sales plus! Contact your Decca Distributor now!

WATCH FOR MORE EXCITING NEWS FROM DECCA® Gold Label RECORDS

a New World of Sound

www.americanradiohistory.com
PROFIT PICKS OF THE MONTH FROM BUDGET-PRICED

RCA CAMDEN RECORDS!

$1.98 for each 12" Long Play! 79¢ for each 45 EP!

Waltzes for Listening

San Francisco Symphony; Montrose, cond.; Boston Symphony, Koussevitzky, cond.; others. Long Play CAL 262

THE ART OF EMANUEL FEUERMANN

Get Happy; Maria Elena; Diah; Green Eyes; Dear Little Boy of Mine; 2 others. Long Play CAL 296

SLAVONIC DANCES

Op. 72 Camerata's follow-up to last year's successful Slavonic Dances Op. 46 (CAL 197). Long Play CAL 304

THE TONY PASTOR STYLE

Vol. 1. Smoke Gets in Your Eyes; Dancing in the Dark; My Heart Stood Still; 1 other. 45 EP CAL 216

GLADYS SWARTHOUT sings show tunes vol. 1

Vol. 2. I've Got You Under My Skin; Fly Sideways, I'm Rosalie; Star of the Night. 45 EP CAL 218

Let's Dance! Wayne King

Sweet Lullabies; Songs of the Islands; Mazurkas; Maria Elena, Wayne King and his orchestra. 45 EP CAL 211

ALLAN JONES SINGS COLE PORTER

Op. 7. My Old Flame; Manhattan; My Heart Stood Still; 1 other. 45 EP CAL 219

Order through your RCA Victor Record Distributor NOW!

Nationally Advertised Prices—retail
NEW DEVELOPMENT

DeeJays Spinning
More 'n' More LP's

• Continued from page 27

categorized good album picks by the record industry include NBC's "Today," Steve Allen's "Tonight," and the Howard Miller's "Midday" programs.

The Decca-Coral pop album subscription service today is carried by more than 400 jocks. M-G-M's pop LP subscription service is now brought for more than 200 radio stations, plus 75 key jocks, who receive them on a gratis basis.

Mercury and Capitol are continuing to service jocks with pop LP's on a gratis basis. Capitol services a list of 2,100 jocks with pop LP's and also provides spinners with special special acts as touring concerts from various Capital packages. Mercury recently extended a similar special LP service to deejays, in the form of a special Jules LP Sampler on its RainArc label. Mercury also provides special deejays with an LP on a gratis basis.

Columbia's new LP subscription service currently numbers around 1,000 jocks on its list. On occasion Columbia also services its pop deejay roster with special LP's gratis. Paul Weston's "Reflections of an Indian Boy" is current special album on release. The label recently has been conducting a series of "special dealer-jockey" trade ads aimed at encouraging the programming of LP's by stations. Other jockeys putting increased emphasis on LP programming to their stations include Joe O'Ttara, WOKY, Milwaukee; Bob Leonard, WIRT, Milwaukee; John Anthony, WFOX, Milwaukee; Bud Davies, CKLW, Detroit; Joe Yann, WMWI, Detroit; Ross MuUenhoff, WWJ, Detroit. Those deejays who devote a day or all of their time to the work and play nothing but LP's on his Sunday shows, Gene Sime of KCMJ, ALAC, Hollywood; Felix Cox, WSM, Nashville, have done LP's on his show (Sunday 2-5 p.m.) in his area which spotlights LP's exclusively. John Fritz, WEMF, Youngstown, O; Dick Gilliver, WARK, Hagerstown, Md; Dick Krueger, WMJ, Middletown, N. Y.; Dick Kelly, KCAP, Helena, Mont.; Ben Platt, KELO, Sioux Falls, S. D.; Pepe Barbor, WVPA, Frederickburg, Va., who plays only LP's on his 9-11 p.m. "Almanac Time" across the nation and a disk by J. Reeves, WYAM, Altoona, Pa.

An interesting aspect of the current LP programming end is pointed out by Russ James, KNVC, San Luis Obispo, Calif., who writes: "I spin three hours of music every evening. Lately it has been LP's by Percy Faith, Three Suns, etc. There are very few new singles made now for morning deejays. You can't program rock and roll before noon."

Seeburg-ASCAP

• Continued from page 17

of systems and controls for all record club operations. Brown, who will concentrate on membership promotions, will be in charge of creative copy and know how for both direct mail and display advertising. Simon's new job places him in the plan gram department for the jazz club repertoire, while Wise will be a similar job in the classical and opera fields. Most of the jazz writers will be recorded here and the classical abroad, although eventually some of the later albums will also be cut here.

Columbia-Motorama Magazine's editor, and Wise, formerly with the RCA Victor and Columbia classical departments, are currently in the process of screening and organizing the Columbia-Lancer catalogue of various LP's. Ellwood formerly served in a similar capacity in various capacities, including the post of operations manager for electrical transcription and in the label's systems procedure department.

The Seeburg-Ebenezer department is part of the Columbia Collier Publishing Company's recording, sales and TV division, which is headed by William A. H. Burtin.

'Happy Fella'

• Continued from page 16

Ends distribution including trade distribution, prior to April 2. However, discs of the tunes by Billie Holiday, Duke Ellington, Ella Fitzgerald, Doris Day, on Columbia, Neil Hefti on Epic and the Burning Sands on the Decca label, were reissued in various program services. Loesser's staff sent 500 war and made 60 long distance calls on Friday (33) to stations asking them to hold the line. Chapell, who publishes the flip sides of the Rhythm and Blues discs, had speeded circulation of these particular issues, it was learned. In view of the unique flavoring program, Loesser appeared to have the companies in a spot, in the event he should decide to lower the boom.

Your fast-moving RCA Camden Record sales get a big new plus—permission to use the actual names of the world-recognized recording organizations and artists available on your hottest budget-price label!

JUST LOOK AT THIS LIST:

ACTUAL NAME

FOSTER POPS ORCHESTRA

Arthur Fiedler, Conductor

Footlight Concert Orchestras

FLOYD SYMPHONY ORCHESTRA

Verne Reynolds, Conductor

Commercial Symphony Orchestras

GREEN SYMPHONY ORCHESTRA

Frederick Small, Donald Pelton, Conductors

Capitol Symphony Orchestras

INDIANAPOLIS SYMPHONY ORCHESTRA

Falcon Sivinski, Conductor

Symphony Orchestras

LOUIS PHILHARMONIC ORCHESTRA

Karlo Csok, Eugene Conness, Conductor

Sacramento Symphony Orchestras

LOUIS PHILHARMONIC ORCHESTRA

Brian Pale, Conductor

Jewish Symphony Orchestras

MUSKOGUE ORCHESTRA

Eugene Ormandy, Conductor

Muncie Symphony Orchestras

NATIONAL SYMPHONY ORCHESTRA

Mets, Kindsler, Conductor

Chicago Symphony Orchestras

PARIS ORCHESTRA

Bono, Conductor

Seine Symphony Orchestras

RAV VICTOR SYMPHONY ORCHESTRA

Charles O'Connell, Conductor

Ravin Symphony Orchestras

RICHARD'S AND HIS ORCHESTRA

Camden Symphony Orchestras

SAN FRANCISCO SYMPHONY ORCHESTRA

Piero Negri, Conductor

World Wide Symphony Orchestras

YORO TOYORO SYMPHONY ORCHESTRA

Mr. Ern Miller, Conductor

Dominion Symphony Orchestras

YORK PHILHARMONIC ORCHESTRA

Robert H. Wall, Conductor

Danube Symphony Orchestras

And remember, some Camden merchandise has never been available before on records at any price! So check the Camden April release on the opposite page NOW!
COLUMBIA PORTABLE

It's Springtime Again!...

beginning with two great NEW 45RPM portable phonographs

COLUMBIA Model 440
suggested retail price: $39.95
45 RPM, Automatic, Portable Phonograph
• Plays up to 14 45 rpm records
• Undistorted sound at any volume
• Two-toned—sapphire and grey washable vinyl plastic
• Sapphire needles

COLUMBIA Model 445
suggested retail price: $69.95
45 RPM, Automatic, High Fidelity, Portable Phonograph
• Saddle Bag, Tone Controls
• Extended Range Speaker
• Plays up to 15 45 rpm records
• Record storage space
• Ronette High Fidelity cartridge, protective neede
• Two-toned—Black and driftwood grey

and with the best-selling three-speed Columbia portable phonographs—

COLUMBIA Model 412
suggested retail price: $29.95
Three-Speed, Manual, Portable Phonograph
• 16" model handle on side, two-hand—brown and grey, light grey to salmon and brown faired
• "HUB" model—handle on top, two-toned, white and black or charcoal and tawny pink
• Turnover cartridge
• Volume and tone controls

COLUMBIA Model 413
suggested retail price: $39.95
Three-Speed, De Luxe, Manual, Portable Phonograph
• 416" model—speaker located in front
• Leatherette plastic in charcoal and grey
• Leatherette plastic in charcoal and grey
• Sattelite inch binding

COLUMBIA Model 416
suggested retail price: $59.95
Three-Speed, Automatic, Portable Phonograph
• Turn-over cartridge, two square needles
• Three-tube amplifier
• Three controls: Volume control
• Entire unit shuts off after last record

COLUMBIA Model 417
suggested retail price: $84.95
Three-Speed, Automatic, High Fidelity, Portable Phonograph
• Leatherette plastic in brown and two
• Three-tube amplifier
• Detailed high quality turn-out cartridge
• 416" Ph extended range speaker
• Three controls: Treble, Bass, Volume
• Entire unit shuts off after last record

FREE— with the purchase of any of these portable phonographs—A matching RECORD CARRYING CASE! (for limited time only)

COLUMBIA PHONOGRAPHIS

www.americanradiohistory.com
MAGNIFICENT!

Long Play (LM-1996) $3.98; 45 EP Version (ERB-70) $2.98

Original Sound Track Album

Mario Lanza in "Serenade"

Otello duet with Licia Albanese

EXCLUSIVE SOUNDTRACK ALBUM ON RCA VICTOR

of Mario Lanza's new Warner Brothers Picture "Serenade"

Musical Direction by Ray Heindorf

Dealers: Mario Lanza will be "selling" this album for you when he appears on your local theatre screen! RCA Victor will feature the album in ads in Saturday Review, New Yorker and Record Catalogues. Be sure to tie in! Ask your RCA Victor distributor for these special merchandising aids: "Serenade" two-color window streamer with mounted 4-color album cover! Sales-attracting "Serenade" album ad mats! Interesting radio scripts featuring the album! Publicity releases and photograph!

A High Fidelity Recording

Nationally Advertised Price — optional

the dealer's choice

RCA VICTOR
THE BILLBOARD BUYING AND PROGRAMMING GUIDE

BEST SELLING PACKAGED RECORDS

• **Classical Albums (Over-all)**

  Albums are ranked in order of their national sales strength at the retail level as determined by a survey of classical dealers in all key markets.

  1. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Glenn, Chicago Symphony (Baren). RCA Victor LM 1090
  2. OFFENBACH: TAUBE ET PASSENGE—Bonn Pops Orchestra (Friedler). RCA Victor LM 1017
  3. SHOSTAKOVICH: VIOLON CONCERTO—Berliner Philharmoniker (Kabalevsky). RCA Victor LM 1737
  4. VIVALDI: CONCERTO IN A MINOR FOR TWO VIOLINS—BACH VIOLIN CONCERTOS Nos. 1 AND 2—Orchestre (Barbiere). Columbia ML 5087
  5. GROFE: GRAND CANYON SUITE—Cologne EL SALON MEXICO—Boston Pops Orchestra (Fiedler). RCA Victor LM 1028
  6. RACH: GOLDBERG VARIATIONS—Glenn Gould... Columbia ML 5090
  8. BRAHMS: DOUBLE CONCERTO IN A MINOR—Bach, Denny, New York Philharmonic (Wall). Columbia ML 5087
  11. RAVEL: D'APRES ET DU CHEZ—Boston Symphony (Boroff). RCA Victor LM 1993
  13. FAVORITE CLASSICS—Leonard Pennario... Capitol P 5312
  14. RACHMANNINOFF: PIANO CONCERTO NO. 3—Glenn, Paris Conservatoire Orchestra (Cluytens)... Angel 35320
  15. CHOPIN: LES SIEPHEDES—J. STRAUSS: GRADUATION BALL—Boston Pops Orchestra (Fiedler). RCA Victor LM 1918
  16. THE FAMILY ALL TOGETHER—Boston Pops Orchestra (Fiedler). RCA Victor LM 1904
  17. BEETHOVEN: VIOLON CONCERTO—Mistéria, Pittsburgh Symphony (Starkbier). RCA Victor LM 1919
  18. BERLIOZ: SYMPHONIE FANTASTIQUE—Boston Symphony (Munch). RCA Victor LM 1500
  19. MOZART: DON VIOVANNI—Sinfonie, Vienna Philharmonic (Krips). Columbia ML 5083
  20. AN OPERATIC RECITAL BY BENATA THERALI—London VLLA 154

• **Popular Albums (Over-all)**

  Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

  1. BELAFONTE—Harry Belafonte. RCA Victor LP 1130
  2. OKLAHOMA!—Sound Track. Capitol SAO 505
  3. CAROUSEL—Sound Track. Capitol W 694
  4. THE BENNY GOODMAN STORY, VOLS. 1 AND 2—Sound Track... Decca DL 8258, 8253
  5. THE MAN WITH THE GOLDEN ARM—Sound Track... Decca DL 8257
  6. FOUR FRESHMEN AND FIVE TRUMPETERS... Capitol E 863
  7. JULIE IS HER NAME—Julie London... Capitol E 866
  8. MUSIC TO CHANGE HER MIND—Jackie Gleason... Capitol W 612
  9. SPARKLING STRINGS—Lawrence Welk... Coral 57001
  10. THE STUDENT PRINCE—Mario Lanza... RCA Victor LM 1837
  11. ELVIS PRESLEY... RCA Victor LP 1254
  12. MUSIC FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 633
  13. TV FAVORITES—Lawrence Welk... Coral 57005
  14. MUSIC FOR LOVERS ONLY: MUSIC TO MAKE YOU MISTY—Jackie Gleason... Capitol W 475
  15. MARK TWAIN—Harry Belafonte... RCA Victor LP 1022
  16. ROMANTIC JAZZ—Jackie Gleason... Capitol W 568
  17. IN THE WEE SMALL HOURS—Frank Sinatra... Capitol W 581
  18. SHAMROCKS AND CHAMPAGNE—Lawrence Welk... Coral 57001
  19. ROGER WILLIAMS... Kapp KL 1012
  20. SO SMOOTH—Perry Como... RCA Victor LP 1065

• **Show and Music**

  1. OKLAHOMA!—Sound Track... Capitol SAO 505
  2. CAROUSEL—Sound Track... Capitol W 694
  3. THE BENNY GOODMAN STORY, VOLS. 1 AND 2—Sound Track... Decca DL 8252, 8253
  4. THE MAN WITH THE GOLDEN ARM—Sound Track... Decca DL 8257
  5. THE STUDENT PRINCE—Mario Lanza... RCA Victor LM 1837
  6. LOVE ME OR LEAVE ME—Sound Track... Columbia CL 710
  7. GUES AND DOLLS—Original Broadway Cast... Decca DL 9023
  8. KISMET—Alfred Drake... Columbia ML 4850
  9. PETER PAN—Mary Martin... RCA Victor LOC 1019
  10. THE KING AND I—Gertrude Lawrence... Decca DL 9098

• **Symphony**

  1. BERLIOZ: SYMPHONIE FANTASTIQUE—Boston Symphony (Munch). RCA Victor LM 1900
  2. SCHUBERT: "UNFINISHED" SYMPHONY—BEETHOVEN: SYMPHONY NO. 5—Boston Symphony (Munch). RCA Victor LM 1923
  3. TCHAIKOVSKY: SYMPHONY NO. 6 "PATHETIQUE"—Boston Symphony (Munch). RCA Victor LM 1901
  4. DVORAK: SYMPHONY NO. 9 "NEW WORLD"—NBC Symphony (Toscanini). RCA Victor LM 1778
  5. BEETHOVEN: SYMPHONIES NO. 5 AND 8—NBC Symphony (Toscanini). RCA Victor LM 1737
  10. MOZART: SYMPHONY NO. 38 "BIRTH OF A PERFORMANCE"—Columbia Symphony (Walter). Columbia ML 224

• **Spoken Word**

  1. I CAN HEAR IT NOW, VOL. 4 "SHR WIN-STON CHURCHILL"... Columbia KL 5066
  2. BILLY THOMAS: THE LONG-LEGGED BART, etc... Cardemon 1902
  3. RICHARD III—Laurence Olivier... RCA Victor LM 6128
  4. I CAN HEAR IT NOW, VOL. 1 "ELIZABETH-1945-1945"... Columbia KL 4958
  5. THE GREATEST MOMENTS IN SPORTS... Columbia KL 5090
  6. BILLY THOMAS—Read by the Poet... Cardemon 1048
  7. THE SEARCH FOR BRIEDE MURPHY, EXPERIMENT NO. 1... Research 101
  8. I CAN HEAR IT NOW, VOL. 2 "ADRIAN-1945-1949"... Columbia KL 4981
  9. T. S. ELIOT: PRACTICAL CATS—Robert Denout... Angel 30023
  10. EXCEPTS FROM "HAMLET" AND "HENRY VIII"—Laurence Olivier... RCA Victor LM 1924

Copyrighted material
It thinks as it plays!

The new amazing WEBCOR MAGIC-MIND® fonografs change speeds automatically!

It's sheer magic! The new WEBCOR MAGIC-MIND is the most amazing record playing mechanism since WEBCOR developed the first practical low-priced diskchanger!

Just stack up any assortment of 45 and 33 1/3 rpm records you want to play... 7", 10", and 12", all mixed up in any sequence. Regardless of speed or size WEBCOR's MAGIC MIND automatically selects the proper turntable speed, and sets the tone arm down accurately on the starting groove!

SEE IT WORK! It's magic! At any of the WEBCOR dealers listed on this page!

Another WEBCOR First!

The MAGIC-MIND Watch this MAGIC MIND Speed Selector operate by itself on microgrove records! It automatically turns from 33 1/3 to 45 rpm and back again, as each record comes along! (Plays 78 rpm records, too, of course!)

All music sounds better on a WEBCOR

ORDER YOUR NEW WEBCOR "MAGIC-MIND" FONOGRAPS FROM THE FOLLOWING DISTRIBUTORS:

The new amazing WEBCOR MAGIC-MIND® fonografs change speeds automatically!

MARCH 31, 1956
THE BILLBOARD
MUSIC-RADIO
MIDNIGHT RAPHAELY
Joe Bonitz and his Orch (1-28)

This is a Hot-pack edition of Joe Bonitz and his Orch, originally released on an orch in 1942.

MORE HARDY JAMES IN HFI (1-12)-
Capitol W 712

This package contains 20 selections recorded by Hardy James, a popular vocalist of the 1930s and 1940s. The recordings are from various sessions, including a duet with Teddy Wilson. This set includes some of his most memorable ballads and love songs.

MALCOLM SING, SING, SING-
GENE BENEKE and his Orch. (1-28)

Eamon arrivals on "Odd Man Out" features Malcolm Sinden's voice and orchestra, with a strong rhythm section.

MALCOLM SING, SING, SING-
GENE SING and his Orch. (1-28)

Eamon arrivals on "Odd Man Out" features Malcolm Sinden's voice and orchestra, with a strong rhythm section.

THE CURIOUS EDYDU DHUCH
Music and Orch. by Haymer Cooper, De Marco Sisters (1-12)

Haymer Cooper was an American composer and music producer known for his work with the De Marco Sisters. This recording features their golden voices in a variety of arrangements.

GOLDEN DAYS (1-12)
BILLY BUCKS and his Orch.

This collection includes a selection of Billy Bucks' big band recordings, featuring his smooth vocals and the orchestra's swinging rhythm section.

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BILLY BUCKS and his Orch.

This collection includes a selection of Billy Bucks' big band recordings, featuring his smooth vocals and the orchestra's swinging rhythm section.
A RED HOT STAR IS BORN ON RCA VICTOR RECORDS!

ELVIS PRESLEY

Long Play (LPM-1254) $3.98
45 EP's (EPA-747) $1.49 (EPB-1254) $2.98

Recorded in Brilliant "New Orthophonic" High Fidelity

- Featured in ads in well-known record publications like Hi-Fi Music at Home, Schumann's, This Month's Records, 45er and Long Player!
- Ad Mats available in three convenient sizes!
- Colorful, attractive Streamer for walls, windows, listening booths!
- Special Promotion with DJ's!
- Stock up and Cash in... Elvis Presley means BIG SALES!

You'll also want this great new single by Elvis Presley... on its way to a million!

HEARTBREAK HOTEL / I WAS THE ONE 20/47-6420

the dealer's choice RCA VICTOR

Nationally Advertised Prices - optional
CONTESSA 3-SPEED AUTOMATIC PHONOGRAPH

The phonograph that salesmen asked for! That's the Crescent Contessa! Give us a popular-priced phonograph with a long list of quality features... High fashion design and sound that closes the sale! The Contessa fills the bill.

- Hi-Fi amplifier
- Hi-Fi Interminum changer
- Big speaker
- High voltage crystal cartridge
- All-purpose jeweled styles
- Rubber dust turntable cover
- All wood cabinet covered in rich persimmon pyrolyin.

$649.95 LIST

A440

Sell the complete line that outstyles them all!

Here's the really complete line that gives you everything you need to make a sale every time! Traffic-building price leaders with plenty of room for profit! Sell up models that feature for feature out-class them all! Unquestionably the outstanding design in America! Wider profit margins! The industry's best co-op ad program!

BE GOOD TO YOURSELF IN '56-GO UP...GO FAST WITH CRESCENT!
**Reviews and Ratings of New Classical Releases**

**Continued from page 32**

BACH: labors, the Piano Concerto are frequently recordings. The new one, by Eduard Van Beek, Con. is a marvel of pedagogy and refinement. The duet for two violins, which is usually omitted, is included in this version. A fine achievement.

MARIA JERITTA, IN OPERA (1/2)-
Concerti 1/2-3 (1/2)-5 (1/2)-6. Another in the series of vocal recitals. The baritone is a member of the Verdi company. His singing is strong and enthusiastic. Good singing.

**Reviews and Ratings of Recorded Tape**

**Continued from page 32**

Another in the series of an important recital. The pianist is Robert Schumann. Excellent playing. Good technique. A fine recording.

THE SQUARE DANCE, VOL. 1 (1/2)---John Barlow Thompson, Coll. 1/2-3. This is a fine recording. Good playing. A fine accompaniment. Good quality record.

THE CONCERTO FOR TWO PIANOS, APPROPRIATE FOR THEM (1/2). This is a fine recording. Good playing. A fine accompaniment. Good quality record.

**New CCP**

**New COUNTER MERCHANDISER**

Sells Angel new releases for you.

Now your monthly Angel releases come in this eye catching display bin.

Just take out the outside container and put on your counter.

Records are already in place ready to make a sale for you.

You'll get a new bin with each month's releases.

Join the over 700 dealers who now subscribe to the

**COMPLETE COVERAGE PLAN**

Subscription Agreement

COMPLETE COVERAGE PLAN

We (I) agree to purchase one (1) Factory Sealed copy of each new Angel Record Red Label release. We (I) understand that records purchased under the Plan will entitle us (me) to the following:

10% Plan discount

100% exchange privilege to be exercised in February and August

2% 10 E.O.M.

It is understood that we (I) or E.M.I. Sales (U.S.) Ltd. may cancel our (my) subscription at any time upon written notice.

*(DEALER'S NAME) (ADDRESS) (CITY AND STATE)*

**Mail to** COMPLETE COVERAGE PLAN

E.M.I. Sales (U.S.) Ltd., 38 W. 48th St., N. Y. 36
2 IMPORTANT DEVELOPMENTS

OF INTEREST TO EVERY

HIGH FIDELITY DEALER IN THE COUNTRY

Collaro ANNOUNCES

1. NEW MODEL RC-456 — the first 4-speed high fidelity record changer for 78, 45, 33 1/3 and 16 2/3 rpm.

2. NEW LOW PRICE of $34.50 - the lowest in the field for a recognized high fidelity changer.

The New RC-456 Features:
Manual Operation
Automatic Intermix
Pre-Wired for Easy Installation

...plus all the other features that have made Collaro the fastest growing changer in the field.

For complete details, write to Dept. FD-12

MUSIC-RADIO
THE BILLBOARD
MARCH 31, 1956

NEWS REVIEW

Joni James
Repeats Big
In Boston

BOSTON — Joni James, M-G-M's record star, who last year broke all records at Stanley Bllomstran's big boite, returned last week and spread a warmth with her intimate style that drew the biggest crowds of the season heard in some time. She sang many of her recordings in the 30-minute stint that kept a big crowd cheering all the way.

Numbers like "Let There Be Love," "Your Cheatin' Heart," and "Have You Heard," shot up temperatures, but it was when she went into her current record, "Don't Tell Me Not to Love You that the roof came off. In a fabulous gown Miss Jane, really gave the customers their money's worth. She goes to the Totem Pole Ballroom next month, and it looks as if there will be no other record for the sake of those people alone. 

Decca Unveils Retail Pitch

NEW YORK — Decca Records has revealed two new promotion gimmicks, including revised release cards for dealers and a series of special New Yorker magazine ads, both designed to increase store traffic.

Release cards now include big sketches of all artists on the Decca roster coinciding with their first release. Cards not only acquaint dealers with the products they're to be sold, but also tell out as effective display pieces for the store.

Series of half-columns ads were begun in the New Yorkers early this month. Each ad sells one of the firm's new LP's with copy and cartoon illustration designed to hit the mog's clan readship.

No sooner record will be nothing but a sales mark via her impact in those parts alone.

Cameron Dewar.

Court Limits Davis Sisters
To Philly Area

PHILADELPHIA — Judge Ed- ward O. Lewis issued a temporary injunction against the Davis Sisters Gospel Singers which bars them from appearing for engagements anywhere but in Philadelphia and immediate surrounding area. The judge also ordered the singers to pay 15 per cent of all their subsequent earnings in Philadelphia to their manager, Ronnie Williams, who sought the injunction.

Williams, gospel concert promoter and manager of numerous popular gospel singing groups, contended the group had suspended his services as their manager despite the fact that he had a five-year contract which does not expire until 1959. Williams told Judge Lewis at a previous hearing in February that the Davis Sisters had "jumped booking dates" in California, Texas, Florida and Louisiana and were being managed by their companion, Curtis Dubois. At a result, Williams charged, numerous promoters and booking agents across the country were demanding that he (Williams) refund deposits. The Davis Sisters had countered that they dismissed the services of Williams because they had grossed less than $3,000 in earnings during 1955, despite the fact that their contract with him stipulated that they should earn no less than $13,000 per year. At the hearing, Williams said his records which showed the Davis Sisters earned more than $13,000 during 1955.

Judge Lewis said that both sides were to appear in his court again June 28 for a final hearing, at which time he will decide whether the injunction will be permanent. Should the judge decide at that time to impose a permanent injunction upon the group, the Davis Sisters will not be able to perform anywhere except in Philadelphia for the duration of their five-year contract with Williams.

AFM Hearings

Tee Off April 7

HOLLYWOOD — A special seven-man congressional subcommittee will hear arguments here April 7 into the current dispute between opposing factions of AFM Local 47. Headed by Democratic Congressman Peter H. Rodino, the subcommittee will also "look into the union's trust fund." Following meetings with Local 47, a meeting with Representative Cecil H. Jackson will be arranged for the hearings by the House Education and Labor Education Committee.

Congressman Carl Elliott (D., Ark.), was summoned by 47 group, composed of Holt, James Roosevelt (D., Calif.), Red Chadd (D., Pa.), Phil Landrum (D., Ga.), Sam son (R., Ore.) and Or- vin Petrollo (R., Mont.).

The indications were that American Federation of Musicians President James C. Petrillo would be substrained, and if so, it would mark his first appearance in Los Angeles since the start of the revolt by dissident musicians.

Holt told "The Billboard that it appeared as if the insurgent group had a legitimate complaint with respect to their claims for residual rights, and that the "musical performance trust fund should be scrutinized just as other welfare and pension funds are currently being looked into."

He avowed that the provisions of the trust fund would be referred to the Justice Department if the committee thought it advisable.

Beacon St. Blues

Continued from page 17

...plus all the other features that have made Collaro the fastest growing changer in the field.

Pre-register for Special Room Rates in Room GU 1 Conrad Hilton Hotel MAY 14 Per Show

The Pilot, official organ of the Boston Catholic Archdiocese, has been publishing editorial, calling for the banning of record plays and other Hubbard newspapers took up the slogan for fighting the insurrection. Samuel Marcus, Boston Musicians' Association president, called "Live musicians plus dignified mock and roll, which is much more sensible than street gutter." He described the stuff dispensed at record plays as "mock music," and said some増 lays it as a steady fare because they are the antithesis of the kids like it.

Marcus reported great success with free dances for teen-agers in the Metropolitan Boston, where, he said, the kids evince great interest in the instrumental performances of the musicians while enjoying the dancing.

One radio station spokesman estimated that there were as many as 100 record hops held by the FBI each week. He said that these were getting between $50 and $200 per hop and sometimes a cut of the percentages.

Pubs Appeal

Continued from page 17

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If you think Mercury is hot with hits now . . .

Look What's Coming Up!

NEW RELEASES

"Out Of The Picture" and "Honey Hair, Sugar Lips" by The Crew Cuts

"Flamenco Love" and "The Perfect Song" by Richard Hayman

"Bella Bambinella" and "Who's Gonna Take You" by The Gaylords

FAST SELLING NEW RELEASES

"Church Bells May Ring" b/w "LITTLE GIRL OF MINE" by The Diamonds

"Rock Island Line" b/w "REAL LIVE DOLL" by Len Dreslar

"Let's Go Around Together" b/w "LET'S GET BUSY, TOO" by Dinah Washington

2 GREAT NEW INSTRUMENTALS BY 2 GREAT NAMES

THE THEME FROM "PICNIC" b/w "ROCK AND ROLL THE BARRELL" by Ralph Marterie

"The Beautiful Girls Of Vienna" b/w "THE LITTLE BALLERINA" by David Carroll

MERCURY RECORD CORPORATION, CHICAGO, ILLINOIS

www.americanradiohistory.com
DEALERS!

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

Sell him extra records when he gets there!

Get the customers into your store!

TODAY’S TOP TUNES

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

Printed on a 3-page folder
11½" x 17¾" perfect bound
The Billboard HONOR ROLL OF HITS to 20 Phonos
with the best selling records of each tune.

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

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

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

DISK DERBY KIT

For extra single record sales... based on Billboard’s authentic national weekly surveys... for your window and at the point of sale... much more effective than the "Pushpop" Posters.

2 BIG SPLASH COLOR POSTERS
17¼" x 22½", with the week’s top 10 tunes in giant type... plus the 10 up-and-coming hits, all based on Billboard's famous coast-to-coast surveys. These are for window and counter displays.

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

Plus 5 COPIES OF "THE NATION’S TOP TUNES" AVAILABLE WEEKLY...
OR EVERY OTHER WEEK

THE BIG PLAY KIT

For extra album sales... you dealers asked for this... also for your window and point of sale... watch it increase your sales of popular and classical albums

2 BIG SPLASH COLOR POSTERS
Each 17½" x 22½", one containing the 10 top popular albums for the month, the other the 10 top classical albums for the month. Perfect for window and counter displays. Based on Billboard's coast-to-coast surveys.

FULL SIZE AD REPRINTS
Colorful posters featuring packaged records and other graphics. An irresistible aid in promoting these items.

FREE SERVICE

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

He’s out again! With a two-sided sales riot

THE QUEST FOR BRIDEY HAMMERSCHLAUGEN

with JUNE FORAY and BILLY MAY’S Music

THE GREAT PRETENDER

with THE TOADS and BILLY MAY’S Music

KATHY LLOYD

... A bright new singing discovery

ONLY WHEN YOU’RE LONELY

YOU ARE MINE

Record No. 3385

EVE BOSWELL

With her smash hit from England

PICKIN’ A CHICKEN

WHERE YOU ARE

Record No. 3388

FOUR KNIGHTS

Getting an Atomic reaction

MISTAKEN

BOTTLE UP THE MOONLIGHT

Record No. 3386

MERRILL MOORE

Steaming into big sales

ROCK ISLAND LINE

KING PORTER STOMP

Record No. 3397

www.americanradiohistory.com
### Pop Songs for March 21, 1956

#### Top Ten

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Poor People of Paris (Jean's Song)</td>
<td>By La Grandeur de France-Jean-Marguerite Massey—Produced by Ray Conniff (ASCAP)</td>
<td><em>Record Mailing</em></td>
<td>2 7</td>
</tr>
<tr>
<td>2.</td>
<td>1.</td>
<td>40</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Lisaan Antigua</td>
<td>By Cachare-Vale-Parks—Produced by Southern (ASCAP)</td>
<td><em>Record Mailing</em></td>
<td>3 14</td>
</tr>
<tr>
<td>4.</td>
<td>Rock and Roll Waltz</td>
<td>By Dick Wood and Sherry Allen—Produced by Cohn (BMI)</td>
<td><em>Record Mailing</em></td>
<td>1 13</td>
</tr>
<tr>
<td>5.</td>
<td>No, Not Much</td>
<td>By Billmans &amp; R. Allen—Produced by Boomer (ASCAP)</td>
<td><em>Record Mailing</em></td>
<td>4 10</td>
</tr>
</tbody>
</table>

#### Second Ten

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>Blue Suede Shoes</td>
<td>By Carl Perkins—Produced by R.J. Music, Inc. (BMI)</td>
<td><em>Record Mailing</em></td>
<td>15 4</td>
</tr>
<tr>
<td>12.</td>
<td>Heartbreak Hotel</td>
<td>By Anne, Darrow &amp; Presley—Produced by Taylor (BMI)</td>
<td><em>Record Mailing</em></td>
<td>16 4</td>
</tr>
<tr>
<td>15.</td>
<td>Memories Are Made Of This</td>
<td>By Gillyon-Dan-Billie—Produced by Monarch (BMI)</td>
<td><em>Record Mailing</em></td>
<td>9 17</td>
</tr>
</tbody>
</table>

#### Third Ten

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.</td>
<td>Tutti Frutti</td>
<td>By La Buena Tradicional—Produced by Victor (BMI)</td>
<td><em>Record Mailing</em></td>
<td>20 10</td>
</tr>
<tr>
<td>22.</td>
<td>It's Almost Tomorrow</td>
<td>By Ben Adkisson—Produced by Northern Music (ASCAP)</td>
<td><em>Record Mailing</em></td>
<td>14 21</td>
</tr>
<tr>
<td>23.</td>
<td>Main Title Molly-O (Man With the Golden Arm)</td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>24.</td>
<td>Bo Weevil</td>
<td>By Annette Simon &amp; Dave Bookhover—Produced by Reeves (BMI)</td>
<td><em>Record Mailing</em></td>
<td>24 3</td>
</tr>
<tr>
<td>25.</td>
<td>Innamorata</td>
<td>By Jack Brook &amp; Harvey Warren—Produced by Pinnock (ASCAP)</td>
<td><em>Record Mailing</em></td>
<td>25 2</td>
</tr>
</tbody>
</table>

#### Spanning the Chart

- **1. Great Pretender**
  - By Rock n Roll—Produced by Bronson (ASCAP)
  - 第一周: 18
  - 第二周: 16
- **7. I'll Be Home**
  - By Washington & Lewis—Produced by Ace (BMI)
  - 第一周: 7
  - 第二周: 8
- **10. Eddy My Love**
  - By Collins, Ling & Davis—Produced by Modern-Keestreet (BMI)
  - 第一周: 10
  - 第二周: 6
- **16. Band of Gold**
  - By Bob Moore & Jack Taylor—Produced by Landrie Music (BMI)
  - 第一周: 16
  - 第二周: 13
- **23. Little Child**
  - By Scherrer, Da Motirer, Blatt and Pogelson—Produced by Raas Episod (ASCAP)
  - 第一周: 23
  - 第二周: 1
- **26. Dungaree Doll**
  - By Bob Reich & Stewart Edwards—Produced by E. B. Merk (BMI)
  - 第一周: 26
  - 第二周: 13
- **29. Lipstick, Candy and Rubber Sled Shoes**
  - By Bob Haynes—Produced by Jinxing Music (BMI)
  - 第一周: 29
  - 第二周: 1
- **36. Lullaby of Birdland**
  - By Charlie Moore—Produced by Patric Music (BMI)
  - 第一周: 36
  - 第二周: 5

---

**THE NATION'S TOP TUNES**

**HONOR ROLL OF HITS**

**TRADE MARK REG.**

**For survey week ending March 21, 1956**

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**WARNING:** The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits have 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, 1356 Broadway, New York 31, N. Y.
### Dot's Got the Hot Singles!

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pat Boone</td>
<td>I'll Be Home</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Tutti Frutti</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Molly Bee</td>
<td>From the Wrong Side of Town</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Billy Vaughan</td>
<td>Till I Waltz Again with You</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Snooky Lanson</td>
<td>Walk Right in</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Marc Fredricks</td>
<td>Mystic Midnight</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Johnny Maddox</td>
<td>Farewell to thee Boppin'</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Jim Lowe</td>
<td>With Norman Leyden's Orchestra</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Fontane Sisters</td>
<td>Eddy My Love</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Zooming!</td>
<td></td>
<td>Dot</td>
<td></td>
</tr>
<tr>
<td>Pat Boone</td>
<td>Long Tall Sally</td>
<td>Dot</td>
<td>1947</td>
</tr>
</tbody>
</table>

### Dot's Got the Hot Albums!

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billy Vaughan</td>
<td>Melodies of Love</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Johnny Maddox</td>
<td>Sunrise Serenade</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Rusty Bryant</td>
<td>And His Carolyn Club Band</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>The Hilltoppers</td>
<td>Trying, P. S.: I Love You</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>The Fontane Sisters</td>
<td>Hearts of Stone; Seventeen</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Eddie Peabody</td>
<td>St. Louis Blues; Baby Face</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td>Pat Boone E.P.</td>
<td>At My Front Door; Tennessee Saturday Night; Ain't That A Shame; Two Hearts</td>
<td>Dot</td>
<td>1949</td>
</tr>
<tr>
<td></td>
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</tr>
</tbody>
</table>
### Best Sellers in Stores

**Fore survey week ending March 21**

RECORDS are ranked in order of sales in music stores to indicate relative sales importance at the retail level, as determined by The Billboard's method of calculating store-wide sales. When significant action is reported on both sides of a record, the leading side is listed, unless noted otherwise.

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ROCK AND ROLL WALTZ (BMI)</td>
<td>L. Baxter</td>
<td>1</td>
</tr>
<tr>
<td>2. LONSDALE (ASCAP)</td>
<td>N. Riddle</td>
<td>1</td>
</tr>
<tr>
<td>3. ROCK AND ROLL WALTZ (BMI)</td>
<td>K. Starn</td>
<td>1</td>
</tr>
<tr>
<td>4. NO, NOT MUCH (ASCAP)</td>
<td>Four Lads</td>
<td>1</td>
</tr>
<tr>
<td>5. HOT DIGGITY (ASCAP)</td>
<td>P. Como</td>
<td>1</td>
</tr>
<tr>
<td>6. I'LL BE HOME (BMI)</td>
<td>F. Boone</td>
<td>1</td>
</tr>
<tr>
<td>7. BLUE SUEDE SHOES (BMI)</td>
<td>C. Perkins</td>
<td>1</td>
</tr>
<tr>
<td>8. I WAS THE ONE (BMI)</td>
<td>E. Presley</td>
<td>1</td>
</tr>
<tr>
<td>9. GREAT PRETENDER (ASCAP)</td>
<td>Platters</td>
<td>1</td>
</tr>
<tr>
<td>10. BAND OF GOLD (BMI)</td>
<td>D. Cherry</td>
<td>1</td>
</tr>
<tr>
<td>11. TENNESSEE TIDINGS (BMI)</td>
<td>C. Perkins</td>
<td>1</td>
</tr>
<tr>
<td>12. MEMORIES ARE MADE OF THIS (BMI)</td>
<td>D. Martin</td>
<td>1</td>
</tr>
<tr>
<td>13. MAIN TITLE (MAN WITH THE GOLDEN ARM)</td>
<td>R. Malaby</td>
<td>1</td>
</tr>
<tr>
<td>14. EDDIE, MY LOVE (BMI)</td>
<td>T. Presley</td>
<td>1</td>
</tr>
<tr>
<td>15. BAND OF GOLD (BMI)</td>
<td>D. Cherry</td>
<td>1</td>
</tr>
<tr>
<td>16. WHY DO FOOLS FALL IN LOVE? (BMI)</td>
<td>T. Agner</td>
<td>1</td>
</tr>
<tr>
<td>17. HEARTBEAT HOTEL (BMI)</td>
<td>C. Perkins</td>
<td>1</td>
</tr>
<tr>
<td>18. MEMORIES ARE MADE OF THIS (BMI)</td>
<td>D. Martin</td>
<td>1</td>
</tr>
<tr>
<td>19. DUNCAIRE DOLL (BMI)</td>
<td>G. Fiber</td>
<td>1</td>
</tr>
<tr>
<td>20. PEARL OF PARADISE (ASCAP)</td>
<td>R. Morgan</td>
<td>1</td>
</tr>
</tbody>
</table>

### Most Played in Juke Boxes

**For survey week ending March 21**

RECORDS are ranked in order of a selected number of plays in juke boxes throughout the country, as determined by The Billboard's method of calculating play counts. When significant play is reported on both sides of a record, the leading side is listed, unless noted otherwise.

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ROCK AND ROLL WALTZ (BMI)</td>
<td>L. Baxter</td>
<td>1</td>
</tr>
<tr>
<td>2. LONSDALE (ASCAP)</td>
<td>N. Riddle</td>
<td>1</td>
</tr>
<tr>
<td>3. ROCK AND ROLL WALTZ (BMI)</td>
<td>K. Starn</td>
<td>1</td>
</tr>
<tr>
<td>4. NO, NOT MUCH (ASCAP)</td>
<td>Four Lads</td>
<td>1</td>
</tr>
<tr>
<td>5. HOT DIGGITY (ASCAP)</td>
<td>P. Como</td>
<td>1</td>
</tr>
<tr>
<td>6. I'LL BE HOME (BMI)</td>
<td>F. Boone</td>
<td>1</td>
</tr>
<tr>
<td>7. BLUE SUEDE SHOES (BMI)</td>
<td>C. Perkins</td>
<td>1</td>
</tr>
<tr>
<td>8. I WAS THE ONE (BMI)</td>
<td>E. Presley</td>
<td>1</td>
</tr>
<tr>
<td>9. GREAT PRETENDER (ASCAP)</td>
<td>Platters</td>
<td>1</td>
</tr>
<tr>
<td>10. BAND OF GOLD (BMI)</td>
<td>D. Cherry</td>
<td>1</td>
</tr>
</tbody>
</table>

### Best Selling Sheet Music

**For survey week ending March 21**

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

<table>
<thead>
<tr>
<th>Tune</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. BAND OF GOLD (BMI)</td>
<td>D. Cherry</td>
<td>1</td>
</tr>
<tr>
<td>2. WHY DO FOOLS FALL IN LOVE? (BMI)</td>
<td>T. Agner</td>
<td>1</td>
</tr>
<tr>
<td>3. MEMORIES ARE MADE OF THIS (BMI)</td>
<td>D. Martin</td>
<td>1</td>
</tr>
<tr>
<td>4. PEARL OF PARADISE (ASCAP)</td>
<td>R. Morgan</td>
<td>1</td>
</tr>
</tbody>
</table>
THE BIG Voice
to carry
THE BIG TUNES

tony martin
Sings

WALK HAND IN HAND
FLAMENCO LOVE

Orchestra and chorus conducted by HUGO WINTERHALTER

the dealer's choice RCA VICTOR
EXCITING NEW TALENT!
NEW COLOR!
NEW HIT!

LUCY ROBERTS

"Leap Year Red"

X-0201

LUCY ROBERTS

Vik

c/w SUPPER ON THE TABLE
(at 6 o'clock)

Vik records
• THIS WEEK'S BEST BUYS.

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

MAIN TITLE (Theme From "Man With the Golden Arm") (Coral, ASCAP) - Richard Maltby-Vilh. 41396 - Dick Jacobs-Coral 61068

Elmer Bernstein-Dec. 29860 - A look at the territorial charts this week reveals the difference of opinion as to which is the top recorded version of this movie theme music. The tune itself is now an established national hit, with the Maltby version already on the national retail chart. The Jacobs and Bernstein recordings are also gathering strong support and figure to place on the national listings very shortly. These are the leading versions now, it is possible that still others may also take healthy slices of the market. The Coral record was a previous Billboard "Spotlight" pick.

MR. WONDERFUL (Laurel, ASCAP) - Peggy Lee-Dec. 29834 - Competition on this tune has been keen. Peggy Lee's version has gained steadily, and this week nudged up to the national retail chart. Sarah Vaughan is close behind, and Teddi King is strong in New England and elsewhere. The flip of Miss Lee's record is "Crazy in the Heart." Regent, BMI. It was a previous Billboard "Spotlight" pick.

IVORY TOWER (E. H. Morris, ASCAP) - Cathy Carr-Fraternity 724 - Middle Western markets are agog with the surprising take-off of this disc. Cincinnati, Cleveland, Chicago, Milwaukee and St. Louis all indicated unusually heavy sales. This week the record began hitting in Eastern cities like Baltimore, Buffalo and Providence, and seems certain to spread quickly to others. Flip is "Please, Please, Believe Me" (Windy City, ASCAP), a previous Billboard "Spotlight" pick.

WITHOUT YOU (Broadcast, BMI) - Eddie Fisher-RCA Victor 6479 - After the recording success of "Tonight's the Night," the reaction to this new release could easily have been predicted. All markets from Los Angeles to Boston, with almost no exceptions, reported excellent turnover. At the rate it is going, it will not be long before it is listed on the charts. Flip is "No Other One" (Meridian, BMI). A previous Billboard "Spotlight" pick.

WILD CHERRY (Hollis, BMI) - I'M STILL A KING TO YOU (Roy Jungnickel, ASCAP) - Don Cherry Columbia 40695 - For a follow-up to "Blond of Gold" this is proving to be a highly successful vehicle for Cherry. Boston, New York, Philadelphia, Buffalo, Pittsburgh, Chicago, Milwaukee, St. Louis and Atlanta are among the cities that found the disc an outstanding seller. Both sides are doing well, the "Cherry" is currently the preferred tune. A previous Billboard "Spotlight" pick.

Note: The publisher of "Port-au-Prince," one of last week's Best Buys, was not listed. It is E. B. Marks, BMI.

• COMING UP STRONG

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

1. Main Title & Molly-O (Themes From "Man With the Golden Arm") - Dick Jacobs (ASCAP) Coral 61068
2. Ivory Tower - Cathy Carr (ASCAP) Fraternity 724
3. Main Title (Theme From "Man With the Golden Arm") - Elmer Bernstein (ASCAP) Decca 29860
4. Without You - Eddie Fisher (BMI) RCA Victor 6470
5. Wild Cherry - I'm Still a King to You - Don Cherry (BMI) - ASCAP Columbia 40695
6. To You My Love - Nick Nobel (ASCAP) Mercury 70821
7. Held for Questioning - Rusty Draper (ASCAP) Mercury 70818
8. Fort-au-Prince - Nelson Riddle (BMI) Capitol 3574
9. In a Little Spanish Town - Bing Crosby (ASCAP) Decca 29850
10. Innamorata - Jerry Vale (ASCAP) Columbia 40634
**THE Original
AND THE HOTTEST
RECORD IN AMERICA!**

**LONNIE DONEGAN**

**SKIFFLE GROUP**

<table>
<thead>
<tr>
<th>Other</th>
<th>Sensational</th>
<th>Hot</th>
<th>London</th>
<th>Pops</th>
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<tbody>
<tr>
<td>MANTOVANI</td>
<td>CANDLELIGHT B/W</td>
<td>SPRING IN MONTMARTRE</td>
<td>1646</td>
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<tr>
<td>THE STARGAZERS</td>
<td>ZAMBEZI B/W</td>
<td>WHEN THE SWALLOWS SAY GOODBYE</td>
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<td>THE FOUR ESQUIRES</td>
<td>LOOK HOMeward ANGEL B/W</td>
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<tr>
<td>LITA ROZA</td>
<td>JIMMY UNKNOWN B/W</td>
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<td>MY KID BROTHER</td>
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<td>DAVID WHITFIELD with Mantovani</td>
<td>WHEN YOU LOSE THE ONE YOU LOVE</td>
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<td>1617</td>
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<td>TED HEATH</td>
<td>MALAGUENA B/W</td>
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<td>THE BARBERSHOP JUMP</td>
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</table>

**www.americanradiohistory.com**
A GREAT PERFORMANCE
BY A GREAT ARTIST!

THE TOP 100

For survey week ending March 14
A list of the TOP 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

by

ANDY WILLIAMS

singing

WALK HAND IN HAND

and

NOT ANY MORE

Cadence 1288

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Boys.
The Exciting New Greats In JAZZ

ARE ON EmArcy

The Finest In High Fidelity Jazz

Thrilling Performances ... Dynamic Recordings ... Beautifully Packaged

FEATURED ALBUMS OF THE MONTH

SARAH VAUGHAN
In The Land Of Hi-Fi
MG 36058

GEORGIE AULD
In The Land Of Hi-Fi
MG 36060

CURRENT BEST SELLERS

GERRY MULLIGAN
Presenting The Gerry Mulligan Sextette
MG 36056

HELEN MERRILL
A New Sound In Jazz
MG 36057

TERRY GIBBS
Vibes
MG 36047

DINAH WASHINGTON
For Those In Love
MG 36011

KITTY WHITE
Voice In Jazz
MG 36020

C. BROWN AND M. ROACH
A Study In Brown
MG 36037

EmArcy ... A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO, ILLINOIS
THE BILLBOARD'S MUSIC POPULARITY CHARTS . . . POP RECORDS
MARCH 31, 1956

A GREAT NEW TALENT
JIMMY GAVIN
JOHNNY ROLLIN' STONE

VOX JOX
by JUNE BUNDY

THIS 'N THAT: Gene Hogan, KXLJ, Helena, Mont., has a plan, whereby record firms can help solve the juvenile delinquency problem. He writes: "I think you will agree a good share of records are bought by teen-agers. With this in mind, why don't the record companies have the artists appeal to the kids on records? For example, Bill Haley could cut in a few words at the start of 'See You Later, Alligator,' and ask the kids to get in the groove. Don't bug your friends the wrong way, and they'll all want to see you later, 'Alligator,' etc." . . . Over 40 retail record outlets in Milwaukee are now taking part in WRTI's weekly "Top 40 disks" survey of local record preferences, according to WRTI director Bill Building. The stores post the survey results each week, and copies are given out to customers.

CRYSTAL BALL: O. L. (Ted) Taylor, KGFL, Roswell, N. M., a subscriber, has tagged "Crystal Ball," which listeners are asked to write in their predictions of new songs they think will appear on the following week's Billboard best-seller chart for the first time. W⤵licos receive free copies of the "Test-time hits." Speaking of the crystal ball we, Ken Bowland, KGFL, Slidell, La., thinks he's found a bona fide number in 15-year-old Ramona Loper, winner of his recent contest to select a "Top Fighter of Hits." The teen-ager picked 29 out of 31 records that appeared on the top five on The Billboard's retail best-seller charts during 1955. Commented Bowland, "I can think of only two records picked that did not hit the best-seller chart."

TREK SESSIONS: Ken Williams, WJBC, Bloomington, Ind., has upped attendance at his weekly teen-ager dances from 300 to 500 last June to 830 for his latest hop this month. Clark, incidentally, has started a new Sunday show from 11:30 a.m. to 2 p.m. in addition to his regular schedule. . . . Jim Winters, WABI, Bangor, Me., reports that record hops are "not that great" in Bangor now. Winters says he is limited to a Victory jockeys (submitted by Tom Edwards, W.I.E.C., Cleveland) whereby Edwards projected colored slides of artists, while their records were playing at his dances. The idea, says Winters, has been a big hit of his own dances, and be is still in the market for colored slides from artists. . . . Gene Phillips, WMAM, Mansfield, O., recently staged the biggest event in his area, with more than 3,000 teen-agers attending. The party was also aired over WMAM. . . . George Bastien, WRBD, Tampa, Fla., has presented Timmy's first live rock and roll show April 6 at the War Memorial Building. . . . Jerry Collins, WJBC, Bloomington, Ill., will air his show from the Illinois State Normal University campus April 6 for a first-time, high school audience. Music will be both live and on record, and WJBC will broadcast the event 2 to 9 p.m., midnight.

CHANGE OF THEMES: A new 24-hour-a-day music and news format at KKEZ, Phoenix, Ariz., was inaugurated this month with the following "DJ Day" format: Jack Carney, Frank Pellillie, Johnny McKinney, Jim Span-

ALONE NUMBER IN LADY JIMMY ROY UNDER ONE OF BIG ISLAND'S BIGGEST VERSIONS, "FAIR THEE WELL." Joey, Joey, 9154/5 9161

H&R. Firm Buys . . . Continued from page 17

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MARCH 31, 1956

THE BIG ONES ARE FROM VALLEYBROOK

BILL HALEY and His Comets

R-O-C-K

b/w

THE SAINTS ROCK 'N' ROLL

Decca 29870 • 9-29870

DOTTI MALONE

I OUGHTA

b/w

EVERYTHING BUT YOU

Wing 90060

KITTY NATION

HALF YOUR HEART

GOODIE BYE BYE BABY

Wing 90059

THE MATYS BROTHERS

UP THE CREEK

(without a paddle)

b/w

IN THE MOOD

Decca 29838 • 9-29838

JERRY TYFER

HOOK, LINE AND SINKER

b/w

I'M SO SORRY

Wing 90061

THE MORRISON SISTERS

ROCKIN' BOOGIE SHUFFLE

b/w Teen Age Guy and Gal

Died 1016

Midwest Representative

BOB HAYES

VALLEYBROOK PUBLICATIONS, INC.

112 East 5th Street, Chester, Pa. Chester 2-4105

Home Office

JACK HOWARD

PUBLICATIONS, INC.

112 East 5th Street, Chester, Pa. Chester 2-4105

middleware representative

BOB HAYES

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**Review Spotlight on...**

**RECORDS**

NAT (KING) COLE...Capitol 3390............TOO YOUNG TO GO STEADY
(Robinfin, ASCAP)

NEVER LET ME GO.............(Famous, ASCAP)

The King comes up with a couple of fine new ballad sides, both of definite hit caliber. First is the tender, poignant tune from the new legislative, "Strip for Action." The Paul Page disk will make it a triple for honors, but this has what it takes and then some. The flip contains another standard vocal job with backing to match.

THE CAYLORS...Mercury 70534............WHO'S GONNA TAKE YOU TO THE PROM
(Bourne, ASCAP)

This one shapes as the group's first big disk in quite a spell. Keyed right to the teenage angle, the tune rolls and rocks in great style in one of the sharpest jobs in the kids' career. The side has a great chance to cash in. Flip is "Bella Bambinella" (Monument, BMI).

THE CREWCUTS...Mercury 70840 .............OUT OF THE PICTURE
(Laner, BMI)

The "Cuts" should move off the ground fast with this most infectious opus with a sharp folktune-strumbo beat. Cut originally in r.a.b. by the Robins. One of the most memorable in the outfit's string of big sides. Flip is "Honey Pie, Sugar Lips, Five-Step Blues," a tune with commercial appeal all its own (Mellin, BMI).

**NOVELTY**

STAN FREBERG...Capitol 3390............THE GREAT PRETENDER
(Southern, ASCAP)

Freberg outdoes himself in a chuckle-packed take-off on the great smash by the Platters. He does a devastating job on the group's lead singer, and his spoken bit with the piano player will break up the cognoscenti. Other side is "Briley Hammachers," a take-off on the Murphy matter.

---

**Reviews of New Pop Records**

<table>
<thead>
<tr>
<th>RATING--COMMERCIAL POTENTIAL</th>
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<tbody>
<tr>
<td>89-100, Tops</td>
</tr>
<tr>
<td>80-89, Excellent</td>
</tr>
<tr>
<td>70-79, Good</td>
</tr>
<tr>
<td>60-69, Satistactory</td>
</tr>
<tr>
<td>50-59, Limited</td>
</tr>
<tr>
<td>40-39, Poor</td>
</tr>
</tbody>
</table>

**GEORGE CATES ORK**

Moonglow and Theme From "Picnic" 79

COLUMBIA PICTURES ORK

Moonglow and Theme From "Picnic" 79

DECCA 26588—Vocals is taken from the sound track of "Picnic" and the addition of "Moonglow" to the theme, played in an intimate jazz style, adds interest. Should get spins. (Mills, Columbia Pic, ASCAP)

THE FOUR ESQUIRES

Rich Homewood Angel 77

LONDON 1852--A mighty pretty piece of material, with a haunting melody, it's showcased effectively here by the choristers who are backed with great sympathy and local beauty by the n/c. A quality waiting that should win ample exposure.

SANTA DIANA...72

Latin item is a great listener performance.

**JERRY SAMUELS**

Popper Love 77

VIK 0157—Jerry Samuels is quite effective with this r.a.b.-flavored item. Lyric is in the teenage love groove and likely to get good acceptance. (Town & Country, BMI)

The Chosen Few...71

This sacred song has a strongly-marked beat and a dramatic lyric. An okay chukle job by Samuels. (Movietown, BMI)

(Continued on page 54)
Imperial’s SMASH!

2 HITS
Back to Back!

BILL FARRELL

'CHERRY LIPS'
and
'SLIPPIN' & SLIDIN'

#7001

Imperial Records
• **Tunes With Greatest Radio-TV Audience**

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

**Radio**

And the Angeline You (De-Berry & Canny) - ASCAP

Ask Me (Mr.-G) - ASCAP

Be My Brother (Deering) - BMI

Blues in the Night (Pfiffner) - BMI

Dancing with the Moon (Newport) - ASCAP

Do It for the Love of You (Berk) - BMI

Doin' the Jitterbug (Parnell) - BMI

Feelings in My Heart (Harms) - BMI

Get the Fiddle Out (Johnson) - BMI

Get with the Show (Johnson) - BMI

Hand Me Down the Good News (Sadler) - BMI

I Could Have Danced All Night (Browne) - BMI

I'm Getting Sentimental over You (Barnes) - BMI

I'll Be Seeing You (Gardner) - BMI

I'll Never Leave You (McClure) - BMI

Just a Touch of Mink (Skinner) - BMI

King (Devers) - BMI

Let's Fall in Love Tonight (McClure) - BMI

Let's Fall in Love Again (McClure) - BMI

London Town (Squire) - BMI

Maiden Voyage (Tompson) - BMI

Memory Lane (Dennis) - BMI

Mixed Feelings (Jack and the Beanstalk) - BMI

Miss You (Harms) - BMI

Mr. Moon (Buckley) - BMI

New Orleans (Harms) - BMI

Now or Never (Nash) - BMI

Oh, What a Night (Pellegrini) - BMI

Pin Tail on the Donkey (Jones) - BMI

Rock and Roll With Us (West) - BMI

The Blue Night (McClure) - BMI

To Love You for Sure (McClure) - BMI

Two Weeks (Dennis) - BMI

Under the Weather (Pope) - BMI

Without You (Browne) - BMI

**Television**

All of Me You Love (De-Williams) - BMI

Bluebird (King) - BMI

Broadway Melody (Palmer) - ASCAP

Brown-Eyed Girl (Harms)-BMI

Camelot (Young) - ASCAP

Don't be a Suck (Spinelli) - BMI

Happy Together (Buckley) - BMI

I Only Have Eyes for You (Harms) - BMI

If You Ever Need a Friend (Harms) - BMI

I'll Cry Later (Harms) - BMI

I'm Falling in Love With You (Harms) - BMI

I'll Never Believe Again (De-Williams) - BMI

Just a Memory (Buckley) - BMI

King (Devers) - BMI

I'll Never Leave You (McClure) - BMI

Just a Touch of Mink (Skinner) - BMI

King (Devers) - BMI

Let's Fall in Love Tonight (McClure) - BMI

Let's Fall in Love Again (McClure) - BMI

London Town (Squire) - BMI

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The Blue Night (McClure) - BMI

To Love You for Sure (McClure) - BMI

Two Weeks (Dennis) - BMI

Under the Weather (Pope) - BMI

Without You (Browne) - BMI

**YESTERYEAR'S TOPS**

The methods top tunes on records as reported in The Billboard.

**March 30, 1956**

1. "If" — Chappell
2. "Personality" — Chappell
3. "Doctor, Lawyer, Indian Chief" — Shapiro-Bernstein
4. "You Won't Be Satisfied (Until You Break My Heart)" — Shapiro-Bernstein
5. "One, Two, Three, Two (I Love You So)" — Shapiro-Bernstein
6. "Symphony" — Shapiro-Bernstein
7. "Day By Day" — Shapiro-Bernstein
8. "Show Fly Pie and Apple Fancadays" — Shapiro-Bernstein
9. "Atlanta" — Shapiro-Bernstein
10. "Too Always Chasing Rainbows" — Shapiro-Bernstein

**March 31, 1951**

1. "If"
2. "Mocking Bird Hill"
3. "Alba Daha Honeymoon"
4. "Be My Love"
5. "Tennessee Waltz"
6. "My Heart Cries for You"
7. "Would I Love Too?"
8. "You're Just in Love"
9. "Sparrrow in the Tree Top"
10. "A Penny a Kiss, a Penny a Hug"
SINGS HIS HEART OUT!

BILLY ECKSTINE

(Your Eyes Say Yes)

MY HEART SAYS NO

JOEY JOEY JOEY

(from the new musical production, "The Most Happy Fella")

with Hugo Winterhalter’s Orchestra and Chorus

20/47-6488

A "New Orthophonic" High Fidelity Recording

the dealer's choice  RCA VICTOR
Chess #1619

MOONGLOWS
"WE GO TOGETHER"

b/w
"CHICKIE-UM-BAH"

CHESS RECORD COMPANY

4785 S. COTTAGE GROVE AVE., CHICAGO 15, ILLINOIS

PHONE: Kewboard 4-4342

* Reviews of New Pop Records

* Continued from page 51

7711

Myself. R&B derived

a and ASCAP)

platter

YOU

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Rock Island
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www.americanradiohistory.com

29821

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Motopollto.

BIM

B....75

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23,

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Z:

The CCA CHA RHYTHM BOYS

in

piano and
crooning version of the hit. If

its get elimination and reduction;

it could be healthy
toget

for the

(CBS, SACS)

Money

and

AND THE BIDE

The Time

HARMAID-Van Hall songs about

dancing of the chikin bits. This

its share of peaks and an

appal-

white
to do

for them.

(CBS, SACS)

The Big Song

This has the sound of the Alberta

Bears, but it's more of a country

riff and the vocals by Van Hall

(Decca, CBS)

Mary Johnson

Is So Nice to Dream...

(CBS, Decca)

Time...

This is a beautiful

in this
country
choir, and

Butterfield, ASCAP)

Roxy Linda

CORAL 6654—The fable of war
gone home, and the music

in the background could

get some air time. (Decca,

(Decca, ASCAP)

Virginia Trappendorf

Crying in the Night...

This is a beautiful

ever so

expressive

(ABC, BMI)

Reeves

Fortune

Another tune that

on
country

world

(Decca, ASCAP)

Joe Wayne

Wine Pota

Mountain Woman

(Decca, ASCAP)

bubba

backed by instrumental

bubba

George and His Polka Dukes

Drums

One of the best

records

(Decca, BMI)

Denny Vaughan

WALK HAND IN HAND

Just Sing A Song

Playing a steady

with

THE HOLY NOTES

Guerra Triple Cosa na o Cosa...77

VICTOR 2943—Ken

a

Buddha,

sings

a

the

backing.

(CBS, BMI)

Kenny Baker

BIF MARCH

Of

75

OL

at

EASTON Ela.

SECOO SAMPLER

LATIN RHYTHMS

Havana Night Club

(Decca, Decca)

MOMENTUM DEL RIO

CUBA-

(Columbia, Decca)

(CBS, SACS)

Secure Dist. Corp.

(Decca, ASCAP)

Masters Wanted

(Decca, ASCAP)

 suck

Vocals or Instrumental

Broadway, N.Y.

a

(a)

(Decca, ASCAP)

GEORGE AND HIS POLKA DUKES

Drums

Fortune

Another tune that

(Decca, BMI)

Another tour book of very

(Decca, BMI)

Reviews of New Spiritual Records

THE BELL Ringers

of

a

just

We're going
down

and

a

music

playing

(Decca, BMI)

THE HOLY NOTES

Gustavo Triple Cosa na o Cosa...77

VICTOR 2943—Ken

a

Buddha,

sings

a

the

backing.

(CBS, BMI)

Kenny Baker

BIF MARCH

Of

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OL

at

EASTON Ela.

SECOO SAMPLER

LATIN RHYTHMS

Havana Night Club

(Decca, Decca)

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CUBA-

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(CBS, SACS)

Secure Dist. Corp.

(Decca, ASCAP)

Masters Wanted

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 suck

Vocals or Instrumental

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(a)

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Another tune that

(Decca, BMI)

Another tour book of very

(Decca, BMI)

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Havana Night Club

(Decca, Decca)

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CUBA-

(Columbia, Decca)

(CBS, SACS)

Secure Dist. Corp.

(Decca, ASCAP)

Masters Wanted

(Decca, ASCAP)

 suck

Vocals or Instrumental

Broadway, N.Y.

a

(a)
A GREAT NEW SINGING GROUP

THE MATYS BROS.

UP THE CREEK

(Without a Paddle)

DECCA 29838—9-29838

B W IN THE MOOD

A New World of Sound

DECCA records
Whos handling public relations for you behind the Iron Curtain?

It's not an easy assignment—or the kind you'd find many people volunteering for.

But there is an important "public relations" job to be done behind the Iron Curtain—for you . . . for America . . . for the whole concept of freedom, free enterprise and individual rights. This job is an opportunity and a challenge as well as a serious responsibility for American business. Fortunately, with your help, there is an agency that can do the job—Crusade for Freedom, which supports Radio Free Europe and Free Europe Press.

Both these powerful, privately operated organizations are busy challenging the barriers of Communist misstatements and facts. Using radio broadcasts and mass newspaper drops from message balloons, Radio Free Europe and Free Europe Press are constantly on the offensive against the Red campaign to annihilate right, reason and national pride.

Continued and heated Communist protests testify to the tremendous effectiveness of Radio Free Europe and Free Europe Press. Support freely given by free American businesses and private citizens will increase this effectiveness and the scope of their operations. A contribution now is perhaps the best investment you can make towards a peaceful, prosperous world.

Give generously. It's your future.
**FOLK TALENT & TUNES**

By BILL SACHS

**Around the Horn**

Emmett Young and His Texas Troubadours and the Wilburn Brothers, Doyle and Teddy, have been set by their record manager Cash Tucker for an extended tour of the South, opening April 23 at the Armory in Louisville and winding up May 12 at the Auditorium, Pensacola. Dates already set for the trek are Atlanta or Austin, Ga., April 29; Greensville, Va., April 24; Montgomery, Ala., April 25; Mobile, Ala.; Anniston, Ala.; Atlanta or Austin, Ga.; Miami, May 1; Orlando, Fla.; Tampa, Fla.; Savannah, Ga.; and Charleston, S. C., May 6. These dates are still to be set.

Carl Smith returned to Nashville last week after a successful tour of the Cashier House, Toronto, with Lew Childers, Goldie Hill and the Temeratures, during which they played a lot of snow and a heap of peas. This week Smith began a busy schedule in Nashville for Champion. He is booked to the "Star of the Grand Ole Opry" first show of the year. Carl and the Temeratures will take a 10-day rest. Next Saturday (1) Smith heads up the "Grand Ole Opry" network show radiating over radio stations in the South and his manager Thompson slated to bring in his entire band.

Doc Hopkins, formerly of WLS, Chicago, has signed a five-year contract as featured gospel singer for Father Roberts, well-known evangelist, and begins a nationwide tour June 1. While en route Hopkins will continue to do his transmitted radio show, heard on a number of stations. Hopkins, who records on the Blue label, is under the personal management of Slim Tamar.

-Jimmy Edwards, Maxine and Ronnie Brown bopped into a mess of ill luck last week when their nifty, The Trio, in Pine Bluff, Ark., was destroyed by fire. Maxine and Ronnie were on tour at the time. Jim is Edwards is undergoing basic training at Fort Carson, Colo. The Brown brothers will release "Cow-Cow-Dada," the hit music store last week. Tune is published by Earl Ransome Music, and Dee Kilpatrick has released it on Mercury with the Cardinals.

-Frank Young and His Country Deputies, along with Jimmy and Johnny, Mitchell Tomel, Arlie Duff, Roy Price and others, concluded their successful tour of the Pacific Northwest at Portland, Ore., Sunday (28). According to Hubert Long, Farmers personal manager, the unit chalked up grosses on the tour in the face of sub-zero weather. Plans are being formulated for the filming of Farmer's next feature film beginning May 21. This week he's working on Farmers hit song, "Star of the Grand Ole Opry." In Nashville, Farmers manager has been added to Red Foley's Country Music label, and the section has released it on Mercury with the Cardinals.

-Dan Larkin and Lyle Boyle, A. C. V. deejays at WAAT, Newlark, N. J., will present another in their series of country and western shows in the Terrace Room of the Mosque Theatre, Newark, April 1. Featured will be Emmett Young and his band.

**FIRST COLUMBIA RELEASE**

**NEW SOUND! NEW SONG! NEW HIT!**

Johnny Horton

Star of KWKH Louisiana Hayride

Under Exclusive Management

C/o KWKH

**NEW YORK**

**TILLMAN FRANKS**

**I'M READY IF YOU'RE WILLING**

Shreveport, La. Phone 2-8711

---

**Most Played by Jockeys**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I FORGET TO REMEMBER TO FORGET&quot;</td>
<td>E. Prelley</td>
<td>12</td>
</tr>
<tr>
<td>&quot;MBL&quot;</td>
<td>E. Prelley</td>
<td>10</td>
</tr>
<tr>
<td>&quot;HEARTBREAK HOTEL&quot;</td>
<td>E. Prelley</td>
<td>5</td>
</tr>
<tr>
<td>&quot;LOVE, LOVE, LOVE&quot;</td>
<td>E. Prelley</td>
<td>2</td>
</tr>
<tr>
<td>&quot;SO DOGGONE LONESOME&quot;</td>
<td>E. Prelley</td>
<td>2</td>
</tr>
<tr>
<td>&quot;THJS. HANS - H. Snow&quot;</td>
<td>E. Prelley</td>
<td>1</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
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<td>&quot;MBL&quot;</td>
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<td>2</td>
</tr>
<tr>
<td>&quot;HEARTBREAK HOTEL&quot;</td>
<td>E. Prelley</td>
<td>3</td>
</tr>
<tr>
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<td>E. Prelley</td>
<td>4</td>
</tr>
<tr>
<td>&quot;SO DOGGONE LONESOME&quot;</td>
<td>E. Prelley</td>
<td>5</td>
</tr>
<tr>
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<td>6</td>
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**Records are ranked in order of the greatest number of plays in Juke boxes through the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.**

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**The Billboard's Music Popularity Charts**

**COUNTRY & WESTERN RECORDS**

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**MARCH 31, 1956**
**This Week's Best Buys**

LITTLE ROSA (Cedarwood, BMD—Red Sovine and Webb Pierce—December 29,78...Buying of this disc has been almost non-existent. Wherever it has been delivered in the South and in many Middle Western and Northwestern markets, too, customers have purchased them like the proverbial hot cakes. Chart action can be expected soon. Flip is "Hold Everything" (Starrite, BMD).

**Review Spotlight on...**

**RECORDS**

CARL SMITH

My Dream of the Old Ragged Cross (Driftwood, BMD—Columbia 31502—Smith offers up a wonderful, tender and sincere styling on a great piece of sacred material. Bound to get played again and again by the singer's own clique of fans as well as those who dig a class piece of sacred wax. Big things should happen fast. Flip is "Answers." (Cedarwood, BMD).

**C & W Territorial Best Sellers**

for survey week ending March 21

City-by-city listings are based on lists received from top country and western dealers and individual operators in each of the markets listed.

**Birmingham**

1. Mississippi Moon, E. Presley, Vic.
2. I Forgot To Remember To Forget, E. Presley, Vic.
3. What Would You Do If Jesus Came To Your House?, P. Waring, Vic.
4. You And Me, R. E. & A. E., Decca.
5. Tell Me, R. Middle, Col.

**Charlotte**

1. Heartbreaker Hotel, E. Presley, Vic.
2. I Forgot To Remember To Forget, E. Presley, Vic.
4. A Sweet Memory, E. Presley, Decca.
5. Baby, Let's Play House, E. Presley, Son.

**Dallas-Fort Worth**

1. Blue suede Shoes, C. Perkins, Son.
2. Heartbreaker Hotel, E. Presley, Vic.
3. You And Me, R. E. & A. E., Decca.
4. I Forgot To Remember To Forget, E. Presley, Vic.

**Houston**

1. Heartbreaker Hotel, E. Presley, Vic.
2. Far Beyond, S. James, Sun.
4. I Was The One, E. Presley, Vic.
5. Seven Year Itch, E. Presley, Sun.

**Memphis**

1. Blue suede Shoes, C. Perkins, Son.
2. I Don't Care If You Do, L. B. Allen, Sun.

**New Orleans**

2. Heartbreaker Hotel, E. Presley, Vic.
3. I Forgot To Remember To Forget, E. Presley, Vic.

**Richmond, Va.**

1. Mississippi Moon, E. Presley, Vic.
2. I Forgot To Remember To Forget, E. Presley, Vic.

**Sh. Louis**

1. Blue suede Shoes, C. Perkins, Son.
2. Heartbreaker Hotel, E. Presley, Vic.
3. I Forgot To Remember To Forget, E. Presley, Vic.

**Asheville**

1. Go Do Da, Lulu Belle and Scotty, Muncie.

**Reviews of New C & W Records**

**ANITA CARTER**

A Test Hit...79

VICTOR 2516...The tune stalked by Every Joe Hunter in L.A., and by Teresa Brewer in New York gets the country edition here. The recording isn't exactly as Class and the drums has one of her better vocals here. (Programmed, BMD)

One Mornin' at the Time...39

A test side here. (Emo, BMD)

**THE PICKARD FAMILY**

Here on the Blue Ridge Hill...34

COLUMBIA 5028...A lively, entertaining square dance, this has top?as well as country and native appeal. Group steps nicely overall and could make for a fine hill (creek, BMD)

Tell Me Who...34

A very nice, gentle square dance from with harmony, emotional flavor. (Mercury, BMD)

**DON GIBSON**

The Read of Life...56

MGM 12358—Folks is a job that is written with unusual understanding. His powerful vocal, and Don Gibson has his a real talent full of swing and listening worth.

Another mighty good washer—good vocals and expect delivery. (MGM, BMD)

**MINNIE MAE**

A Test Hit...33

VICTOR 2497—one of the first disk editions of the "B" side set. Should an excellent side with a lot of swing. Don't know how much it can sell. (MGM, BMD)

I'm Coming Gray Hale...31

Farewells for this one side in his small hometown manner. It's getting pretty well written for the woman to come home. (Tennwright)

**BETTY CAROON**

Last Night...55

MERCURY 1882—You hear a powerful voice and a good vocal
**Best Sellers in Stores**

For survey week ending March 21

Records are ranked in order of their current national selling importance at the retail level, as estimated by The Billboard’s weekly survey of dealers through the nation with a high volume of sales in various and blues records. When significant action is reported on a single side of a record, both sides are listed in bold type, the leading side first.

This Week | Last Week | Chart
---|---|---
1. WHY DO FOOLS FALL IN LOVE (BMI) | Teen-Agers | 1 7
2. DROWN IN MY OWN TEARS (BMI) | R. Charles | 2 6
3. MARY ANN (BMI) | Atlantic 1083 | 3 7
4. EDDIE, MY LOVE (BMI) | Teen-Queens | 4 7
5. JEN GEFOL (BMI) | RPM 453 | 5 3
6. BLUE SUEDE SHOES (BMI) | C. Perkins | 6 3
7. DON’T BE MIGHTY GIRL (BMI) | 8 3
8. GREAT PRETENDER (BMI) | Platters | 9 16
9. JEN GEFFOL (BMI) | RPM 453 | 10 16
10. BO WEEFL (BMI) | F. Domino | 11 6

**Most Played in Juke Boxes**

For survey week ending March 21

Records are ranked in order of the greatest number of plays in juke boxes throughout the country, as estimated by The Billboard’s weekly survey of operators using a high proportion of juke box and blues records. When significant action is reported on a single side of a record, both sides are listed in bold type, the leading side first.

This Week | Last Week | Chart
---|---|---
1. DROWN IN MY OWN TEARS (BMI) | R. Charles | 1 5
2. GREAT PRETENDER (BMI) | Platters | 2 11
3. DEVIL OR ANGEL (BMI) | Clovers | 3 8
4. DEVIL OR ANGEL (BMI) | Clovers | 4 8
5. THE JUKEBOX JIVE (BMI) | Clovers | 5 8
6. BLUE SUEDE SHOES (BMI) | C. Perkins | 6 7
7. EDDIE, MY LOVE (BMI) | Teen-Queens | 7 5
8. THE SINGING IN THE RAIN (BMI) | R. Charles | 8 5
9. WHY DO FOOLS FALL IN LOVE (BMI) | Teen-Agers | 9 4
10. BLUE SUEDE SHOES (BMI) | C. Perkins | 10 4

**Most Played by Jockeys**

For survey week ending March 21

Sides are ranked in order of the greatest number of plays on disc jockey radio shows throughout the country according to The Billboard’s weekly survey of top disc jockey shows in all key markets.

This Week | Last Week | Chart
---|---|---
1. WHY DO FOOLS FALL IN LOVE (BMI) | Teen-Agers | 1 3
2. EDDIE, MY LOVE (BMI) | Teen-Queens | 2 5
3. DROWN IN MY OWN TEARS (BMI) | R. Charles | 3 6
4. GREAT PRETENDER | Platters | 4 12
5. BO WEEFL (BMI) | 5 7
6. BLUE SUEDE SHOES (BMI) | C. Perkins | 6 3
7. AIN’T THAT LOVIN’ YOU, BABY? (BMI) | J. Reed | 8 4
8. TUTTI FRUTTI (BMI) | Little Richard | 9 7
9. DEVIL OR ANGEL (BMI) | Clovers | 10 9
10. SPEEDO (BMI) | 11 9
**R & B Territorial Best Sellers**

For survey week ending March 21

<table>
<thead>
<tr>
<th>Location</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>1. Blue Sounds, C. Perkins, Sue</td>
<td>Why Do Feels Fall in Love?</td>
<td>Teen-Age, Inc.</td>
<td>4,000</td>
</tr>
<tr>
<td></td>
<td>2. Two Little Girls, Lynne Organ</td>
<td>Why Do Feels Fall in Love?</td>
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<td>4,000</td>
</tr>
<tr>
<td></td>
<td>4. Great Pretender, Newton, Al</td>
<td>Why Do Feels Fall in Love?</td>
<td>Teen-Age, Inc.</td>
<td>4,000</td>
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**This Week’s Best Buys**

In PARADISE (Tiger, BMI)—The Cookies—Atlantic 1654—This record has been available quite a while, it has been a little slow in making it to the top, but now it has finally broken through by leaps and bounds, and now it is rated as one of the top national sellers. It still has considerable sales potential, and is in almost all cases is clearing up on the r.b.s. front, especially in the West. In both pop and r.b.s. fields, this record is shaping up as a powerful contender. Flip is “In Paradise” (BMI).

IVORY TOWER (E. H. Morris, ASCAP)—Otis Williams—De Luss 6092—Among the top Buys this week will be Ivory Tower. Otis Williams, in some instances, is being promoted a bit with a pop offer along with it, and in almost all cases is clearing up on the r.b.s. front, especially in the West. In both pop and r.b.s. fields, this record is shaping up as a powerful contender. Flip is “In Paradise” (BMI).

**DIY EVER LOVE A WOMAN? (Modern, BMI)**

LETS DO THE BOOGIE (Moody, B. R. & K., Inc.—RPM 417—Over the last few years B. B. King has been a consistent seller with a wide following. His latest release is beginning to take on sizable airplay, and it is a very good showing in all major markets. Cleveland, Philadelphia, New York, Chicago and Buffalo are also doing fine business. “Woman” is the preferred side at this point.

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**Review Spotlight on...**

**FATS DOMINO**

I’m In Love Again (Revee, BMI) Imperial 5306—The great Fats comes through again on this side that has paid off well over all. It is a simple tune with a slight medium-swinging feel to which the singer adds his telling vocal job in a traditional bluesy pattern. The flip is “Southside Baby,” which is not bad, but not quite the standard “My Blue Heaven” (Fest, ASCAP).

**JOE TURNER**

Bougie Wango Country Girl (Progressive, BMI) Atlantic 1618—The great Joe has turned up another impressive and driving piece of wax as he lost nothing about that check down on the flip. The boogie beat adds mightily to the big impression. This should be a big draw at all levels. The flip is “Corrine Corrine,” a solid Turner oldie in new gear (Progressive, BMI).

**THE MOONGLOW**

Christmas Time (Arc, BMI)—We Go Together (Sunflower, BMI) Chess 1619—This new disk might well become a two-sided nugget for the finish up. As top degree light into a fast-paced piece of wax, covering all the piece with gimmicky sounds and phrases. The flip is “I Can’t Help Myself,” a very catchy melody, and the ballad flip side has the same l swoon.

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**SPIRITUAL**

**THE HAPPYLAND SINGERS**

I Cried (Venus, BMI)—Over Here I (Venus, BMI) Specialty 961—The group, also known as the Original Five Blind Boys of Alabama, give out with a top degree driving, sides, full of wild reverence and power, and should move at a snappy pace in their selected markets.

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**RHYTHM-BLUES NOTES**

By BILL SIMON

For more years than a lot of performers care to remember, the Apollo Theater on 125th Street in Harlem has been New York’s top showcase for r.b. talent. In fact, a number of the biggest acts have boomed into the business via that theater’s famous amateur night. This year would include such talents as Ella Fitzgerald and Sarah Vaughan, among others. For the first time ever, John Hammond has produced an album for Vanguard called “A Night At the Apollo.” It includes 60 minutes of all-star vocal and instrumental music, without any pattern or by-play, and it manages to capture the essence of the Apollo-style variety show.

Among the acts on the disk is a band called the Apollo Band of the Year, which consists of four young men who were the basic group, appearing with personnel by invitation, and it manages to capture the essence of the Apollo-style variety show.

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**CHRIS POWELL**

**Viv0 926**—Four vocal side by side which are all excellent records. One of the acts that stands out is “Black and Blue” by Ann Cole, material centered on the strength of Ann Cole’s vocal, the record is a good one and will do well. (Washburn, BMI)

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**GROOVE RECORDS**

155 E. 24th St.
New York, N. Y.

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German Carousel Imported for Spot; Son to Manage 16-Ride Super Layout

TORONTO—Plans for a $200,000 Kiddieland to be built at Exhibition Park (Conklin) were announced last week, and a first nice season is scheduled to open on April 26.

Heart of the Kiddieland will be a German carousel, it is understood, which Conklin said was priced at $200,000. The original German carousels and horses are replaced with such things as a full-sized German brat, building and exact fire engines, European motor scooters and other vehicles. Capacity will be 9,000.

An announcement of the plans brought objection from some sources and strong support from others, including Tom Norton and the Harvard Club, from whom the land is leased.

Lloydminster, Alta., Winds Up Okay Despite Weather

LLOYDMINSTER, Alta.—The wet weather marked the finish of the 1954 season, which was a poor one for the Lloydminster Exhibition, George K. Ross, manager, reported at the annual meeting.

Entries at the fair, the 50th annual, were 8 per cent off and prize money paid out was $5,100, an increase of 19 per cent. Rain further delayed the horse race.

Major construction last year was a multi-purpose building that is used as a sales pavilion, first aid station, and exam room, and water and electricity and modern rest rooms were also built.

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LOS ANGELES—Contract between Sam Ward and the Los Angeles Shrine for the presentation of Polack Pact circus here for four weeks in the spring was signed Wednesday.

The contract calls for the circus opening July 17, 1955, with nine weeks in spring. From 1957 thru 1959.

Next year the contract is to be April 22 thru 88, and in 1958.

Ward has promised the Shrine the same crowd to its opening as in the 18 years it has played this city. The Shrine has sold the fair tents (2) for its annual seven-day run.

FINANCE EXPERT GOES

Comptroller Powers After 9 Mos. on R-B

NEW YORK—James Powers is about to enter the Pulitzer Ringling show, after having served in that capacity since joining last June in Montreal. The item was returned here from the Canadian exposition yesterday by publicity chief Zev Friedman, who said that there were no inroads being made and the show behind the dismissal or a successor.

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Herb Dotten

_Unlucky Lucky Teter_ Y
can count on the fingers of one hand those touring outdoor attractions that are owned, operated and performed in by one and the same management. Among these few are Claude Boutin and Larry Cristiani in the circus world and Joe Chipwood in the thrill show field. Rarely have performers combined the necessary business acumen with the calculated showmanship of operating a first class show. Every one of the past quarter century one of the most outstanding exceptions was Earl (Lucky) Teter, the Ol’ Cornet King. Teter was one of the greats to come up in the outdoor field. He did with an automobile what no one else had done before. He had an immaculate record.

NEW TRACKLESS TRAIN, which this season will be used to pull the epic drama, “Chucky Jack,” will be presented at the Hunter Hill Outdoor Theatre at Gatlinburg, Tenn., June 22 thru September 1. Photo was taken in the theatre made over to a railroad line in Gatlinburg, with stops at newspaper offices along the route. Left to right, L. L. Maples, R. L. Maples and Bart Leiper. At the throttle is Jack Maples.

National’s Train Bally for Gatlinburg’s Outdoor Drama

CINCINNATI — A Trackless Train will be the feature of the National Amusement Device Company, Dayton, O., made an overland junk from Dayton to Gatlinburg, Tenn., last week to pull the thrilling Hunter Hill epic drama, “Chucky Jack,” which will be presented at the Hunter Hill Theater in Gatlinburg June 22 thru September 1.

The train, bearing the name Chucky Jack, left Dayton Wednesday day morning, May 1, arriving in Cincinnati at noon for a stop at The Cincinnati Post, where the novel attraction was exhibited,Groups of hundreds of people. The Post was a caustic and a three column story in the Trackless Train in its Thursday edition. The train was loaded Wednesday night, arrived in Louis ville, where it also made the rounds of the local newspapers. Chucky Jack Crew.

Accompanying the train on its overland trek were Mr. and Mrs. R. L. Maples, Gatlinburg hotel owners; their son, Jack, who piloted the train, and Bart Leiper, director of public relations for Gatlinburg and “Chucky Jack.” Mail is president of the Gatlinburg Chamber of Commerce and head of the Great Smoky Mountains Historical Association, sponsors of the “Chucky Jack” drama.

Maples visited Aural Vasains and Bill de L’Orbe Jr., owners and sales chief, respectively, of the National Amusement Device Company, several months ago, after spotting the film in the “This Is It.” The train, comprising a Diesel-type locomotive and two cars, will be used to haul “Chucky Jack” and to transport patrons to the outdoor theater located four miles from the heart of Gatlinburg. Deal for $15,000, de L’Orbe reports.

“Chucky Jack” derives its name from John Sevier, Indian fighter and frontiersman who was known by that moniker in the territory that later became Tennessee. Hunter Hill outdoor theater will have accommodations for 2,500 Kenmat Hunter, for whom the theater is named, is the author of “Unseen These Hills,” which this year enters its seventh season on the Indian reservations at Cherokee, N. C. “Chucky Jack” will be directed by Donald W. G. Burton, with directions supervised by Dr. Samuel Selden, director of the Carolina Playmakers in North Carolina.

“Chucky Jack” will have a cast of 70. The stage will be 65 feet wide and will be equipped with 20-30 revolving stages to permit speedy set changes.

WAGON FIRE

PAL Scoring
P. R. Breaks
For RB Pream

NEW YORK—The Police Athletic League has acquired a raft of public service time for use in films and TV in boosting the April 4 benefit game. Radio announcements in both media have been made featuring numerous performers.

Some of the performers will appear gratis at the benefit but all are on Chairman Ed Sullivan’s entertainment committee with the exception of comic Jackie Gleason, who contributed one of the 20-22 regular radio shows.

The announcements were recorded for Art Carney, Paul Bailey, Andre Kontodzakos, Gleason, Jackie Robinson, Mayor Robert Wagner, Peter Donaldo, Eunice Fiore, Shirley Jones, Ed Sullivan, Sam Leavitt, Tally Merle, Robert Q. Lewis, Ruth Gordon, Dick Condon and Jayne Mansfield.

Some 500 entries were submitted to the Police Athletic League’s drawing contest. PAL boys and girls were given a check on each new film and those submitting the best drawn copy (one boy winner and one girl winner) will be kept on file as potential guests and will also be on Sunday’s (68) Wendy Barry TV Show.

Robert Q. Lewis will devote his TV show Friday (30) to the PAL and its benefit opener.
GIVE TO DAMON RUNYON CANCER FUND

STAGE COACH RIDE

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

HAMPTON AMUSEMENT CO. PORTAGE DES SIoux, Mo. PHONE: SITUNI 2-2581

World's Fastest Thrill Ride
THE SPINAROO

P. O. Box 306 Phone: 4-3632
SELLNER MFG. CO. Fortbuhl, Minnesota

Fair, Cele Pacts Point to Big Year for Cooke & Rose

LANCASTER, Pa.—One of the best years for his talent agency, the Cooke & Rose, was predicted last week by Harry Cooke. He announced a number of bookings, principally fair.

Among the announced bookings were the Chambers County Fair at Attleboro, N. Y., where Cooke booked Betty Paige, aerialist, for the entire week, August 7-11. For Tuesday, August 20, with the LaPaffle Duo and Steinmer's trapese act, Country Fair will also get the Paramount Revue with Lloyd Moran.

Revue Dates
The Paramount Revue is also set for the Mansfield (Pa.) Fair, Janet's Circus, Willard & Co., and George Moore are set for the Kentonburg (Ohio) Fair, August 23-25. At the Abbottstown (Pa.) Fair the Para-


Talent for the Willirt show is the largest and most complete collection of talent in the country. The show has a reputation throughout the country for its success and its ability to please a crowd. The show is a favorite of those who enjoy the circus and its entertainment value for all ages.

Harry L. Friedjog, booking agent for the show, said that the show is expected to be a big hit in the area, and that the public will enjoy the entertainment provided by the Willirt show.

Lancaster, August 8, 1956

Hamid-Morton
Big in Wichita, Kansas City

WICHITA, Kan.—Hamid-Morton Circus fared well in Kansas City and Wichita prior to making the long trek to Kansas and Texas, where it will open Sunday.

Director Bob Morton said he thought that the final shows were the best he had put on in years. The show is expected to be even better in the last fall, when the show was at its peak, Morton said. The show, which had been going strong for 80 years, was expected to bring in a large crowd.

Friday night (18) was a capacity house for Wichita, Morton said. He reported that the show was expected to be even better last year, which he said would be good for the future.

Howard V. Bury is the producer of the Kansas City show, while Ben C. Trues has Wichita.

Estevan, Sask.,
Nixes Arena

ESTEVAN, Sask.—Because of lack of available and guaranteed funds, the Estevan Agricultural Society has been unable to make a decision on the construction of a new arena. The society is considering the possibility of selling a portion of the land to raise the necessary funds. The decision will be made at the next meeting of the society.

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Swift Current Rodeo
Set for Three-Day Run

SWIFT, CURRENT, Sask.—This year's Frontier Days rodeo will run three days instead of the customary two. Prize money has been upped from $3,000 to $3,000, and the gala of pool and agricultural fair are July 4.

Under the MARQUEE

From Pacific Western Dave Neenick reported the Atomics, Jan 8-19, Nims, Jackie Gleck, Harold Simmons, Body Dony, Lou Jacobs and the Sherman Brothers. The latter is managed by the Big Gun Bookers, with Pauley Bookers as managers. The group plays regularly for newspapers and for Pacific and thenopped Los Angeles last year, at the public opening there.

J. W. Mescal and Pierre Verre visited the Rose Gold Star Ranch last week. Siegel visited his sister near Chicago, with Will- iam Delong and Harold Sin-

Marshfield
Sets Dates, Amusements

MARSHFIELD, Mass.—Marsh-
field Fair dates will be August 31, with the seven-day event being devoted to horse racing.

The grand marshal will be Fred Dyer of this town. Floyd Bell, Boston police relations man, will be the grand marshal's aide. The Harry M. Egan Agency was appointed to handle advertising. Charles Langille was voted fair president, and public relations committee.

The All American Agency of Boston will manage the details of the fair, and will provide a thrill ride for the Sunday opening. The fair's Big Gun Bookings will again be on the fairway. Frank Stapp is director of decorations. May Stapp is president of the fair.

Tabor, Alta., Rodeo
Posts $1,100 Prizes

TABER, Alta.—Prize money totaling $1,100, plus extra fees, is being offered for the Taber, Alberta, Rodeo Association's show, May 21-22.

It will be the second week of the season's premiere of the rodeo. The first show was held on the Millarville, Alta., Rodeo grounds.

Millarville, Alta.,—The

CARRUSO'S COWBOY KIDDIE RIDES—TRANS

KIDDE RIDERS—TRANS

IN THE BILLBOARD Since 1925

ROLL OF FOLDED TICKETS

FULLY INSURED PROFESSIONAL RIDERS

ABOLISH LIGHTING

GROUNDS AT COLUMBIA, S. C. WEDNESDAY MARCH 31, 1956
ARENAS & AUDITORIUMS

Hammond’s Heaps Plays Halls, Could Make More

By TOM PARKINSON

A CO-OPERATIVE promotion by national manufacturer and local retailers which now means business for some arenas and auditoriums and could mean new bookings for more buildings in that of the Hammond Organ Company and its dealers. For six years, the company has sponsored the tour of Porter Hammond, concert organist with a personality that sells people on how easy it is to play the electric organ.

Head Taylor, director of sales for the Hammond company, estimates that about 90 per cent of Heap appearances now are in some type of auditorium or opera house. Most of the others are in hotel ballrooms.

In all cases, arrangements for his appearances are made by the local organ dealer, who also pays the organist’s fee. The Hammond company pays the traveling expenses in the form of a packet of promotion material and suggestions to the dealers on how they might get the most from the program.

ATTENDANCE AT THE various stands, behind local promotions of various capacities, ranges from 400 or 500 to 1,100, Taylor reports. He says that interest is high in electric organs for the homes. Hammond’s job is to demonstrate to possible customers that it is easy to play the instrument. The high of 1,100 was scored in Pennsylvania.

Heaps recently appeared at Municipal Auditorium at Atlanta, under the auspices of the Cables Piano Company there. Building manager H. H. Niebrugge reports an attendance of 400. He goes on to state that the entire audience remained for a full three hours demonstration by Heaps. Also door prizes were given as a means for the dealer to obtain additional of those attending. (Hammond rep reports some dealers chose appropriate door prizes, such as albums of organ music, but others range far afield.)

RESULTS ARE GOOD, with Taylor reporting many prospects and several sales are traceable to each appearance.

Advance notice for the Porter Heap’s promotion includes Worcestor and Springfield, Mass.; Elgin, Ill., St. Louis, Detroit, Michigan, and Omaha, Neb.; Sioux City, Iowa; Streets Falls, S. D.; Melmar, Evanston, Chicago and Out Park, Ill.; Hammond, Ind.; Dayton and Columbus, South Bend, Ind., and Fort Dodge, Ia. In April, plus Albert Lea, Minn.; Mason City, Ia.; Madison, Wis.; Minneapolis; Elizabethtown, Ky.; Washington, Philadelphia, and Portland, Me., in early May.

Alb Taylor does not know where each program is held, his estimate would indicate more than a third of these dates are for arenas and community halls. He not only proves machines of the two-thirds could be added to the local building bookings but also that other promotional and demonstration events by the dealers could be stored into the structures.

Daytona Beach Home Show OK

Calgary Makes Ready For 3rd Sports Show

Calgary, Alta. — Calgary Sportman’s Show will be May 15-19, at the Stampede Grounds. Roy Ligno- gar’s package show will be seen for the third year here. Show started in 1953 when Mastor Hawkins, of the Curling Club and Stampede, and Lloyd Turner, Stampede Corral manager, contracted Lignogar to produce it. Show suffered an attendance setback last year because of conflicting events.

Lake Whitney Expo

THE WHITNEY, Texas — Lake Whit- ney Sports Show here April 13-22 will feature two large tents and several outside exhibits of sporting equip- ment. Clyde (Barefoot) Chester’s hillbilly band will be among the at- tractions. Daily TV shows will be curtailed over the grounds by KWTX-TV, Waco, and a carnival has been booked for the show grounds.

Always the favorite!

Kids love things that fit . . . Merry-Go-Rounds as well as shoes. Puts them at ease, makes them feel catered-to. Allan Hershell’s colorful and gay Kiddie Merry-Go-Round is specially designed for moppets . . . a reproduction of our larger merry-go-rounds in everything but size. Some precision bearings, some fluid drive, some aluminum con- struction of the horses, some beautiful paint. You’ll be proud to own this popular, well-made ride and the profits will more than please you.

KIDDE PLAYLAND RIDE CO.

54 W. ST. LOUIS AVENUE
BOWLING GREEN, OHIO

Manufacturers, Operators and Dealers of KIDDIE RIDES
for the Trade

We have marketed a large store room of our patented organs. Many of the KIDDIE RIDES which we design and build are sold, either as complete units or as separate components. If you are interested in a line of KIDDIE RIDES which are high quality, and feature fine engineering, write for details.

PURCHASES TO MAKE

* Canary Coaster
* Rides of Choice
* Merry-Go-Round Parts
* Kiddie Auto Rides

KIDDE PLAYLAND RIDE CO.

BOWLING GREEN, OHIO

Selling Fields, S. D.; Melmar, Evanston, Chicago and Out Park, Ill.; Hammond, Ind.; Dayton and Columbus, South Bend, Ind., and Fort Dodge, Ia. In April, plus Albert Lea, Minn.; Mason City, Ia.; Madison, Wis.; Minneapolis; Elizabethtown, Ky.; Washington, Philadelphia, and Portland, Me., in early May.

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**RIDE OPERATORS PARKS SHOWMEN CONCESSIONAIRES**

**INSURANCE FOR YOUR REQUIREMENTS**

**6 or 12 MONTHS**

**FAIR RATES—NATION-WIDE CLAIM SERVICE**

**AUTO-TRUCKS TRAILERS-RIDES**

**WRITE OR PHONE**

M. J. "MIKE" LAW
460 S. State St., Chicago, Ill.

**MARCH 31, 1956**

**THE BILLBOARD**

**GENERAL OUTDOOR**

Daytona Aud Sets Legit During July

**Daytona Beach, Fla.**—Ray DeVanter, manager of the 2,500-seat air conditioned Peabody Auditorium, this week announced a probable legit summer policy for the municipally supported show place. Negotiations are in progress with a producer to present Broadway plays from early July thru Labor Day.

Schedule would call for a change of play each week for a six-month performance and two matinees. DeVanter also disclosed that he has booked the musical, "Pajama Game," for a January, 1957, showing thru Southern Attractions, Inc. Winter season at the auditorium has been active.

In France Jerome Medrano is being aided in operating his new legit circuit by Alexis and Andre Coen and L. Jannet, formerly with the Radio Circuit. They brought their Liberty horns and stage acts, including 12 pantomimes presented by Philippe Coen. Featured artist is Maryse Beguey, former Cirque Medrano, under canvas, opened in Ruelle with an innovation, an elevated ring presenting a better view of ground acts.

**INSURANCE • • • IDA B. COHEN**

178 W. Jackson Blvd. Chicago, Illinois

**1956 SPRING SPECIAL**

Dated April 7

Name Vinson Full-Time Mgr. at Newport

**Newport, Tenn.—**The Creek County Fair here named Jack Vinson, long-time secretary, to a position of full-time manager, changed its name and scheduled a spring festival in addition to the regular season.

**Circus Routes**


**Ice Shows**

Holiday Inn on South Boulevard, Ala., 27-April; Orlando, Fla., 27-April; Memphis, Tenn., 26-April; Chattanooga, Tenn., 29-April; 27th, Long Beach, Calif., 29-April. Monroe Coliseum, 29-April; Grand Rapids, Mich., 21st. Detroit. The National; Chicago; 1st. Memorial Coliseum, St. Louis, Mo., April 10.

**THE SHOWMAN'S INSURANCE MOVIES**

**Brooks Show Sets Personnel for '56**

SARASOTA, Fla.—Maude Tomlinson Brooks, owner of the Brooks Show Company, this week announced the signing of a number of personnel for the show's 45th season. Already signed are the musicians, the George Klees, the George Klees, back for his fourth season; Bert Car, redesigned, and Ad Allard, returning to handle the shows' booking and advertising.

Mrs. Brooks has been wintering in the South, including a five-day cruise to Cuba, where she made friends. She and her Pearl and Caroline Schaffers, owners of the Allard Shows, recently motored to Florida, Fla., to see the "Voice of the Wind," and learned an interesting story of the cast, information of which is being circulated thru the Schaffers and Brooks shows. Mrs. Brooks visited with such well-known as Vincent and Dermitis Devener, the Bal Bamby and Ed Sawyer, a member of the Brooks show staff.

Cristiani Opens

**Continued from page 61**

sound equipment, skier, strollers and props, sleeper, power plant, fun house, and coin-operated rides. Also, skiing, ring bulls and seats, two elephants, three lions, five elephants, fun ride, saddle horse, coin-operated, and coin animals. Vehicles other than showmen's include the Zamboni car.

**Shooting Galleries**

And supplies for Eastern and Western Time Galleries operated by W. H. Terpening. R. E. Terpening, Oberlin, Ohio.

**NIGHTentine**

**THE MOST BEAUTIFUL MINIATURE GIAN'T COURSES**

Booth at American Showmen by ARLAND

445 Broadway, New York City.

In 42 States—Canadian and Overseas

**CHAIRS-TABLES**

**OPEN A DRIVE-IN THEATRE AT LOW COST**

**FLOYD VINCENT**

VINCENT MOBILEHOME SALES

Specializing in USED AND NEW mobile homes for people. We have some of the finest houses in the country. For information about the VINCENT MOBILEHOME, Tel. 277-6400, Dept. 4. D. E. 5th St., D. E. Cinema Supply Co., Dept. L, E. 32nd St., New York, N. Y.
**FOOD DEVELOPMENTS:**

**Soft Drink Dispenser Occupies Little Space**

**BOSTON**—A soft drink dispenser that occupies only 1½ square feet of counter space is being produced here. Unit has a straightforward, agitator bowl and colorful dispensers that electrically refrigerated. According to the manufacturer, a string of 122 service stations have been strategically located throughout the country for the dispenser units. Each unit is being offered on a 30-day, money-back guarantee. The last seven measurements are 15 by 17 by 25 inches. Exhibit Spray Company, 12 Hedley Street, Boston, Mass.

**Introduce Fountain Line**

A completely re-designed line of fountain equipment has been introduced here that consists of two basic models, allowing 25 combinations for varied drink and service menu and mass merchandising needs. All models of the new line fit all standard freezers, double- البرلم. Models with a warmer for a divider bar. They are made of solid-stainless steel, and feature fast lever-action pumps, electro-shock-resistant bowl, and glass counter construction for easy cleaning. Fruit, milk and juice pumps and pharmacy are available for this model. H. L. Heebner, Inc., 740 West Lawrence Avenue, Chicago.

**Shake Maker**

NEW YORK—A now three-speed, all-glass, juicer is currently in production here. Unit has two-figure jar set in the upper center. Model is constructed of stainless steel, and features a lever-action pump, 54 inches x 54 inches, x 54 inches, x 54 inches, x 54 inches, x 54 inches, x 54 inches, x 54 inches. The finish is inside the milk shake container of the freezer. According to the manufacturer, a second model is in production in four seconds. Port Morris Machine & Tool Works, 712 East 135th Street, New York.

**Paperboard Serving Trays**

NEW YORK—Three dimensional paperboard trays that are designed to hold a complete meal have been announced for casual food service. They are available in a variety of colors and patterns, as well as in silver foil and plastic material. The trays wipe clean with a damp cloth. They are not designed to be easily assembled. Containers are of cardboard and are available in various sizes and styles of plates and cups—Cromer Products, 99 Hudson Street, New York.

**Gold Medal Products Co.**

1316 W. 3rd Street, Cincinnati, Ohio

**BEST PRODUCTION EVERY CONCESSION SUPER MODEL 120 FLOSS MACHINE**

**CONCESSION SUPPLY CO.**

12936 Wilson Ave, Niles, Ill.

**SNOB SHAPER**

**DAMON CO**

315 Park St. Babson

**FLOSS**

A Style and Size for Every Need

**FREEZER**

**COTTON CANDY—CANDY APPLES**

**Popcorn**

**CIMPLE MATERIALS INC.**

511 W. 2nd St., Pekin, IL, 61554

**COTTONS CANDY—CANDY APPLES**

**POPPCORN**

**SNOW BALL**

Our New "Perfection"

with SOFT ICE CREAM

**BIRTHS**

**DELPHIS**

A daughter, Sharon Lynette, to Mr. and Mrs. Glenn Welker recently in Rome, Minn.

**CATERWOOD**

Twins, Lucy and Gary, to Mr. and Mrs. Ann Caterwood at Central Hospital, Okla., March 16. Father is correo operator, for years at Midwest carnivals.

**GIVE TO DABON RUNYON CANCER FUND**
Sked Palisades for Network TV Easter
Funspot, Industry to Benefit From Role Telecast

NEW YORK—Palisades (N. J.) announced yesterday that unusual weather on Easter Sunday (April 1) presentation of the National Broadcasters Association’s show, offering Wide, Wide World (4-9-30) in addition to the special screening of "The Awakening of Spring," will picture the major funspot on the second day of the holiday.

The screening of Palisades and the following of the show will likely add up to the best single national introduction to a new season that the amusement park industry has ever achieved, since the script calls for the picturing of a number of family common to all major fun centers. It is estimated that about 15 minutes of the one-and-one-half-hour program will be devoted to Palisades and Wide World, one of the highest rated daytime shows, reaching an estimated 20,600,000 viewers.

Some exciting viewing is promised with the script calling for the first-time mounting of a television production of one of the major Roller Coaster, the park’s Cyclone. A special generator will power the sets and the scenery, which the tram will be micro-sequential with this of one of the two major units which NBC will move into the park on opening day (31) for make-ready and engineering, and will continue until the Sunday opening. Park management has hired a staff with the engineering.

PROMISE MORE PARKING

‘Official Opening’ This Year at Coney
NEW YORK—Opening visitors will be materially better than in recent years, it is felt, due to the area’s position in the last full week of the season. Rather than the unusual media opening with the usual, this year there is an official opening, which will be set for full-scale operation tomorrow.

The opening of yesterday was put forth by public relations man Bill Berger, who accepted by the Chamber of Commerce, who also represents Steeplechase Park on an amount basis, as they should have been, but no news.

Altho enthusiasm over the planned opening of the new Coney Aquaplan and announced with the announcement that it will not open until the Thursday of the opening will be a field trip organized by the National Association of Amusement Parks.

San Antonio Adds Rides for Opening
SAN ANTONIO—Since Playland, the park opened to the public on Saturday, Joe Strusin’s excitement led to damage to the current enthusiasm. A new "boom-car" ride, the ride is one of his favorite in its own building with 24 people and has been a popular attraction is a kiddie steeplechase.

A special addition to the grounds is a movie entertainment area. On June 26 to August 28, plus July Fourth and Labor Day. They will be split off by Interstate Fireworks of Springfield, Mass.

The script calls for the summing-up of Norman Rosen, who wrote the teleplay for Art Linkletter, manager, over the public relations. Whether the script will make up the point for the cameras will advertise rides and other units. Special shows, "Lenny Carucci, fun house operator, and was Mr. Mark the-year-old, was to be operated.

The shots from the moving Coast car are expected to be particularly exciting since the big dips, from a peak of 8 feet, everday the Manhattan skyline across the Hudson River. Arrangements for Palisades’ participation were made by Bert Newton, park publicist.

Producer Norman Frank has also scheduled that Fred the Birds of a Ferry Farm, a new tourist attraction recently opened at Okita, Fl., where operator John Fabian has collected undeniably animals used to housing, such as cveas, vultures and condors.

Scheduled for the same program are the first Fixed Flying Fireworks on a hilltop, the hatching of the Hyatt, an experimental farm in Indiana, doused by New Mexican Indians; a clown group from Natcher, Miss., and botanical gardens from the New York Botanical Garden, are all set in with the theme of spring.

In past years, Steeplechase was the only amusement element at Coney to hold a formal opening. Last Sunday the local press called the park officially open, which is officially opened. Steeplechase opens May 19. Its Parachute ride will open Easter Sunday. Last week all lawyer around the Wonderland Wheel, Cyclone and Thunderbolt operated.

New this year will be a Hot Rod Unit at C. F. Krieger’s New Luna Park, the car specially built at Wonderland (formerly Feldman’s) and a Fun-A-Rama ghost ride, owned by Fred Stevens at the Bowzer and Jones Walk.

A fire last Sunday at 1019 Six Avenue, just in time for a show, resulted in a fire which destroyed the building. There was no damage to the building. Andy Melillo’s two games, Ben Castleton’s photo and Tom’s. The fire is of course a Whitehead and Thomas’s pizza.

Signs will be held offstage during union dual sponsorship of the C.C. of C. and Steerhead Beer, every Wednesday night at 9 p.m. The world will be offstage by Interstate Fireworks of Springfield, Mass.
ALLAN HERSHEY BOWS
Redesigned Rodeo Ride

CHICAGO ROLLER SKATE CO.

Manuf acturers of all kinds of Roller Skates

7,103 Lay It on Line
To See Mineola Show

MINOLEA, N. Y., -- "Holiday Time," S. T. Adams, feature of Mineola Roller Rink's eighth Winter Carnival, revitalized after a lapsed of five years, attracted an estimated 26,000 patrons March 5-8 showings at the Rink Van Horn. Admission was set at $1.25 and $1.50 for reserved seats and $1.25 for general admission. Funds raised by the show will be used to subsidize the costs of the Mineral Van Horn Dance and Figure Club to 1926 national championships of the United States Amateur Roller Skating Association.

Many champions and former champions skaters were numbered in the 125 skater, taking part in the three-hour show, composed of 12 performance numbers, one for each month of the year, and 35 acts. Spectators were high in their praise of the show for its brilliant staging, lavish costuming and high-caliber performance. The show was produced and directed by Mineola's professional skaters, Van Horn, Margie Hamilton, Fred D. Moody, June Bickmeyer and Eddie O'Donnell.

Many personalities well known in the skating world appear in the show, including Ozzie Nathan, USAISA official; Jack Adams, New York; Mary Lou Scott, New York; Jeanne New York; Jonny Skates, skater, producer, representative; and Mrs. Love; Bob Zellers and Mr. and Mrs. Gayner; and Mr. and Mrs. Hefren, the latter roller skating writer for the Long Island Daily Press.

CHICAGO -- About 50 skaters and several hundred fans of the Old-Timers Roller Skating Club of Chicago at River Park were awarded first, second and third place awards for their skating abilities. The judges were 14-year-old boys, representing the best of the city's skating talent.

Newcomers to the sport were given the opportunity to compete against the best of the city's skating talent in the Old-Timers Roller Skating Club of Chicago at River Park.

The first place award went to a team consisting of five skaters, each of whom was an expert at the sport.

The second place award went to a team consisting of four skaters, each of whom was an expert at the sport.

The third place award went to a team consisting of three skaters, each of whom was an expert at the sport.

The Old-Timers Roller Skating Club of Chicago at River Park was founded in 1932.

The Old-Timers Roller Skating Club of Chicago at River Park held its annual meet on March 5.

Chicagoans Meetings

Bertolet, who was named "Miss Chicago" in 1956, was one of the first skaters to put on a show that was unique and different from any other. She had a unique style of skating that was admired by many.

Out of 800 skaters entered in the meet, Bertolet was able to place in the top five. She was the only woman to place in the top five.

Bertolet decided to take on two more coast-to-coast tours of the United States. The first one was in the east and the second one was in the west. These tours were successful and Bertolet was able to make a living from her skating.

Mr. Bertolet retired from the sport in 1960 and passed away in 1980. He is remembered as one of the greatest skaters of all time. His legacy lives on through the Bertolet Trophy, which is awarded to the best female skater in the United States.
Beatty Opens, Starts Los Angeles Run; Cisco Kid in Top Spot With Trainer

Acts Include Zacchini, Hanel, Ivanovs, Poodles, Lenaros, Boginos, Webers, Scure

By SAM ABBOTT

LOS ANGELES—Top talent acts pepper the 1964 edition of the 20th-21st Century Circus, which opened for a new feature on the Coliseum here Wednesday (21) for a 25-week engagement. A review of the appearance of the show is the best in the year so far in terms of the ample and better parking, which should build crowds that were conspicuous by their absence at both of the opening-day performances.

For the first time, Beatty is shar- ing the spotlight with another performer. Dwayne Ronald, who has portrayed the Cisco Kid on television for the past six years, is advertised as the co-star. He and his band, the Nightingales, opened the mid-way show. His turn is dramatized in a sequence of bits rhino, an old prospect, adequately played by Poodles Han- nans.

The performance itself has some rather than follow the practices of the company. The costuming is well executed and displays a completeness that is certain to be appreciated by ticket buyers. Beatty again is featured in the face of strong competition—the Motion Picture Art Awards event. According to the liner notes, the crowds that were unable to attend the Peoria premiere. Theater limited second television sets in their homes, as there were no tickets at the cias, for opening night there was a scant quarter house. The manner in which they moved was even less.

The show opened Thursday (15) in Denver, N. M., with a matinee that pulled well. Two performances to Tuesday and Casa Grande, Arizona, and Wednesday and Thursday (18), had a strong matinee and the usual small night crowd. Palm Springs the second performance was for the first California spot. The show was en route in Tuesday and Wednesday for the Wednesday, local tour, complete with six 60-inch searchlights, a funnel, press and television people.

Summer performances opening run last two and three months. Although the heat, there is some tightening up to be done. This seems to be a relatively simple transition for the first act is the equestrian director. One spot where tightening can well be done is in the presentation of Hugo Zas- chin and his cannon act. Between the first act and the second, actual firing several minutes are allowed to elapse, distracting from what would be a strong finale. The number in this four in the circus styled music under the able direction of Victor Robbins and his 15 seasoned tambourists. And the ancillary moment by moment by moment.

R-B Looser on Asses, Sets Cooler Press Hq.

NEW YORK—This year’s Ringling Bros. circus will operate out of the 49th Street side en- trance of Madison Square Garden. The front windows of the theater were plastered up, and the old box office has been removed.

Included are Trevor Dale, Ron and Jeri Haines, Terry Lebeau, Donald Alanza high wire act; fly- ing acts trained by Bill Ward, and Robert and Desio Vassarotti, dress- er riders.

New imports that are sched- uled include a new Cornelius troupe, trapeze and balancing; Titus, wine; Pino Verde, rolling globe; Delta Dogs, Johnny Lee; Arturis, tumbling, and three Re- becches, comedy acrobatics.

Museum Show Plans Opening; Uses Paper, Press, Phones

NEWPORT NEWS, Va.—A banquet April 13 at the Hotel Francis-Marion at Charleston, S. C., will, be the opening of the National Circus Museum, it was announced by John P. Treacy Jr., president of the National Circus Foundation, Inc.

More than 3,000 circus relics and antiques are included in this exhibition of circuses through the years. The site is a 15-foot scale model of a 1900 circus street parade with three di- mensional buildings. A full size railroad layout will be operated with four circus trains on the tracks.

About 200 persons are to attend the banquet. Among the early features of the exhibition of the museum, which will be at County Hall, will be:

More Press Agents

Commissioner Edward C. Williams Jr., currency, and manager Robert W. McFarland, have been on the project since January. Orra H影片, general press agent, was placed at the museum.
Snyder, Jacksonville, Fla., press agent and editor. Aiding in the special is a crew of twenty-five men headed by Los Angeles, former newpaperman.

The advance car is managed by John Fuchtm and carries four men. The show will use a full line of posters and lithographs and five styles of cube cars. A special feature is a display by American Radio History, from Enquirer Show Print, Cinemart, and includes 300 styles of lithographs, for which the show is widely known. The four of thousands of sheets and six thousand full-line business cards and trade cards are in the making, and they will appear in all the leading Chicago newspapers.

Burr Ward will complete his club dates this week and then go to King Bros. the 23rd. Ward was at the Veterans Hospital at Biloxim, Miss; B.L. Liptonstott, magic, has been visiting by Byron Cohn, Bill Dollar, Sam and Cress Lowery, John Styles, Goodfellow Dodds, Vin Webb and Doc Thorne. Dave Gardner and the Four Mints will give a special show at the hospital in his honor.

C. C. Day, Omaha, was hit by the crocodies in the St. Louis game and suffered multiple fractures of the leg. He'd like mail at Nebraska Methodist Hospital... Under Charley Luce's supervision Johnny Toy are making the Columbus date.

Farr Harry Simpson, John Boyle and Robert T. Johnson of the Ohio circus colossi mentioned in a feature carried by The Ring show some of the stars far ahead (10). The March 25 issue carries a show of the show for the first time.

Al Dubrisch has set up an effort in Frankfurt, Germany, and is representing his Chicago office so far from the other Chicago and New York interests... Charles B. Thomas, editor of The Ring, has returned from early in April included Toledo, Cleveland, Buffalo, Rochester, Syracuse and Albany, with New York and New England.

Larry Davis, former elephant man, it with the Clowman circus connection. Department.

Cathedral boisterous were Bill Lewis, Bed Lack, M. Maxon, and Sara Trani, the first accused. The man and Al Lernon, and Tamara Heyer.

Jack O'Driscoll, tramp cyclist, will be with the Cincinnati circus for the last time. Those seeking to find Cincinnati in the Big Apple are John Van Norman, Roscoe Leider, Steve Mustala, John G. Riosolo, Francois Beuschel, Joseph Cargnelli, and Joe Fussell for the first time.

Joy Jaxen, the still man, worked Indianapolis for Podack Western and will make the Cincinnati Shrine show for Bill Horstman... 2nd Lane, Sunday with Bob Hoyle and last week, M. Main Circus, celebrated his 30th birthday at Fort Wayne, Ind.

Happy Spiteri's mule act and his daughter's unique juggling act will be with the Stars and Stripes, Kid Fairlawn, N. J. They will be on show next week at the James Cotters, C. Livingstone, after they have completed their run at Rochester, N. Y.

George (Kena) Dunn, magic, was flying from Hawaii after closing an engagement in the Yacht Club. Waller will be with Ringling's side show when he comes to New York, Ben Witts and L. C. Langhart are having a time around Louisville, Ky. The famous circus with circuses and Supowitz was last in the state.

Captain Engineer writes that his lions worked in a TV film made by the TV Film Theatre in Florida and called "Jenny and the Champ."... A story about

Casey C., RE Terrace Tr1ox... advance hurlers, BURLINOAME, and has been handed to the nut and Paul Camp Eastern with this season.

Borders also been called back to TV for a new show in February. It is the part of the clown a circus in a restaurant, and show airs five noon weekly.

Al Massi has arrived at King Bros. quarter in Mexico... The Wallace & Clark sword wagon has arrived at the tent. A few days later, Pat Purcell visited Harry Atwell in Barcelona.

Catching Gil Grey in Muskegon, Okla., were the Bob Coa family, of Hobbs; Bockes Wood, of Williams; Clar on colored by George E. Cole, and his red and black white also a show was handled by The Ring.

Frank Ellis, of Kelly-Miller, has purchased two large horses for his circus this season. He will work horses and shapeshifting in his act.

Catching Cravenites were Nevada Smith, George Barnaby, Joe Hodges Hodgeson and Don Edwards, all the Chicago. Tomato Constock, Freddie Canestrelli, Emma Smart, Helen Grant, Stimpson, Phillies, Chinny certificate, Fox, and Barbara Barnes, Bari, and Billy Griffin.

Barbara Fulbridge reports from Cravenites that the opening of the new season was a far from routine. Big top was up early Sunday morning and was able to take the evening off. Every performance was smooth without any problems. Santini's Penny family, Normal, is handling the circus again. Placed first with the Stebbings, Barnaby, and Miss May Crivell, were on "Super Circus." Also on the show was the great man, and Billy McCabe, with dogs in the contract.

Phil Dine handles the mail. Harry Witten, the showman of a new green car. His wife visited the show for a few days. Ed Jackson and Harry Dunn got compliments on the show's paint job.

Ed Knodlberg has been released from the Union, and is resting at home of his parents, Penfield, N. Y. Bill and Jackie Wilcox closed their Ithaca, N. Y., and joined Geo. C. Cole circus, where they are, and Sam Price on the Wall. They are making the tour of the east.

John Davis, the showman of the 131st Street, New York, said that the last of the season.

Bill Floyd and Lee Hickle.

... Bill Floyd and Lee Hickle.

... Bill Floyd and Lee Hickle.

... Bill Floyd and Lee Hickle.
**ORANGE SHOW GATE MISSES '55 by 3%**

Tennessee Ernie Pulls Strong Crowds; Record Artists Featured Thruout Run

SAN BERNARDINO, Calif.—After the 41st National Orange Show set new single day records on two occasions, it ended its annual 11-day run on Sunday (18) with a total attendance of 393,918 as against 299,529 in 1953.

Manager John E. Wilson explained that the three per cent loss was in the early part of the run. The first Sunday of the fair was attended by 25,185, which set a new all-time mark and beat 1953's active day of 31,976. The longest Friday (16) was chalked up with a mark of 21,526.

The setting of the Friday crowd was bewildered as conclusive that it takes name to draw. The Swing Auditorium showed the day featured Tennessee Ernie Ford, whose Capitol recording’s of “Sixteen Tons” and “Tennessee Waltz” had been on the air a year on a Tuesday, when George Gobel recorded, the attendance was 22,867, surpassing the record set in 1949, also on a Tuesday, by Bob Hope with a draw of 23,265.

**‘Dancing Waters’**

For the second consecutive year, the Orange Show has transcended its usual policy of one-pay gate of $1.50 to $2.50 and charged $2.50 to all seats on the independent midway. While no ghastly were available, the water unit was a reduction below its 1950 take.

Bozak said the reason for the Orange Show was up and that conditions also had improved. With the coming of the $400,000 Fruit and Feature Exhibits Building and the Spray Auditorium, was used for the stage shows, in addition to the ‘Neosha Schopper Bros.’ Agency for the third consecutive year. This was the first year that Bernie Schopper produced the shows.

**Food Stores**

While entertainment shows are included in the gate admission, shows. The Tennessee Ernie Ford show (matinee and night) set new records with the attendance being estimated at from 12,000 to 14,000. Schepper’s midday concert was estimated at 30,000.

**ALLAN WILLIAMS:**

**Smooth Operation Is Based On Use of Detailed Schedule**

By ALLAN WILLIAMS

President, Josia (Mich.) Fire Fair

**T**IMING is all important in the smooth presentation of a grand, 11-day fair, and it is vital that the details of the track, stage and infield operations should understand this and function accordingly.

And while we have a system which demonstrates the necessity of good timing and sets down clearly what is to be done, where it is to be done and when it is to be done.

In advance of the fair we draw up a detailed, day-by-day program schedule on which the times which the event, the arrangements needed for it, who is to supervise the arrangements and who is to participate in the event.

This event-by-event, day-by-day program underscores the need for the tracking of the system and the coordination of all available equipment, which the times which the event, the arrangements needed for it, who is to supervise the arrangements and who is to participate in the event.

This program (at a fair this year) is the basis for our planning. Some time after the final budget is set, the scheduling committee starts working on the schedule. The times which the event, the arrangements needed for it, who is to supervise the arrangements and who is to participate in the event.

**WILLIAMS**

**ATTENTION SECRETARIES**

**FAIRS & CELEBRATIONS**

If you are in the market for any type of Fairs & Celebrations Contact

ERNE YOUNG

200 W. Webster Chicago, Ill. EST. 1933

**TEXAS STATE INKS ‘YANKEES’ FOR AUDITORIUM**

DALLAS, March 24.—The Stang Entertainment Company announced that the “Yankees” will be the attraction in the Auditorium for the 1956 State Fair of Texas, October 8-21.

The show will run for 24 performances, with a record run. There will be performances nightly, with matinees on Wednesday, Saturday and Sunday.

The national company stars Bobby Clark, as Al Davis, a part of the sixes, the company will have Sherry Critch. Also in the cast are Allen Case and Rosemary Krilman.

Last State Fair’s Auditorium was “Jepara Carnes,” which drew 82,537 patrons in 24 performances in the 3,853-seat house. It had three overflow crowds Saturday nights alone, with a total of 6,394,352 before taxes.

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ATTENTION, SHOWMEN

Sixth Fairs and Celebrations—Northern Montana Circuit of Fairs. Famous for its exciting and unique attractions.

First Place Equestrian, Robert Davis, and second Place Equestrian, Torrance Miller. Winning Prizes and Ribbons. Carrying fourteen sides and five shows.

WANT OLD SHOW, Athletic Show (Curl Tennis, get in touch), 10-10-10, single ticket for Montana.

Need Concessions Agents for Hobby Poles. Ride Performers who can drive for Tilt. Owners, Salesmen, Summer Agents, and anyone who will make a deal. Send Willy Pugh, Ranch, berry, bane, some, no collect calls or wires, please these pretty new get a change. Opening March 31, Abita, Ohio.

DELBERT NORTON
702 South Robinson
Phone: 163-N
Marion, Ohio

MIDWAY CONFab

HUNTER B. SCHURE writes from Sun Antelope that he'll go out with Rogers Brothers on Four Century Shows this season where he'll have a 42-day show and a front end concession.

William G. Cattell will have his Little Depot 12 Show Tuesday when the letter boys in Kansas City, Mo., Cattell recently played the Merced, Texas, with American Show with American Midway Shows.

Three carnival agents recently scored paths in that region, and the west coast region, they are:

from the Central Hotel, Chicago:

F. H. Martin

Bobby Miller, Los Angeles

Downtown Shows, scheduled Feb.

Gray, who closed recently on the Bel.

F. J. Shaffer, Los Angeles

A. M. Cohn, Chicago


NOTICE

MERICK'S MIDWAY SHOW open on afternoons at the new location, Greenbush, N.Y., Chicago. A second Merick's show will open Sept. 23. Merick's show will open Sept. 23. The new booking office is located at 51 W. Broad St., New York. The new booking office is located at 51 W. Broad St., New York.

HUBERT'S MUSEUM
228 W. 42nd St. New York, N. Y.

All open year round.

Visit our Famous Milky Way, a new wonder and enjoy the many wonders of the world. See our new and exciting exhibits and enjoy the many wonders of the world.

ALVA MERHART
SHEER, IOWA

SHOWS

TENTS AND CONCESSIONS

First & Last Call
1956 Season

Honey I, C. 4th April 5th. Followed by busy Industrial centers until June 1st, then Celebrations and Fairs Sold until November.


FRANKLIN SHOWS

DON RIVER WANTED

AMUSEMENT COMPANY

Michigan's Cleanest Midway

FOR RIVER ROUGE SPRING OPENING APRIL 26

Attended and any other worthwhile Grind Shows.

Gard, Jewelry, Photos, Novelties and any other legitimate concessions.

Tennessee, Rodeo, roller coaster, Grind-Over-Founders. Must be other, reliable and drive strong. Also other useful Help. Show Painter wanted. Steve and Marie Fraser, phone me collect: University 2-1532.

HARRISON GREATER SHOWS

Opening March 19 through April 19, this nine-weeks premiere—Great products. Fastest growing. This will be the third season of the special feature. Shows to be presented: Barn Show, Wild West Show, Rodeo, Lunch Bells, Volcano Show, Wild West Show, Rodeo, Lunch Bells, Volcano Show. Showmanship new for every show. Everybody wants to showman. See you in March with a showman.
National Showmen’s Association

NEW YORK—One of the club’s nicest affairs in a long time was the Barn Dance held at the clubhouse Saturday (17) Chairman, Charles Davison and his committee had the place looking like an Irish-countryside decoration, and guests received shamrock and pipe favors on entering. The banquet was served at 6 o’clock, and guests received shamrock and pipe favors on entering. The banquet was served at 6 o’clock, and guests received shamrock and pipe favors on entering.

The clubrooms were seldom to hear of the death of well-known members. They were Johnson, Glyn, whose body was viewed by many at the Ben Lomond Funeral Home, and Frank L. McIlroy, the owner of the Little River Bank & Trust Company. Plans are progressing for re-decorating the bar and installing a large lounge and foyer.

A number of regular meetings, consisting of fried chicken, salads, and cocktails, were attended by guests and relatives are handled by Charlie Wright, house committee man.

Step Blumberg is well aware with membership blanks and another name sheets and promises to be very active in the club’s behalf along the Great Coast. Recent club visits included Al Chapman, of Philadelphia, Samuel Peterson, John Canole and Fred Hoffman.

Missouri Show Women’s Club

ST. LOUIS—Forty-six members participated in the regular meeting, with President Rose Brown in the chair. Awards for the summer season were presented to three members who had been working on a three-piece luggage set. It was announced that members were to be given complimentary tickets for the Missouri State Fair, which will be held at the State Fairgrounds.

WANTED FOR SALE

FOR SALE

Miami Showmen’s Association

MIAMI—Whitley Tara reported at the last meeting that 400 blank tickets had been sold at the box office. Bill Moore noted that 120 tamares of $500 donors have been secured, the money to go to a house plate on the cemetery grounds.

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**MERCHANDISE**

**MERCHANDISE TOPICS**

Eder Vacuum Cleaner Company, 13345 Livonia, Detroit, has what it calls a top offer for salesmen—Electrostatic model 30 vacuum cleaners, complete with all attachments, which it says look and work like new. Each is individually boxed and carries a one-year guarantee. A simple is $25.50. In lots of six, they are $32.50 each, for 12, $42.50, and 50, $20 each. Write for the free folder.

If you need placer items or television and bingo lamps, keep Pel- lagrande Bros., 614 Mound Road, Grand Rapids, Mich., in mind. The firm is prepared to give fast delivery and keep freight costs down by shipping from its closest location.

Harris Novelty Company, 1102 Arch Street, Philadelphia, is introducing a new mouse hat at what it says is a new low price. This is the regular Harris novelty mouse worn as a hat, but the hat has a long white tail in its center. Harris offers them at $3.50 per dozen and $30 per gross.

A new type snap-a-part inter-locking beads are offered the trade by Customcraft Jewelry Manufacturing Company, 20 Custom Street, Providence, R. I. Featuring this year's big item, the interlocking feature, the necklace becomes a choker or bracelet with or without restricting. Carrying it today's profit maker, Customcraft has the necklaces in matching coverings at low dozen prices and lower gross prices.

U. S. Industries, 5059 Venice Boulevard, Los Angeles, Calif., is offering a striking steel plates and hardwood carrying tray to prominent stores. Along with it the company has a matching tray platter with well and tree and hardwood earing trays. The platters are available in four sizes, 71/4x8/ inches, 8x1 3/4 inches, 9x1 1/2x1/ inches and 12x1 1/2x1/ inches. Both items are cast of the Aluma aluminums.

Demonstrations, pitchmen, etc., seeking a new item should write to: M. Malman, 57 U. S. Hardware Street, Asheville, N. C. Calling it the fastest selling vanity item today, the firm says its pamphlet can be sold anywhere without a license. Title, "The Rose and Fall of Juvenile Delinquency." One dollar gets you 10 of them.

Nawing it Barr Flash, Barr Ruber Products Company, Sandusky, O., appeals to men and carnival men to try their new line of balloons products. The No. 28 is round with motiled colors. No. 500, 600 in assorted knodels and striping and tinsels up to 60 inches. No. 121 is a large metal head, and No. 11 features an all over star imprint with red, white and blue for patriotic holiday sales.

Myro Company, 2108 West 26th, Cleveland 15, Ohio, has its latest string pendant, called Precinct. Each individual pendant is 13 inches long and is fixed to a standoff 100 feet in length containing 125 feet in colors. Offered for $4, Myro Company will give a discount on orders of three or more.

Pipes for Pitchmen

**By BILL RABER**

FROST CHICAGO...Douglas St. John pens, "Some good news—Henry's Good Food Bar, which was located in Springfield, Ill., for many years, lost their lease a year ago. This was a shock to everybody who made the fair this year, because Henry always had the bar on the grounds and people who 'was with it.' He stayed open to the very last and you could hear the people talking about the morning of the good news is this: He has a new spot at 1001 W. Jefferson, Springfield. It's new and modern but it is still managed by the same old crew—Harry and his son. I'm looking forward to the fair this year, and the opportunity to renew some old acquaintances. There are quite a few pitch joints in Chicago. The Coffin sisters, June and Marsha, are getting lots on the Main Salad Maker. It's still a little cold to work Maxwell Street but the boys are planning to have a line about a pipe from Red McGee and the Halberists."

BROTHER...what a flock of chatter we could record here some week. If we recived only one pipe from each of the pitchers who were working the recent Cleveland games, we would have enough to do a good business about a pipe from Red McGee and the Halberists."

WHAT DO YOU THINK...was sent along with the following note from M. L. (Pat) Fogerty: "I have been watching the batting of these items lately. Someone also had a hand at the Alpaca tobacco firm there. Evidently somebody has been on the job in Germany, Thomson's get them there. You're right—the exchange was all for the much-publicized Seven-in-One Scope.

PETE NITNEY SAYS..."The good humor and ingenuity of some con quires ill humor, but ill humor will conquer it altogether; and this places means, good humor must operate on generosity, ill humor on mean ness."

RED McGEE...piping from Birmingham, says that he recently saw the porcelain plant that C. B. Pearson has in that city in which he turns out the cylinders for his "New Rocket" set. McGee thinks that Pearson could employ many of the boys who might be experiencing a porcelain problem.

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WHAT DO YOU THINK...was sent along with the following note from M. L. (Pat) Fogerty: "I have been watching the batting of these items lately. Someone also had a hand at the Alpaca tobacco firm there. Evidently somebody has been on the job in Germany, Thomson's get them there. You're right—the exchange was all for the much-publicized Seven-in-One Scope.

PETE NITNEY SAYS..."The good humor and ingenuity of some con quires ill humor, but ill humor will conquer it altogether; and this places means, good humor must operate on generosity, ill humor on mean ness."

RED McGEE...piping from Birmingham, says that he recently saw the porcelain plant that C. B. Pearson has in that city in which he turns out the cylinders for his "New Rocket" set. McGee thinks that Pearson could employ many of the boys who might be experiencing a porcelain problem.

**Pipes for Pitchmen**

**By BILL RABER**

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COMING EVENTS

Beatty Bows, Starts L. A. Run

continued from page 78

Continued from page 64

ROCKY MOUNTAIN SHOW, April 27.

Kentucky

Richmond-Jeffertown Rodeo, April 15.

Virginia

Richmond-Seven Star Rodeo, April 10.

Washington

Seattle-King County Fair, April 26.

Wisconsin

Madison-Wisconsin State Fair, April 18.

CANADA


 Manitoba

Brandon-Festival of the Northern Lights, April 26.

Saskatchewan

Regina-Maple Leaf Game, April 26.

Ky. State Fair

continued from page 64

Gateway NBC-TV show, "Today," would emnace from the high-
grounds of Louisville, September 9. He added that the fair may
be picked up Sunday, September 19, by WAVE, Wixder Me-
NBC-TV show for which Garro-
does the commentary.

Baldwin recently announced that the fair's outside gate price would be $10 cents, down from 60 cents, the price in effect for the past four years. His guaranteed attendance were offered free on the old system.

Miller, Baldwin's recently hired assistant, is now pushing the state fair's new location, a far from the fair's new location will have an abundance. In the exhibit line, a total of 250,000 square feet of space will be available to exhibitors.

"(Doc) Cassidy, the fair's public

OMAHA, NEB.

thundering mag, is snapping up an expanded exhibits of things as a result of the large scope

include concession games as well. The Billboard was told, however, that, that in all likelihood a experi-ent will be retained to oversee all the arrangements of the annual past of the fair, which will occupy a tradition-clapoed area just north of the fairgrounds.

The project was started in 1950 following a joint resolution of Convention and Recreation Com-

Merry-go-rounds, and the like.

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CLASSIFIED SECTION

A Market Place for Buyers and Sellers
NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in small wondalic style, priced per line, first
column $0.40, remaining 5c each, a minimum of
$1.00. Advertising office must be used.

DISPLAY-CLASSIFIED ADS
attract more attention and provide quicker and
greater results through the use of larger type and
white space.
Typeset at 14 points, 1 line per inch, accompanied
by 2 columns, 1-figured ends and decorative
labels. Available only in the Sunday edition.$1.00
per column inch. Minimum $10.

IMPORTANT
In determining cost, please state name and address.
For rates for the address, see Advance Classifieds.
In determining the size of the advertisement, there
is an additional charge for handling.

RATES: 20c a word—Minimum $4.
CASH WITH COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

ACTS, SONGS & PAROIMIES
Advertisements in this section are accepted on
space reserved basis only. Due to the unusual
demand for space in this section, an additional
charge will be levied when the space required for
any single ad exceeds the space allowed by the
minimum rate.

AGENTS & DISTRIBUTORS
1-YEAR END OF YEAR SPECIAL

FREE PUBLICATIONS

4000-PICTURE CATALOG
FREE SAMPLES

FREE MODERN PEN

NEW TWO-TONE STYLING

NEW LOUD & CLEAR, P-POST

SUPERIOR SAM STEEL

14" JACK PLANE—2" CUTTER

INDIVIDUALS: 0.75. 1.50, 2.50, 4.50.

COOK BROS.

EVERSHARP REFRACTABLE BALL PEN

BABY DUCKINGS

THE BILLBOARD
MARCH 31, 1956

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it's a whale of a buy and...

Dated April 7

1956

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there's still time to get YOUR ad in this issue....if you HURRY!

WIRE SPACE RESERVATION TODAY!

Then rush complete copy instructions Airmail-Special Delivery to reach us by

FRIDAY, MARCH 30

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Dietrich 1-8450

NEW YORK, N. Y.
1564 Broadway

Place 7-2100

CHICAGO 1, ILL.
188 W. Randolph St.

ST. LOUIS 1, MO.
390 Arcade Bldg.

HOLLYWOOD 28, CALIF.

CHICAGO 1, ILL.

190 W. Randolph St.

Dietrich 1-0445

HOLLYWOOD 95831

1,000's of Dozens of $1.00 to $1.25 Toys

SPECIAL $5.75 Doz.

Order 3 doz. Assorted Selections of Samples, including Mr. or Mrs.

Peanut Head, Bug-a-Jig, Disney Cameras, Sewing & Embroidery Kits,

Dollars & Dollars Sets, Trains, Planes, Dolls, Point Sets, Horns & many other

popular toys. SAMPLE DOZEN, $5.25.

TOY CATALOG ON REQUEST

Send for FREE 76 Page Home-Bred Catalog

STANDARD INDUSTRIES

Merchandise You Have been Looking for

Lastest Home-Bred Toys in

Cats, Stuffed Animals, Dolls, Games, Trains, Planes, Dolls, Toys, etc.

Catalog Now Ready—Write for Copy Today

IMPORTANT: 24, 36, 48, 60, 72, and 96 Dozens Available at Year's Best Prices

ACME PREMIUM SUPPLY CORP.

1111 South 12th St., St. Louis 4, Mo.

CONCESSIONERS

Two Friedly Teams

COMFORTABLE ELECTRIC CINEMA HOT PLATE

"LITTLE TURTLE" FLAT TOP

SOLDIER ELECTRIC IRON

BROTHER MILLER COMPANY

333 Powers Way

Chicago 10, Ill.

NEW

18" PENNETTE

100 feet only $6.00 per. pt.

124 PENNETTES

6 Bright Colors

Discount as 3 or more

MYRO COMPANY

304 W. 34th, Cleveland 15, Oa. Dusk 8

HEART DISC CLOVER NECKLACES

$16.50 Gross or up

Miller Creations

1401 North South St., Millersville, Pa.

HOTTEST ITEMS

GRASS SEED in 1-lb. plastic bag

92¢ per bag in lots of 6

WET PAK SHAMMY

$6.00 per doz.

$1.40 in lots of 1,000 bags $1.20 ea.

$49.50 In lots of 2,000 bags

60% off to C.O.D., F.O.B.

DIRECTIONS: 500 gr. to 1,000 gr. in each bag—ISTER AGRICULTURAL CATALOG

STAR SALES (D) IN NEW YORK OFFICE

Mail Orders Only

P D Q CAMERA CO.

190 W. Randolph St.

Chicago 1, Ill.

P D Q—World's Greatest

PHOTO BOOTH CAMERAS

Mail Orders Only

P D Q CAMERA CO.

190 W. Randolph St.

Chicago 1, Ill.

You Can't Beat

P D Q—for Merchandise

We carry a complete line of

ELECTRIC DATE CLOTHES IRONS

SPECIAL TO YOU

AM FM RADIO TUNERS

SPECIAL TO YOU

AM FM RADIOS

SPECIAL TO YOU

Voltage—220 and 110 Volt.

FREE 6 PAGE CATALOG AVAILABLE FREE, SEND FOR YOUR COPY TODAY.

M. K. BRODY

1116 S. Halsted St.

Chicago 18, Ill.

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HURRY—while stocks last

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CINCINNATI APOTHECARY

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Cincinnati 22, O.

MAIL ON HAND AT

NEW YORK OFFICE

180 W. Randolph St.

Chicago 1, Ill.

MAIL ON HAND AT

ST LUIS OFFICE

190 W. Randolph St.

St. Louis 1, Mo.

MAIL ON HAND AT

CHICAGO OFFICE

190 W. Randolph St.

Chicago 1, Ill.

MAIL ON HAND AT

NEW YORK OFFICE

180 W. Randolph St.

New York 16, N. Y.

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CINCINNATI APOTHECARY

2160 Patterson St.

Cincinnati 22, O.
# Advertised Used Coin Machine Prices

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### Explanation of Coin Machine Price Index

Prices given in the index are in no way intended to be "standard," "national," " instantaneous," or after an authorized representation of what prices should be on used equipment. Prices are shown in the index as designed, however, to be a handy guide for price information. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Conn. Cig Smokers Pay $852,000 Tax in Feb.

HARFORD, Conn. — Connecticut vending machine operators, according to a report by figures released by the State Tax Commissioner's office.

The Commissioner said cigarette tax revenue vaulted during the first four months of this year to $852,000, 33% more than the same period last year, an increase amounting to $243,000, to bring the month's figure to a new high of $243,000.

### Coinmen You Know

**Birmingham. By JIM McADORY**

**NAMED TO B'AIL BRITISH POST.** William Sher, representative with Universal Vending Company, New York, was voted vice-president of the State-wide organization of B'ain Brit. Sher was elected at the annual two-day meeting at Holiday Inn. Sher said one of the prime objectives of the organization for the coming year would be to raise funds to retire the mortgage on the Hillet Foundation Building at the University of Alabama.

**Max Horvath and son-in-law, Al Teresa, also of the Birmingham Vending Company, are back from a tour of Alabama and West Florida. The trip was partly social and partly to introduce Al, who has just recently come into the business, to operators customary of the Horvitch brothers. Al and Max brought back news that Belgian pool and related games have caught on like wildfire. On the tour they visited Colson Amusement Company, Montgomery, Ala.; Alabama Importers, Inc., in Birmingham, Ala.; Halbert Brothers, Opt., in Mobile, Ala.; and other operators in the vicinity.

**Most Active List. The Most Active Equipment list shows which machines in mid-category have been listed the greatest number of times during the period for four-week period indicated. In the case of piùel games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Mention is to category appears in the case of frequency advertised. Number indicates position.**
National Bowls—Price Cigarette Coin Register

ST. LOUIS—National Vendors, Inc., has introduced a new, semi-electric, coin-handling device for vending cigarette machines which can be used at any of three prices from 20 to 50 cents, Albert F. Diederich, president, announced.

Known as National All Combination Coin Register, it can be adapted to any of the company’s present manual machines from the 97’s to the latest series 11, Diederich said.

It provides complete pricing flexibility for the price of cigarettes, dimes, quarters, and is not constricted to 5 or 10-cent steps between prices.

The National All-Combination Coin Register employs a completely new method of coin registration, but retains National’s basic principle of using the diameter of the coin to activate the mechanism.

Semi-Electric

While the coin registration is mechanical, the unit uses a small electric motor to drive the coins, and a solenoid to open the lock. Hence it is semi-electric, but it does not use the relay, stepper, or drums found in all international coin recorders, nor does it have the limitations of all-electric units, Diederich said.

An example of the extreme flexibility this coin register affords is that it will accept the following combinations of coins for a 50-cent purchase: 3 quarters and 3 dimes; 3 nickels and 3 quarters; 1 dime, 6 nickels and 4 dimes; 2 nickels, 2 dimes, 4 nickels; 5 dimes, 3 nickels; 1 quarter, 1 dime and 3 nickels; 1 quarter, 2 dimes, and 1 nickel, or 2 quarters.

The unit is available as optional factory-installed equipment on the National Series 113, Series 111, and Series 99. It is also available in a complete kit for installation on National Series machines on the following: 113M, 111M, 99M and 99T. No price was announced.

Vending Boom Reported in Vancouver, B.C.

Coffee Unit Sells Bank $600 Monthly in Employees' Time

VANCOUVER, B. C.—Vending machine installations are increasing enormous numbers. The public gets the habit of taking a nickel or dime when they want a cup of coffee, a five-cent stamp, a piece of candy, or cigarettes. A new deposit for a mixture for the current or any old nickel, quarter, quarter, dime, quarter, dime, nickel, or dime.

George C. Harrison, St. Paul, chemist, an old brother-in-law, John G. V. Vinat, a native of Minn., operator of an egg-products company, Harrison said he built the machine and discovered to his surprise that it was the omen for vending by the bakcman.

Four slots are built at the front of the machine which upon the coin in it is placed:

1. Chute handles coin in nickel, dime, quarter, and 50 cents, and other coins.
2. Chocolate case for distributing of cigarettes and coins for the past nine years, is recovering at a rate of a heart attack per 29.
3. It inserts a nickel while shaving, and the remaining coin on the sidewalk, had to be delivered promptly 'to his home.

Bittner is a native member of the National Vendors’ Association, of which he is past president.

Mass. Solons Mull Big Bills

BOSTON—Eight cigarette bills are now pending before the Massachusetts legislature.

The bill being most vigorously fought among the cigarette-busting legislative committee is the Massachusetts cigarette tax, which is estimated to provide the state with a total increase of 25 cents per pack of cigarettes shipped. The total amount of the tax is $7,100,000. No date has been set for the next meeting of the legislature.

Sales Up 83%, Net Dips 47%, Ops Told

CHICAGO—Vending sales have increased 83 percent since 1954, while operating profit before taxes has jumped 40 percent. These figures were reported by John T. Eisenberg, president of Vending Machines, Ltd., at the meeting of the National Automatic Merchandising Association, at the Congress Hotel here last week.

The total number of machines in the industry, according to AAMA, is now over 250,000

TOY FAIR REACTION

Retail Outlets Show Interest In Vending Foreign Coins

NEW YORK—Retail store owners are showing a high degree of interest in the use of foreign coins to bulk vending machines, according to Leo Eisen, president of the Royal Coin Company here.

Eisenberg, who just returned from an European coin buying trip, has been in charge of the New York Toy Fair where buyers from the nation’s chains, department stores, and specialty trade were picking up for the spring sales. Eisenberg announced that the company had sold 25 outlet have made arrangements to have vending machines the business.

Bittner’s operator is still in operation and is taking care of doctor’s orders, and visits are limited.

The machines are delivered promptly “to his home” and the operator can recover the money by delivering it to the Merchandise Medical Center until Monday (12).

Big Business

The Eisenberg Co., been in the bulk vending business only six months, vending machines now account for a very high percentage of the firm’s business.

Memphis Ops Diversity Meet To Rising Costs

MEMPHIS—Major food, candy and drink operators here say the biggest factor slowing the rise of costs is if the vending operator is too slow.

The three major operations here are diversifying—that is, putting out a line of merchandise, such as coffee, candy, nuts, peanut, and cigarettes, etc. It is the policy of the operator in this city, according to the vending operators, to try to realize a profit out of the ever-increasing cost of operation.

A survey of operators in Mem-
COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

April 1—West Virginia Music Operators’ Association, board of directors meeting, Daniel Boone Hotel, Charleston.
April 3—Springfield Flangraph Operators’ Association, monthly meeting, association headquarters, Springfield, Ill.
April 3—Automatic Phonograph Owners’ Association, monthly meeting, Hotel Sheahan-Gibson, Cicero, Ill.
April 5—California Music Merchants’ Association, Los Angeles division, monthly meeting, association headquarters, Los Angeles.
April 3—Recorded Music Service Association, annual election of officers, Bismarck Hotel, Chicago.
April 3—Philadelphia Music Merchants’ Association, monthly meeting, Seattle.
April 3—West Virginia Music Operators’ Association, monthly meeting, Richwood.
April 4—Summit County Music Operators’ Association, monthly meeting, Akron.
April 5—California Music Merchants’ Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
April 7—Region V National Automatic Merchandising Association regional meeting, Sheraton-Cadillac, Detroit.
April 7-8—Kansas Music Association, general meeting, site to be announced, Salina.
April 9—Automatic Phonograph Manufacturers’ Association, convention committee, Morrison Hotel, Chicago.
April 10—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
April 10—Automatic Equipment & Owners’ Association of Indiana, monthly meeting, association headquarters, Gary.
April 11—Retail Amusement Association of Canton, Ohio, annual meeting, Richwood, O.
April 12—Massachusetts Music Operators’ Association, monthly meeting, Beauconfield Hotel, Brookline.
April 12—Western Massachusetts Music Guild, monthly meeting, Ivy House, West Springfield.
April 13—Cleveland Phonograph Merchants’ Association, monthly meeting, Haldane Hotel, Cleveland.
April 15—Music Guild of New Jersey, 75th anniversary banquet, Elizabethan Room, Hotel Esab House, Newark, N. J.
April 15—Chicagoland, Ltd., regional meeting, Harris Hotel, Chicago.
May 2—Region III, National Automatic Merchandising Association, regional meeting, Louisville-Standiford, Philadelphia.
May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton Plaza Hotel, Boston.
June 7—National Coin Machine Distributors’ Association, dinner meeting, Morrison Hotel, Chicago.

ATTENTION, VENDING OPERATORS!!!

We have a tremendous stock of "AS IS" equipment—all makes and models. In good condition but not rebuilt or reconditioned. Write us or call for information.}

CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY

on 35c and 30c Coin Mechanism Conversions for

IMPROPER ROYALTIES
PRESIDENTS, CRUSADERS, NATIONAL 751, 742

Also Available:

SOME PRICED AFFORDABLY NOW AND A NEW CIGARETTE MAGAZINES (Stapled) for all Bars and National Machines. (Send 5c for post card.)

Terms arranged—write for information.

CIGARETTE VENDORS

Weber’s 500 Cigars, 250 Cigars, 100 Cigars. All makes and models, 30c and 40c deliveries. Write for details.

CANDY MACHINES

Deconics Containers, 22 for $2, with box. $25.00. Bicentennial Containers, 25c containers, 100c deliveries. $2.50. United Containers, 5c, 10c, 15c, 25c, 50c. Write or call.

GIVE TO DAMON RUNYON CANCER FUND

EASTERN ELECTRIC C.G. Company model, 6 Cols., 310 Cols., 1,950 Cols.

SUPER SPECIAL $95.00

ROWE IMPERIAL MODEL B ROWE IMPERIAL MODEL E UNBEATABLE PRICES $65.00 $65.00

IMPROPER ROYALTIES

CANDY MACHINES

Deconics Containers, 22 for $2, with box. $25.00. Bicentennial Containers, 25c containers, 100c deliveries. $2.50. United Containers, 5c, 10c, 15c, 25c, 50c. Write or call.

GIVE TO DAMON RUNYON CANCER FUND

WESTERN ELECTRIC

1c BALL GUM VENDING MACHINES $13.25

6 Cols., 50 Cols., 100 Cols., 200 Cols., 500 Cols., 1,000 Cols.

SUPER SPECIAL $85.00

ROWE IMPERIAL MODEL B ROWE IMPERIAL MODEL E UNBEATABLE PRICES $65.00 $65.00

IMPROPER ROYALTIES

CANDY MACHINES

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GIVE TO DAMON RUNYON CANCER FUND

VICTOR’S NEW SUPER MART "SYMBOL OF PROGRESS IN THE BULK VENDING FIELD" for U. S. Atomic Energy

The most versatile bulk vendor ever designed! A combination bulk gumball and coin operated vendor — O-vendos, in combination, 210-count gum and jumble 18/16" gumballs.

SUPER MART offers you the greatest improvements in bulk vending AND the fastest turnover of merchandise which means Greater Profits! Super Mart will take away the bulk of gumballs and nickels played in other vendors in every location!

Write for full details and prices.

Write to your local distributor. 3701 W. Grand Avenue VICTOR VENDING CORP. Chicago 20, Illinois

GOLDMINE TAB CUM MACHINE

The revolutionary Gold Mine in Oak’s now streamlined, 10 column Tab Gum Machine. It needs not only tab gum but also charm candies.

MANUFACTURING CO., INC. 1141 Bannock Street, Denver City, Calif.

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The revolutionary Gold Mine in Oak’s now streamlined, 10 column Tab Gum Machine. It needs not only tab gum but also charm candies.

MANUFACTURING CO., INC. 1141 Bannock Street, Denver City, Calif.

Copyrighted material
Memphis Operators Diversity
Continued from page 86

that it was working. The big ops are putting all kinds of machines on locations.

Dime Bar Fail
When the dime machines failed, the apparent answer was that the public would buy only nicked candy.

The major outlets for many machines are primarily industrial plants and office buildings with a large concentration of employees.

John D. H. Ayer, owner of Meyer Sales Company, said he is diversifying at each location.

He said, "I feel the present market trend is diversification," he said, "for the operator to survive.

Meyer formed his company in 1938 with 10 machines. He started small, but has added different units and today sells candy, gum, cigarettes, and bulk soft drinks in cups.

When he began, the "cost of operating a dime machine is greater than you have to add other items for the additional income."

By 1946, the operator has had to add a variety of machines.

Years ago, the operator put up a deposit of $53 and got 50 machines, 10 of which are on location acquired by the operator.

For each two quarters of coffee the operator buys, he reimburses 25 cents until the $2,500 is used up.

Cafe Host

Brave Storm
Continued from page 86

One operator, Karl Kaplan, has just started setting up an industrial vending route in Chicago. The dispenser is set to go up to the Na-Mate office to sign an order for Bar Vendors.

At the home in which Mr. Kaplan is an office stop, it is necessary to cut the 2,500 cents worth of the sale.

He said he was looking for machines to "pick up quite a bit more," and is getting all locations diversified for the upswing.

Meyer reported his business is going well, and is holding his own as well as any other business. He said business is about the same now as it has been for the past two to three years.

His machines are bringing good returns in plants, office buildings, and other locations, he said. However, he has added candy machines at each location for additional income.

After the war he said he was buying candy at around $5 cents a box. Now he is 50 cents a box.

It is still a business, though the costs have gone up. He pointed out that the next year, 1946, will be a year of good business.

Good Winter

The company expects business to slow down when the weather becomes winter. Business is big business. They have 52 additional machines in operation, and offices buildings. All drinks vend for 10 cents.

Another machine is putting out a complete machine in some plants, just like a machine on the production line. He plans to move more out as the business grows.

Bak is a large front will be several vending machines, taking care of the large front.

The system is designed to retail out their bulk vending machines, with a variety of items, including a book on the sale of cans.

The firm also has available a model which is designed to retail out their Bulk vending machines, with a variety of items, including a book on the sale of cans.

For more information, contact:

N. V. A.
33 No. Latafrau St.
Chicago, IL
Phone: State 2-7747
DOLLARWISE SAVINGS
Utah Industries Turn To Food Op Service

By STAN BOWMAN
SALT LAKE CITY—Utah's big industries are learning about efficient in-plant food service from Milo Nechanki, owner-operator of Can-
teen Service of Utah.
Nechanki, in addition to keeping various firms supplied with $1,200 a month—previously spent for company
-subsidized lunches—will also handle the following services for the companies:
1. A lunch service providing around-the-clock food service for em-
ployees.
2. A service in the service station where the surface may seem like an easy
opportunity, but it is hard
work,
Nechanki answered.
"We spend many long hours training our employees in servicing machines
to maintain efficient 24-hour service.
Nechanki has a simple, straightforward answer for firms that ask: "What can you do for us?"
No Cost
"Canteen," he told them, "will install a Servenette. It includes hot coffee and chocolate,
cold beverage, pastry, ice cream, candy, ciga-
rettes, gum and professional vending machines.
"The vendors will not cost you a penny. We will
install and service the machines, and take the
fare. We do not believe there will be a loss. Finally, your employees will have the things they
don't bring in their lunch boxes avail-
able.
Recently, Nechanki said, his firm installed a
battery of machines in an industrial plant that had a dining room and a kitchen for
employees. The company had spent more than
$1,000 for kitchen equipment in addition to
hiring two persons to operate the dining room.
The project lost money from the start, accord-
ing to company officials, Nechanki reported.
The firm had between 200 and 275 employees,
but most of the workers brought their own-lunch
from home which they ate in the dining room.
After operating at a marked loss for several
months, during which food was wasted and din-
ing room employees stood around doing nothing,
the company contacted Nechanki and a battery
of vending machines was installed.
They had been used successfully both from the
company and Canteen's viewpoint," Nechanki
reported. "Canteen's company is paid a com-
mission just as several other firms we service."
However, the Salt Lake City operator has encountered other experiences not quite so
pleasant.
A firm has installed batteries of machines
in companies where, after several months of
successful operation, the firm demanded a larger commission.
"In every case," Nechanki disclosed, "they
claimed they wanted more percentage to take
the losses we took on our kitchen.
Shaking his head in wonder, Nechanki pointed out these companies had not invested
one penny in the vending machines, had no
money or upkeep problems, no product loss thru
dishes, and were covered completely by insu-
rance.
Lack Know-How
Then he called attention to other firms that
decided to operate their own vending machines
after witnessing Canteen's successful operation.
These firms have companies inform that Canteen's
service is no longer necessary after we had in-
 stalled and operated our machines for some
time in the plant," he told his audience. "The such firm
gave up after a year, discovering it did not
provide the know-how for successful vending operation.
In one case, the loss was $200, he stated, 
"and that included installation costs, losses in
stock and wear and tear on vending machines."
Two more, he pointed out, did not realize
the expenditure involved in setting up a battery
of vendors. The cost of the machines alone is in
the neighborhood of $2,000. This includes rough-
y $500 for a coffee and chocolate machine;
$225 for a candy unit; $250 for a cigarette
machine; $400 for ice cream. $350 for pastry.
Nechanki said this did not include instal-
lation costs, nor the due-diligence expenditure
of servicing, repairing and other operating expenses.
Special Training
"Our men are trained to lose at a second
in service. They must know approximately the amount of a certain item vended during a given
period, otherwise there is a loss. Some goods
such as pastries, must move quickly, or there
is no profit.
To keep operating costs within the budget,
the said the company enforces a strong safety
policy. In many locations, he pointed out, do not realize
the expenditure involved in setting up a battery
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l
JAPANESE MARKET

Interested to tie up with manufacturers of vending machines to manufacture vendors in Japan for local market and export to East Asia countries. Also interested to accept orders for making machines for export from Japan.

TAITO TRADING CO., LTD.

PIONEERS OF COLUMBUS IN JAPAN

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TELL IT IN THE BILLBOARD'S NVA CONVENTION ISSUE

There is only one low-cost way of reaching distributors and operators as well as manufacturers of supplies and machines for the vending industry. And that one low-cost way is to "tell your story" in the big National Vendors' Association CONVENTION ISSUE of The Billboard dated May 12.

3-WAY COVERAGE

You'll get 3-way coverage of your scattered vending machine audience in this information-packed issue that promises to be the most complete report of the Vending Machine industry which The Billboard has ever published.

FIRST, your message will reach their audience at home, in the shop or office before they leave for the convention.

SECOND, your message will be read at the convention. Special free distribution of the NVA CONVENTION ISSUE of The Billboard will be made from The Billboard booth.

THIRD, your message will be read by some 70% of your vending machine audience who are unable to attend the convention in person.

WRITE, WIRE OR CALL ONE OF THE BILLBOARD OFFICES LISTED BELOW AND GET COMPLETE DETAILS.

Chattanooga 29, Tenn.

Atlanta 11, Ga.

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St. Louis 1, Mo.

Los Angeles 7, Cal.

New York 36, N.Y.

Cleveland 1, Ohio

Philadelphia 21, Pa.

Chicago 36, Ill.

San Francisco 9, Cal.

ADVERTISING DEADLINE MAY 3.

NVA ISSUE DATED MAY 12
MODEL ORDINANCE

Assn. Ops Pool Efforts

In Calif. to Ease Fees

BARDSTOWN, Ky. — An example of what can be done for co-operation can be accomplished was brought home here recently when the Board of Supervisors of Kent County ruled a $25-per-year 屎Hen and passed a new ordinance substituting for operation called "licensing fee for a $25 per year operator."

The new license fee covers all the operations of such a co-operative, which was characterized as the "most effective way of managing a pool of instructors, whether located in one county or in multiple jurisdictions."

The new ordinance provides for the appointment of a Board of Supervisors, which will consist of five members, three of whom shall be licensed operators of the pool, and two of whom shall be elected by the pool members. The Board of Supervisors shall have the power to enforce the provisions of the ordinance and to impose penalties for violations thereof.

The new ordinance also provides for the appointment of a Committee of Assistants, which shall consist of five members, three of whom shall be licensed operators of the pool, and two of whom shall be elected by the pool members. The Committee of Assistants shall have the power to enforce the provisions of the ordinance and to impose penalties for violations thereof.

The new ordinance further provides for the appointment of a Committee of Inspectors, which shall consist of five members, three of whom shall be licensed operators of the pool, and two of whom shall be elected by the pool members. The Committee of Inspectors shall have the power to enforce the provisions of the ordinance and to impose penalties for violations thereof.

The new ordinance also provides for the appointment of a Committee of Auditors, which shall consist of five members, three of whom shall be licensed operators of the pool, and two of whom shall be elected by the pool members. The Committee of Auditors shall have the power to enforce the provisions of the ordinance and to impose penalties for violations thereof.

The new ordinance further provides for the appointment of a Committee of Investigators, which shall consist of five members, three of whom shall be licensed operators of the pool, and two of whom shall be elected by the pool members. The Committee of Investigators shall have the power to enforce the provisions of the ordinance and to impose penalties for violations thereof.

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MUSIC OPERATOR FORUM

What Programming If Standards EP?

When and if standards are made available only as EPs, music operators would be faced with two choices, according to the majority of Forum operators interviewed this week. Program standards only when requested by locations or in response to gross collections thru more favorable commission arrangements.

Basically, there are two reasons advanced by this group of operators for their opinion. First, EPs give customers a tough-especially as record musi-
cables as singles for the same price and therefore cut collections. Second, EPs require a customer to listen to two tunes awhile perhaps only interested in one. Only exception to the first point, of course, is Seeburg's 200-singles selection which gives operators the opportunity of charging 13 cents per EP selection.

(Operator's Note: This is the second Music Operator Forum. The first, which dealt with this question: Why do operators program EP disks? The Forum, which is a regular feature, is based on the opinions of operators participating in the Forum via mailed questionnaire cards.)

Some Forum operators, however, feel that walk-in trade is available to REPs, that their program- ming would remain unaffected. A small percentage declared they would welcome the change.

It is interesting to note that the overhelming majority of Forum operators anticipate record manufacturers eventually putting "standard" records on EPs. And contrary to reports that most operators do not like the difficulty buying standards on singles today compared to a year ago, the majority of Forum operators this week stated that it was either about the same or easier, with 30 per cent saying they felt it was "harder.

Operators were fairly evenly divided on the question of whether EPs should include pop songs as well as standards. However, most oper- ators who agreed to coupling pop and standards qualified this by pointing out that they also felt better coupling of tunes primarily for the juke box would be necessary before pop EPs could expect to find a welcome berth on juke boxes.

Key fact underscored by all operators in this week's Forum: The EP, despite its potential at juke box programming tool, most obviously be measured in terms of dollars and cents. Be- cause of the longer playing time involved, use is restricted obviously by both the type of location and by the amount of play it receives. The second factor, which is pretty much de- pendent on the first, is obviously the crucial test. The difficulties in accurately assessing the value of EPs are almost insurmountable. Operators were almost divided on the question of whether EPs should include pop songs as well as standards. However, most opera- tors who agreed to coupling pop and standards qualified this by pointing out that they also felt better coupling of tunes primarily for the juke box would be necessary before pop EPs could expect to find a welcome berth on juke boxes.

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How Operators Voted

1. Do you think EP records should include pop tunes as well as standards?
   Yes: 54.3% 45.6%
   No: 45.7%

2. Do you think EP records should be premiered before similar records on other labels:
   Yes: 53.4% 46.6%
   No: 46.6% 53.4%

3. Do you think record manufacturers will eventually put most standards on EPs?
   Yes: 35.5% 64.5%
   No: 64.5% 35.5%

4. Do you think record manufacturers will eventually put more EPs on on EPs only, which of the following courses of action do you think you would take?
   1.不断扩大 programming of standards, except when EP's are bought.
   2. 20.0% would have to get more profit on EP locations.
   3. 20.5% would be unbenefited since I already program standards almost exclusively on EPs.
   9.7% would welcome the move since it would simplify my programming.

100.0%

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Hitch your wagon to the STAR!

AMI "G" gives operators the big take because AMI "G" is the star performer... gets more play from more people... faster!

Exclusive multi-horn high-fidelity reproduction gives that superior kind of live sound that keeps more and more coins coming... instant visibility of all titles keeps more and more of the bigger coins coming.

Hitch your coin-collecting wagon to the star... AMI "G"!

Factory set for 10c play—and worth it!

AMI Incorporated

ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927

AMI Model "G"—120, 80, 40 selections. More plays in less time

Licensee: Jensen Music Automates—building the JMA-AMI Juke Box sold through Oscar Sembly A/S, 5 Palødsgade, Copenhagen K., Denmark


1500 Union Avenue, S.E.
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The Billboard's MOA CONVENTION ISSUE dated May 5

is the most important single Coin Machine Edition published during the entire year.

* The MOA Edition offers manufacturers and distributors a sure-fire means of getting their product story before operators who buy 95% of all records used on juke boxes, music machines and accessories.
Remember, too, 85% of all music operators also operate games and vending equipment.

MOA ISSUE DELIVERS 3-WAY COVERAGE
1. Your message will reach customers at home, in the shop or office before they leave for the convention.
2. Your message will be read at the convention.
3. Special free distribution of the MOA Issue of The Billboard will be made from The Billboard booth.

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ADVERTISING DEADLINE: April 26
MOA ISSUE DATED: May 5

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- HOUSTON, TEXAS 77002 1111 Post Oak Blvd. (965-2111)
- CHICAGO, ILL. 60610 111 West Wacker (312-355-3131)
- BOSTON, MASS. 02110 300 Washington St. (266-1364)
- NEW YORK, N.Y. 10019 118 West 40th St. (940-1111)
- LOS ANGELES, CALIF. 90017 1240 South Figueroa (266-7070)
- DALLAS, TEXAS 75201 2000 North Akard (965-1351)
- SAN FRANCISCO, CALIF. 94111 100 Post Street (558-1111)
- MINNEAPOLIS, MINN. 55401 800 Washington Ave. (979-1101)
- NEW ORLEANS, LA. 70130 900 Canal St. (596-1101)
- PHILADELPHIA, PA. 19103 30 South 12th St. (659-1101)
- CHICAGO, ILL. 60610 111 West Wacker (312-355-3131)
- BOSTON, MASS. 02110 300 Washington St. (266-1364)
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- PHILADELPHIA, PA. 19103 30 South 12th St. (659-1101)

COINMEN YOU KNOW

Chicago

BY KEN KNAP

CIA TO MAKE MEMBERSHIP FEE. At the March 20 meeting of the Chicago Independent Amusement Association, Hubba Hubbard, Secretary-Treasurer of the organization, announced that the operators attending to host the membership fee from $5 to $25 for 1956. The present monthly fee is $8 and the fee will be $3 a month in 1956. The new fee was also announced.

Why isn't something done about the situation? Unfortunately, the only method available to operators—to prevent reversible screen operators from spreading money for equipment. Doing this, however, presents another problem—staggered payments.

Allen Dixon, president of the Chicago Independent Amusement Association, maintained that most operators strive to make machines burglar-proof, but this is only a small part of the problem. Dixon, in a recent interview, said that operators do not want to spend money on the equipment and running up repair bills, which would be higher than the repair costs.

The billboards have become a target for criminals, and the operators have become a target for billboards. Everyone knows that the crime of the century is the crime of the century and that the crime of the century is the crime of the century.

MEMPICS—Music operators here are being hit for nearly a dollar a day per dollar by burglars. Rebellions have become so common that the operators have set up theft reserves in many cities.

Has there been any change in the situation? There's no question that there has been some change in the situation. However, the change has been minor and the operators are still being hit hard.

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FLY WITH AMERICAN AIRLINES
OVER NIAGARA FALLS

PLUS ENTERTAINMENT GALORE AT THE BIG
WURLITZER CENTENNIAL CLUB CELEBRATION

AUGUST 23-24 and 25

We want you and your wife to be Wurlitzer guests at our celebration of 100 years of musical achievement. We promise you three of the most thrilling days of your life. So join the Wurlitzer Centennial Club now. See your Wurlitzer Distributor and learn how every operator and his wife can become eligible for this "once-in-a-lifetime" celebration. Do it now, then start making plans to be the guests of Wurlitzer, August 23, 24, 25.

Best accommodations at Buffalo's finest hotel — The Statler.

Top stage entertainment by recording artists, name bands and variety acts.

Guided factory tours. See the fabulous 1900 made right before your eyes.

Giant carnival with circus performers and midway right on the Wurlitzer grounds.

PLUS PRIZES BY THE HUNDREDS

WURLITZER
CENTENNIAL
MODEL 1900

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

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

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

www.americanradiohistory.com
Latest Count: 75,000 Coin Pool Units Out

CHICAGO—Reliable sources in the industry now estimate the number of coin pool games on location at between 75,000 and 100,000. The new esti-
mate considers the latest count made just a year ago in December, when the number of coin pools shipped for
pool games.

At this week's number, the amount of coin pools on location far
exceeds the number of coin pool games on location at the time of
the last count. At that time, the pool game was just beginning to
make its mark on the pool games scene. These new estimates also
take into account the new coin pool games which have been
introduced since the last count was made.

Night Club New Bally In-Line Pinball Game

CHICAGO—Bally Manufacturing Company has shipped its first
obligation for Night Club, an in-line pinball game with new scoring
features.

A new scoring feature prevents players from shifting numbers on
the pinball table, as well as the ball that bounces through a section.

If, after a certain number of
balls are hit, the player wants to hit the same section again, the
number of balls in play is increased by one. A new feature also
keeps track of the number of balls that have been hit, as well as
the number of balls that have been scored.

The new scoring feature is designed to prevent players from
shifting numbers that have already been hit, as well as the number of
balls that have been scored. It also prevents players from hitting the
same section again, unless they have hit at least three balls in the
last section.

Capitol Preems Drive-In Unit

NEW YORK—Capitol Projectors has gone into production on a
continuation of the hit run game and movie. According to Sam Gold-
man, the new drive-in unit, which enables the customers to sit in a
car and watch the movies, will list $100,000.

The ride portion of the game features 125-inch screens and 36
rows of seats, all covered by a protective canopy. The entire screen
and its frame will be made of aluminum and steel, with an over-
head door to protect the game area.

Bert Lane Set On New Game

MIAMI—The Bert Lane Company here will soon begin regular
production runs on coin-operated games. Lane said he would
hold off on new game development until production is
under way.

The construction of a 70,000-square-
foot addition to the present 50,000-square-foot facility has
been started, in compliance with a city code requiring new
buildings to be for the manufacture of games.

During the last five years, Lane has concentrated on the market
for drive-through and fiddle rides and the Cur-
son.

Joseph J. Goldsmith, executive
vice-president and director of sales,
said the sales effort, assisted by
Harry Pool, vice-president and
directors, and George Heiss,
was the one man who
made sure the games were
in
stock. By Heiss, formerly with
Coin-Op, is in charge of production games.

George Krzy, sales manager,
A.B.T. Manufacturing Company,
this week for the coin pool,
years ago. A.B.T. discovered that about
70,000 clutches were shipped for
the pool games, said the first
quarter of this year saw the
the trend began to take shape in
August (The Billboard, August 23).

El Heath, Heath Sales Compa-
y, Macao, Ga., distributor for
the Monarch Tool & Manufactur-
ing Company, Cleveland, Ohio.

The large coin pool clutche
producer for the pool games,
estimates his firm has shipped
between 20,000 and 25,000 clutches
for the games.

Bert Smith, manufacturer
of "Magic Square" games, took
an estimated 15,000 clutches
for his product. Smith, who
has the world's largest pool
clutch factory, makes clutches
and parts for pool games and
other games.

Kooy said pool game coin
clutch production, which has been
run-
ing at a rate of 40,000 to 50,000
units each week, is beginning to ease up.

There are indications that game
coin clutch production has dropped off considerably,
including a decline in the high output on these units.

Health also reported a slowdown on orders for pool game coin
clutches. As many as 400 a day were being delivered by
Kooy at the peak of demand, according to Heath.

CIAA Game Ops Boost Drive For Members

CHICAGO—Members of the Chicago Independent Amuse-
ment Association (CIAA) (30) at the Civic Ro-
mote in the Con-
munity House, held to begin a
series of meetings for
the new game operators group
with a membership of about
100.

This was the first meeting
of the new group, which will be
organized, with Harry Pool, the
name of the new group is in
charge of production games.

Lane said he would
hold off on new game development until production is
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Jennings Names Nine Distries
For Milk Vender

CHICAGO — Appointment of nine distributors for Jennings Distri-
buting Company, Inc., the United States for its dual selec-
tion, 150-pound capacity milk vender
for retail and wholesale operations and
Jennings Company, Ltd., Paris, Ill.,
U. S. P. L.°, said Walter North Hamp-
rnh, president, here Tuesday, said the
company has produced about 300 units
since it began the production of the
dual selection milk vender, which was
introduced last June, he explained, was
made possible by the expansion of the
network.

Produced at BPRF, the machine also
handles pigs and half pigs in car-
tons, Urban said. There are two
national extra heat control units
for outdoor vending, 25$, and Na-
tional heifer; 100, 150, and 200
pounds.

The nine distributors and the
States were chosen, according to
Jennings Distributing Company, Inc.,
Chicago, Chicago, Cincinnati, Del-
aware, Georgia, Indiana, Illinois,
Kentucky, Maine, Maryland, Mis-
tanna, Mississippi, Missouri, Ne-
braska, New Mexico, North and
South Carolina, Illinois, Ohio,
Pennsylvania, Oklahoma, Ohio,
Oregon, Pennsylvania, Texas and
Virginia.

The distributors are Associated
Milk Producers, Inc., Kansas City,
Missouri; Associated Milk Vendors
Company, New York; Associated
Milk Producers, Inc., Cincinnati,
Ohio; Associated Milk Vendors
Company, Nashville, Tennessee;
Associated Milk Producers, Inc.,
Philadelphia, Pennsylvania; Asso-
ciated Milk Vendors Company,
Sacramento, California; Associated
Milk Producers, Inc., New York;
Associated Milk Producers, Inc.,
Los Angeles; Associated Milk
Vendors Company, New York; and
Associated Milk Producers, Inc.,
Chicago.

Richmond

By BEN BOPE

OPS EYE TOURIST TRADE. They're getting ready for the big spring
tourist business in Virginia's Shenandoah Mountain area. Two
Front Street businessman are sending out a call to the
Southern States of Georgia, Florida, Alabama, and
New York, and are planning to bring in a large
stock of goods for the spring tourist trade. The
new man to head the tourist trade is Mr. and Mrs.
North, of the North Company, who have been
visiting the area for several weeks.

Dickens

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COIN MACHINE SALESMAN

WE WANT A MAN WHO CAN SELL THE TOP LINE OF PHONOGRAPHS AND GAMES IN A WELL ESTABLISHED TERRITORY—GOOD STARTING SALARY PLUS COMMISSIONS—WRITE, STATING EXPERIENCE AND BACKGROUND.

FIRST LETTER—ALL OTHERS WILL BE STRICTLY CONFIDENTIAL AND A PERSONAL INTERVIEW WILL BE ARRANGED.

BOX 849, THE BILLBOARD CHICAGO, ILLINOIS

Genuine Brunswick-Balke-Collender
Phenolic Resin BALLS
SET OF 10 $1.50
Each $1.75

EXCLUSIVE IN CHICAGO:
CUE-STAR by FISCHER COIN POOL

Regular and Juniors Sizes
All Wooded Felted Prompt Delivery

CHARLEY PIERI
Monarch Coin Machine, Inc.

THE BILLBOARD
MARCH 31, 1956

CLEARANCE! AT SACRIFICE PRICES WE NEED MORE SPACE!

YEHUA $145
MARKS $175
Murray $175
Sonaite $175
ELEVENTH FRAME $150
SPODIES $150
YANKERS $100
ADDITIONAL SIZES
ROYAL $75
FIREBALL $70
CROSS-CROSS $100
VICTOR $175
REACH CURB $50

PIZZA $170.00

SALESMAN

FOR SALE—FOR SALE

B I G T I M E
BIG AUTOMATIC POOL GAME
$700.00

PIZZA $350.00

GAT TIME $225.00

BEACH BEAUTY $420.00

GAYETY 165.00

MIAMI BEACH 250.00

VARIETY $170.00

ALL GAMES SOLD ON INSTALLMENT PLAN

CROWN NOVELTY CO., INC.
920 Howard Avenue, New Orleans, La.
Phone Canal 7137

Nick Corbeyal, Gen. Manager

NEW MID-TABLE POOL GAME


Get Our List, New-Used Games, All Types
3237 N. Lincoln Chicago 14, I11.

MEMPHIS BY ELTON WHISENANT

CLARENCE A. CAMP READYING TRACK FOR RACE—Racing enthusiast Clarence A. Camp, president of Southern Distributing Company, is getting his stock car speed up next West Memphis, Ark., all set for his first race of the season. Camp, who is president of Memphis-Arkansas Speedway, said it will be a 230-mile National Association of Stock Car Racers Grand National Championship June 10. Camp's Southern Distributing Company sells music machines and games in seven states.

J. W. Singleton, owner of Singleton Music Company, at Marked Tree, Ark., is busy resurfacing his route for anticipated Spring rush. In Robert City, Ark., Mr. John & Frank's Music Company, reports the company is expanding into cigarette vending more and more each year.

C. C. Tolley, owner of Tolley Music Company at Lepore, Ark., recently purchased 40 new cigarette machines to go with his phonograph route. Fred Swan, owner of Swan Amusement Company in Hot Springs, Ark., recently inquired with a hope of becoming a route distributor.

Special Low Prices
Write, Wire, Phone Today!

Also Non-Warp Custom Built

Inquiries Invited From MANUFACTURERS and DISTRIBUTORS OF POOL TABLES

Seacoast, Inc.
120 North Avenue
Elizabeth New Jersey
Egg Vender Bows in Minn.

The GYM CYCLE

10¢ and up

H. M. BRANDS DISTRIBUTING COMPANY
ON EAST BROADWAY, PLANT 3333 22 EAST 188 West
LOUISVILLE 14, KENTUCKY
EXCLUSIVE DISTRIBUTORS OF BUMPER POOL SCENES AND SALOON GAMES

Need For Export Immediately

ALL KINDS

Write Today! State Condition of Rides
And Your Selling Price.

Box 850, Billboard Publishing Co.
188 West Randolph Street, Chicago, Illinois

The YMCA CYCLE AMUSE. CO.
106 11th Ave. N., Nashville, Tenn.

Here is the newest Kidn-Alot Ride for every type location. Contact us today.

MARCH 31, 1956

THE BILLBOARD

COIN MACHINES

99

Memphis

Continued from page 44

machine burglarized week after week, the operator works closely with the operator.

The squad will even that the

The location

police

SfBUR6

Chicago

etN104

MARCH

MORE PROFIT!

when

the lookout

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I
closest

employees

Hen could

in

South

BOWLING MACHINE

AMERICAN BILLIARD SUPPLY CO.

1650 TRAVELERS PLAZA, CHICAGO 24, ILL.

10¢ and up

1956-15

Mercury

New England

18.00

Pittsburgh

19.00

12.00

Chicago

12.00

BOSTON

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List Price $495.00.

FORDLEIGH

VENDEING COMPANY

Avs. 1974.

2010 N. KEARNEY, CHICAGO 24.

CLEARANCE!

CONEY ISLAND $ 30
PALM SPRINGS $ 99
TASH CLUB $ 65
Garfield $ 49
Gettysburg LUCKY $ 39
GETTYSBURG QUEEN $ 139
United CLASSIC $ 259
United LEADER $ 189
United COPET TARRIETTE $ 199
Chicago 44 STERLING $ 69
Evans BAT-A-SPIKE $ 69
SEVERNS 100-. $ 59

NEW CLEARING DROP LIGHTS FOR BUMPER POOL TABLES

Created especially for these pool tables. Only 30 cents each, no glass for players. Will increase the turnover of bucks per week by about 20-25% of their entire load of these table's drop period. He then had refreshment machines spotted around the premises and made everybody happy.

These clients are bringing a minor revolution in our economic life," concluded Graham.

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Texas County Pin Trade Under Probe

SAN ANTONIO — A grand jury investigation of alleged illegal pinball activities involving pay-offs to officials started here Monday (9). Earl Lindquist, former pinball operator, was one of the witnesses.

Assistant District Attorney J. L. Stone stated before the probe is complete, all of the estimated 61 pinball operators in the county will be called to testify.

Lindquist alleged several weeks ago that four members of the local police department and a former member of the district attorney's staff were involved in the pay-offs.

Lindquist had the tape recordings which he took after he allegedly was refused permission to enter the business. A tape recorder was on hand in the courtroom to play back the recordings to the grand jury.

On the second day, nine witnesses were scheduled to appear. Ordered to appear were Herman Schluck, operator of the Marine Room; L. D. Hopp, operator of the Brooklyn Grill; Myron Hubbard, former city policeman; Harlan Whitaker, Charles Taylor and Chris Eller, operators of all of the illegal Pinball Company; Stuart Armstrong, Herbert Hessey and Geor Wibon, independent pinball operators.

Many pinball Men the city have been disconnected by various store owners who are awaiting action by the grand jury.

Beech-Nut Names Craft

ROCHESTER, N. Y. — A. Buss Craft has been named plant manager of the Beech-Nut Packing Company plant here. He had been assistant plant manager for a year.

NEW MODEL

NICKEL DISPENSERS

READY NOW FOR IMMEDIATE DELIVERY

★ Single 5c tube holds 200 nickels with feather touch operation.

★ All die-cast parts in mechanism.

★ Chrome-plated mechanism.

★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-6 hole bases).

★ All "wearing" parts of old model eliminated.

★ Single 10c Tube with base attached available in quantity.

★ Guaranteed accurate.

★ Wall or Counter mount.

Exclusive Factory Representatives

For Wholesale Dispensers Manufactured by Mckean Manufacturing Co., Inc., Tacoma, Washington

DUNIS DISTRIBUTING CO.

100 Elliott Ave. W., Seattle 99, Wash., Ph. 0414 (Inquiries Accepted Now For Local Distributors)

THE EXHIBIT SUPPLY COMPANY

ESTABLISHED 1901

4218 West Lake St. Chicago 24, Illinois Phone: VA 6-3100

Further Details about the new exhibit's "New Skill Score" game, designed to be one of the most beautifully designed games ever offered to the coin machine industry, is available from The Exhibit Supply Company.
New Products

Hand truck, Cohan Equipment & Supply Company, 3177 Willow Street, Los Angeles. Built especially for handling juke boxes and amusement games, all-welded steel truck balances load by providing wheels which swing back to under the weight. Practically no weight at the handles. Slid runner frame on this truck is used to slide load in and out of vehicles and up and down stairs. Coin and racket type cincher ties juke box or game onto truck. Wheels are ball bearing and can be locked. Top frame is rubber covered to prevent load damage. According to the firm, one man with hand truck can handle any load up to 600 pounds.

Sidewalk Service

- Continued from page 95

by a chain device. The trays are 10 inches square.

The machine differs from the conventional vending machine in that it is serviced from the rear and designed primarily for location ownership. The unit itself is in a window in front of the store. Gray reported the unit has an electronic receipt which lights up when a customer inserts his coin.

Each column is individually controlled as to price, with prices set by plugs. The Hanscom installation does not have an automatic changer, but Gray said the changer will be standard equipment.

The local vendor, with a capacity of 48 boxes, will sell for $350, but Gray said, for another $150, he can install another column, double the capacity, and vend two selections. Dimensions of this unit are 6 feet high, 36 inches wide and 36 inches deep.

Sales Up 83% — Continued from page 86

Graduate School of Business Administration.

The business session was concluded with the election of 8 Rich- ard Howard, Howard Vending Service, Inc., Indianapolis, as 1956 chairman of Region VI, composed of Illinois, Indiana, Wisconsin, Minnesota, North and South Dakota.

Ending the one-day regional meeting was a cocktail reception presented by Dean Milk Company and Maxwell House Division of General Foods Corporation.

Room IV at its meeting last month elected David D. Dayton, Tennessee Service Company, Inc., Knoxville, Tenn., 1958 regional chairman. The region includes Ala- bama, Florida, Georgia, North and South Carolina, Mississippi and Tennessee.

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SEEBURG

WURLITZER

1000, Like New... $695.00
1000-A... 715.00
1000-A... 525.00
1000-A-2 (Two-way)... 365.00
1500 (4 RPM)... 135.00
$150.00... $465.00
MODEL C... 109.50
COMET... $495.00

WALL BOXES

Write for Your Free Copy of Our Illustrated Catalog Showing Complete List

Bally Kiddie-Rides

EARN BIGGEST PROFITS

MODEL COIN-OPERATED AUTO-RIDE

ONLY THE BILLBOARD — among all entertainment writing is a member of the

AMERICAN BUREAU OF CIRCULATIONS

BINGO BARGAINS

4 New Starters, original crates... $500.00
Triple Play... 235.00
Bally Gaytys... 175.00

SUN OUTDOOR MFG.

Palm Springs

HAWAII

EACH

DUDE RANCH

BEACH CLUB

Hawaii

$99.50

TAHITI

BEAUTY TROPICS

Bali

$69.50

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2218 University Ave.
ST PAUL 4, Minn.
Midway 6-7901

CANCEL-OUT LIST

FREE REDUCTION

NEW BALLY EXCLUSIVE DISTRIBUTOR

Bally

ROCK-OLA

OPERATOR FROM INTERNATIONAL SCOTT CROSS

because...

- We know the needs of your country.
- We carry one of the largest inventories on Pins, Music, Shuffle Alley, Bingo, Kiddie Rides, Target Guns, Arcade Equipment, etc.
- All our equipment is fully reconditioned; cabinets re-finished; ready for location.
- We have a most efficient Packing and Shipping Department to insure against damage while in transit.
- We can supply expert advice about Shipping Companies... and save you money.
- We are distributors for BALLY, MAC, etc., for the whole Western Europe with the exception of West Germany... KEENEY and GENCO.
- We have one of the largest Spare Parts Departments in the world and carry parts for all types of machines.
- We carry a most complete line of Premiums.
- The Billboard

DISTRIBUTING, INC.

450 Massachusetts Ave.
Indianapolis, Indiana
Machin 4-0448

OPERATORS... from all over the world

BUY FROM INTERNATIONAL SCOTT CROSS

WRITE NOW FOR FULL PARTICULARS, INCLUDING OUR SPECIAL CLOSET LITERATURE NOW AVAILABLE

INTERNATIONAL SCOTT CROSS CO.

1425 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Telephone 6-1112
TO OPEN WITH BANG

Guns, Baseballs Pace Memphis Arcade Plans

MEMPHIS — Coin-operated rifle and baseball games are slated as the top Arcade attractions at the Memphis Fairgrounds Amusement Park, set to open in a new season the first week in April. The Arcade will operate thru mid-October.

Operator-owner Fred Lokey is spotlighting these games as the most successful for the adult and adult groups. Two games were the most considered during the previous season.

He also added eight new pieces, mostly rifle and baseball units, for the coming season. This brings the total number of pieces at the big Arcade to 57.

During the present season, the Arcade has proved a favorite attraction at the park each year. By now hit gross profit has averaged 10 per cent each year over the previous year, and he expects another 10 per cent hike during the coming season.

Included in the Arcade, besides the baseball and rifle games, are fortune tellers, pinball, card vending machines, phonograph, kiddie rides, drivemobile and others.

Lokey estimates a third of the games are on penny pitch, the others pay 5 and 10 cents. He has no machines set at more than the 10-cent level.

Teens-agers account for about 65 per cent of the customers, Lokey figures, the other patrons consisting mainly of parents bringing in small children under their arm, school them the guns, too, said Lokey, adding that the sills grow more each year.

We have to put chairs out for the knifery to stand on to shoot. More rifle games is what I would like to see, making the game manufacturers. Also any game that does not need running water; I would want to play a new game that is different.

Second in grosses behind rifle games were baseball games in third place candy and rides, he reported.

By planning and clearing equipment and quarters Lokey plans to make the Arcade more attractive as a project for drawing more customers this season. He adds that you make the Arcade the more customers you will have, he said, "I also plan to put in a phonograph as a background music set-up.

Lokey believes the best improvements he can make for the future is to construct to provide amusement games and novelty pieces which will attract the family as a group.

Williams’ Crane Lists at $425

CHICAGO — The Crane, new Williams Mfg. Co. company kiddie game, will list at $425, Art Weisbld, sales manager, has advised. Earlier, price was quoted at $325.

The Crane, along with pool game models produced by the firm, will be exhibited at the National Vendors’ Association convention and the Mid-West Operators of America show early in May.

The Crane features button-operation of a miniature construction crane "at work" within a glass cabinet. (The Billboard, March 25).

Sam Yaras Dies; Pioneer Coinman

DALLAS — Funeral services for Sam Yaras, pioneer coin machine operator, who died in Dallas, were conducted March 19 in Chicago. Yaras died at Dallas at the age of 71.

He had been in poor health for several years. He is survived by his widow, Viola Yaras and his wife moved to Texas from Chicago during the 1970s.
New Hospital Plans Offered
NVA Members

CHICAGO—Announcement of new, revised hospitalization plans designed for members of the National Vendors' Association was announced by Milton T. Raynor, legal counsel. The plan rounds out a complete insurance program of the NVA which includes public and property liability, and a free $1,000 life policy issued to members only. The cost to members over 65 is $20.46. Coverage includes payment of $105 a day for hospital room and board for members up to 75 days for each hospitalization, and $10 per day for spouse and dependent children, and those members over 65 years of age. Premium rates of the hospitalization plan on a semi-annual basis are: $35.70 for members; $32.40 for spouse, and $23.70 for children. The cost to members over 65 is $20.46. Surgical benefits are $10 to $200. Hospital confinement is not required, and maternity expenses are from $25 to $100. Emergency accident expense is from $30 to $85. In announcing the plan, Raynor stated: "We have officially sponsored this plan, and because of the group aspect, it will be available at lower cost if 75 per cent of the membership enrolls. Applications can be secured by writing to Raynor at the NVA headquarters, 63 North LaSalle Street, Room 906, Chicago.

X-rays, anesthesiologist, laboratory tests, medicines, operating room, ambulance, etc., for members 18 to 64, and $250 for spouse, dependent children and members 18 to 64, and $500 for spouse, dependent children and members over 65. The first $25 is deductible.

POOL TABLES

N. J. R. Inc.

P.O. Box 285, Atlantic City, N. J.

Double your profits with Double-U Sales.
Boy, 3, Thrown Off Coin Ride

JERSEY CITY, N.J.—Donald Carrano, a three-year-old Jersey City boy was thrown off a coin-operated amusement ride, allegedly because of defects in the ride.

The boy was awarded $350 and his parents, Frank and Doreen Carrano, $100 in a friendly settlement of a suit filed in Hudson County District Court last month.

The Carranos alleged their son received a head injury in the fall. The ride was on location in a store at 175 Newark Avenue. Distributors for the New Jersey and New York Amusement Enterprises, Inc.

Standard Factors Earn $490,000

NEW YORK—The Standard Factor Corporation, finance house specializing in coin-operated games, Tuesday announced that the corporation, earned an estimated $490,000 in the first quarter of the fiscal year, and also had earned a large amount in the first quarter of the fiscal year, and also had earned a large amount in the first quarter of the fiscal year.

The company's earnings in the first quarter of the fiscal year were $490,000, according to the corporation's annual report. The company's earnings in the first quarter of the fiscal year were $490,000, according to the corporation's annual report.

President Theodore Silbert predicts even greater profits for the fiscal year, because his estimates were based on the low money market and the inability of banks to make new credit demands.

Ore. Firm Supplies Coin Pool Trade

PORTLAND, Ore.—Boxer Fixture Company, Inc., Northwest Broadway and Glisan streets, is currently supplying cloth, rubber, cues and pool balls for coin-operated pool games. At present, the company has earned more than $490,000 in the first quarter of the fiscal year.

The company is considering such production for a later date.
BINGOS-MUSIC-MISC. EQUIPMENT
Dude Ranch ... $75.00
Beach Club ... 95.00
Vario ... 195.00
Gaybor ... 175.00
Miami Beach ... 295.00
Big Time ... 295.00
Seeburg Shoot the Bear ... 95.00
Worlds Fair Mall ... 1100 95.00

C. M. SPECIALTY CO.
832 CAMP ST. NEW ORLEANS, LA.

Joe Ash says...
When you compare quality with price, Active is never under-
stood!

EXCLUSIVE DISTRIBUTORS FOR
WORLD-FAMOUS AND S. GOFFIUS & CO.
9-1-1, Pennsylvania and Delaware.

BINGO SPRING CLEARANCE
WE NEED THE MONEY AND THE SPACE
5-TURF KING ... $25.00
5-FUTURITY ... $25.00
1-A B C ... $25.00
1-FANCY FANTOM ... $30.00
5-SPOT LITE ... $30.00
5-ATLANTIC CITY ... $40.00
5-PALM BEACH ... $40.00
2-GOLD NUGGET ... $40.00
5-BEAUTY ... $50.00
5-FROLIC ... $60.00
5-ELECTRO 10 COLUMN CIG. VENDOR ... $125.00
5-RAIN-950 ... $90.00
1-MERCURY CIG. VENDOR ... $125.00

Write for prices on Gottlieb 5 Ball-Sports-Ball-Beach-Window John Bosco and Well Seen-Arcade Equipment-Player Shuffle Alleys-slightly used Stone & Candy Vendors with Change Makers.

TRI STATE MUSIC CO.
1909 Biv St., Portsmouth, Ohio

Va. Ops Ride Pool Wave—Fill 15% Richmond Stops
RICHMOND, VA.—Operators are riding the crest of popularity of the coin-operated pool games. No one seems to know how long the surge of public favor for pool tables will last, however, a few operators are buying very cautiously. About 15 per cent of potential Richmond locations currently have pool games.

It is general opinion the games are bringing in good profits, mainly because of low costs of new games and the little servicing required.

One of the top game distributors, Jack Ross, Ronnieke Vending Exchange, Inc., was asked what he thought of his hottest current game item.

Ross estimated that most operators he does business with have between 15 and 20 per cent of their total investments in pool tables, and believes the percentage will double before the boom is over. "Every operator I have talked to said that business is increasing," Ross said. "One operator, who has about 50 pieces, said his gross had doubled since last summer.

The little servicing required has been a break for operators who have games between three and six, because of space required, many locations may never try the games, but Ross estimated about 15 per cent of all locations now have one and that it should take several months before all available spots are filled.

One operator to whom the pool tables have meant a great deal is Joe Richter, of Richmond. Richter, after having operated for 10 years with O'Connor Vending Company here, started on his own just when pool first started coming out. With 35 tables now, pool makes up a full half of his operation.

Richter has a word that he feels may be of interest to the manufacturers. He has found the original models without the electric scoreboards are still most popular. They take up more room, but in some locations owners have taken out booths to accommodate his tables. Naturally, operators with heavy investments in pool tables will tell you that other games are becoming obsolete, but then there are the many ones who are not jumping in too big a way to be caught when the boom stops.
DISTRIBUTORS ATTENTION—GREAT NEWS!
We will trade NEW POOL TABLES . . .
27 Models, for USED Music, Bingos & Alleys!

SHUFFLE ALLEYS | KIDDIE RIDES | GUNS
---|---|---
UNITED TEAM | 2545 | UNITED BONUS... $350
UNITED TEAM | 2545 | EXHIBIT GALLERY: 200
UNITED TEAM | 2545 | EXHIBIT
BALLY CHAMPION | 2000 | SPORTLAND... 300
BALLY CHAMPION | 2000 | Bally Bulls-Eye 285
BALLY JET | 1500 | Bally Bulls-Eye 285
BALLY JET | 1500 | Bally Bulls-Eye 285
BALLY MADE | 2500 | Bally Bulls-Eye 285
OFFER 200 RECONDITIONED | 2500 | Bally Bulls-Eye 285
SHUFFLE ALLEYS FROM ONLY | 2500 | Bally Bulls-Eye 285
$50 and up

WANTED FOR EXPORT:

WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

GIVE TO DAMON RUNYON CANCER FUND

NAME WHEELER HEAD OF TEXAS KIDDE RIDES

FORT WORTH—The board of directors of Texas Kiddie Rides has appointed David Wheeler president of the firm.

Wheeler, one of the founders of the company, producer of co-owned kiddie rides, has been vice-president since its organization.

The firm has marketed a kiddie carrousel unit and recently began manufacture of a seesaw ride.

Commenting on growth of the company, Wheeler said: "The excellent business enjoyed by Texas Kiddie Rides this year has caused us to speed up our expansion plans. We intend to add several more items to our line in the near future."

Factory and offices of Texas Kiddie Rides are located at 3500 S. Jennings, Fort Worth.

Exhibit Appoints Lynch & Zander La., Miss. Dists.

NEW ORLEANS—Lynch & Zander Company has been appointed Exhibit Supply distributors for Orleans and Madison parishes.

Frank Menceri, exhibit vice-president and director of sales, said complete stocks of Exhibit coin-operated games, including the Skill Pool and Skill Score pool models, have already been shipped to the new distributors.

GOTTLIEB'S HARBOR LITES

TESTED AND PROVEN FOR HIGHER PROFITS...

4 Brand New Center Score Targets...

Edge hit for high score—center hit scores Bull's Eyes.

Bull's Eye on each target lights A-B-C-D sequence which lights hole for replays.

Mystery light doubles replays scored.

6 Alternating Light High Score Bumpers.

2 all new High Power Target Shooters.

Extra Heavy Duty All Steel Legs.

Plated Cigarette Holders on Side Rails.

1400-30 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

POOL CUES

HIGHEST QUALITY

Direct From Manufacturer.

Bull's Eye on each target lights A-B-C-D sequence which lights hole for replays.

Mystery light doubles replays scored.

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Edge hit for high score—center hit scores Bull's Eyes.

Bull's Eye on each target lights A-B-C-D sequence which lights hole for replays.

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Plated Cigarette Holders on Side Rails.

1400-30 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

BEST IN THE MIDDLE WEST

USED POOL TABLES

$135.00

Ready for Location

UNIVERSITY Coin Machine Exchange
855 N. High St. Columbus O., Ohio
Tel. Alexander 4-3523
GUNS

Biggest Stock in the Country

BEST PRICES

DAVID ROSEN

2305 N. OREGO STREET, PHILA., PA.
PHONE: STEVENSON 2-2026

TOPS IN EARNING POWER!

Tops in Quality...

Pool Tables by Williams

'55 Coin Exports

CONTINUED FROM PAGE 98

GAMES AT A VALUE OF $2,800,000

12,518 vendors, for $1,270,054.

Take-home shipments hit a new
high in 1953, surpassing the 1954
high mark of $1,655,706, with the
new $11,111,000 plus figure.

Games, as the other hand, dropped
off from a level of over $3,000,000
in 1953. Vending machines posted
a slightly better total than the
1954 figure, $1,060,000.

Coin machine exports have
shown a steady, record-breaking
climb since 1950, when dollar vol-
ume passed well above the $3,000,-
000 mark. The climb continued at
a rate of at least $2,000,000 more
year to year, until 1957, when the
total rose, but by a much smaller
margin.

Following totals from year to
year:

<table>
<thead>
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<th>Year</th>
<th>Coin Exports</th>
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<tr>
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<td>$2,941,049</td>
</tr>
<tr>
<td>1955</td>
<td>$3,516,059</td>
</tr>
</tbody>
</table>

PURVEYORS' SPECIALS

ALL POOL MACHINES

READY FOR IMMEDIATE DELIVERY

POOL MACHINE BULLETS

Large luxe type, complete to $40.00
Tops with 2 hole Center Hole, $2.00 additional.

Tops with lights in bumpers, $.09 additional.

MISSISSIPPI

G-5. American Bank... $150
G-5. Bank Jailer... $150
G-5. Coin Pusher... $75

ALL MODELS

CONVERTIBLE

to 2 Hole or 3 Hole Play

with CENTER HOLE PLUG!

Extra! ALL WILLIAMS POOL TABLES AVAILABLE

WITH OR WITHOUT

LITE-UP BUMPERS

ALL MODELS

DELUXE

SIZE: 52" L x 36" W x 32" H

3 or 4 sided play!

CREATORS OF DEPENDABLE PLAY APPEAL

4242 W. FILLMORE ST. CHICAGO 24, ILL.

Now in Production:

Williams Deluxe 4-BAGGER Replay or Novelty—
Williams MLIK BILLIARDS—STAR POOL—Williams CRANE

Copyrighted material
New Bike Ride Firm Expands Tenn. Plant

NASHVILLE—Jim Fant, co-head with Walter Lee in the Gym Cycle Amusement Company here, said factory space has been expanded to make room for higher production of the firm's new coin-operated bicycle rides.

Fant said capacity production, if required, could now reach 1,000 units a week. Plant space has recently been leased by the firm.

Gym Cycle can now produce its own machine parts for the ride. Other equipment, it purchased from Williams Manufacturing Company, Dayton, O., and Monarch Silver King Company, Chicago.

Fant said future plans of the firm include production of a new coin-operated "question and answer" machine.

The bike ride is shipped to operators and distributors in three sizes, 18, 20 and 36 inches high. The ride is going to location mainly in supermarkets and drive-ins, according to Fant.

**Flicker Pool**

HIGH SCORE WINS!

Scores Vary as Lights Flicker from 100 to 600!

SIZE: 64" L x 36" W x 32" H

Write - Wire - Phone - See your Keeney DISTRIBUTOR!
Chicago Coin offers you the most complete line of quality pool games in the industry!

**Clover Pool**
3-in-1 game which can be converted to 2 or 3-hole automatic play at the flip of a switch. Automatic scoring with popular 4-sided play. New advance type scoring on all holes. Available with "Levelmatic" playboard adjusters.

**Champion Pool**
Available in 2 or 3 Hole Models With The Exciting Center Hole Feature! New Type Ball Drop Mechanism ... Simple ... Positive ... Pool-Proof! New Plastic Light-Up Bumper Posts! New Super Sensitive Rebound Rails! 2 Color Grid Screened Playfield For 3 Sided Play! 2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!

**Jumbo Pool**
2 or 3 Hole Models With or Without Lighted Bumpers! 18 inches longer than regular size (70 inches by 36 inches) 3 or 4 Sided Play

**Champion Pool Special No. 35**
End holes are located 4 inches closer to center! Choice of 2 or 3 Hole models! 3 or 4 Sided play! Super sensitive rebound rails!

1725 West Diversey Blvd., Chicago 14, Ill.
All the money-making play-appeal of BROADWAY

plus new **BEFORE** feature

press buttons **BEFORE** shooting 4" ball

plus Double, Triple and **Quadruple** scores

press buttons **AFTER** shooting 5" ball

Now players can "second-guess"
by shifting Magic Squares after shooting
all 5 balls. Result is that Bally
NIGHT-CLUB is actually getting
bigger play than BROADWAY.
For better-than-BROADWAY earnings
get NIGHT-CLUB on location now.

Get your 5-ball spots on
a money-making basis!
Get new Bally
CROSSWORDS!
United's CARAVAN features MORE WAYS TO SCORE

ROTO FEATURE
8-IN-1 CARD COMBINATION
PLAYER CAN MOVE NUMBERS CLOCKWISE WITH EXTRA COINS

DOUBLE-SCORING DIAGONAL FEATURE
FIRST COIN LITES LARGE CARD SECOND COIN LITES DIAGONALS WITH DIAGONAL PANEL LIT PLAYER CAN OBTAIN REGULAR CARD SCORES PLUS DIAGONAL SCORES

12 ADDITIONAL WAYS TO SCORE 3-IN-LINE SCORES

4 ADDITIONAL WAYS TO SCORE 4-IN-LINE SCORES

3-IN-LINE SCORES 4-IN-LINE
4-IN-LINE SCORES 5-IN-LINE
8 BALLS NEXT GAME
ADVANCING SCORES
NUMBER SELECTION
SPELL NAME
PENNANT FEATURE
4 CORNERS SCORE 5-IN-LINE
EXTRA BALLS

NOW AT YOUR DISTRIBUTOR
6-Player Shuffle-Alley Bowling Games
JUMBO CLUB POOL
HI-SCORE POOL

See Your Distributor

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

MARCH 31, 1956 THE BILLBOARD COIN MACHINES 111
A properly programmed music system must include standard music—show tunes, all-time favorites, light classics. This is the music the public wants to hear.

The music the public wants to hear—no music system is properly programmed without it.

No music system is properly programmed without it.

Fact 1: All standard music on 45 RPM is gradually becoming available.

Fact 2: The playing time of an E.P. Record is between 5 and 6 minutes—double the time of a 45 RPM Single Tune Record.

Fact 3: Single Records at one price and 45 RPM E.P. Records at a proportionately higher price.

Seeburg V-200—The World's First Dual Music System.....the music system that programs 45 RPM records at one price and 45 RPM E.P. Records at a proportionately higher price. Only one music system makes this possible...it's the Seeburg V-200—the World's First Dual Music System...the music system that programs 45 RPM records at one price and 45 RPM E.P. Records at a proportionately higher price.

To profitably—and well as properly—program a music system, the operator must be compensated for this additional playing time. Only one music system makes this possible...it's the Seeburg V-200—the World's First Dual Music System...the music system that programs 45 RPM records at one price and 45 RPM E.P. Records at a proportionately higher price.

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