Industry to Step Up Fun at the Factory

Recreation-Amusement Ideas to Improve Employee Relations; Showmen Called On

By JIM McINTYRE

NEW YORK — Representatives of more than 500 industrial firms met here last week to study ways and means of improving, thus recreation-amusement projects, employer-employee relations for all levels of workers in more than 700 plants throughout the nation.

Millions of dollars are spent annually on these projects with the job a little more enjoyable, and increasing percentage going for professional amusement entertainment products. The growth of these past week, the National Association Amusement Association and its need for promoting recreation as a sound economic policy, attracted nearly a dozen firms with products or services in the line to the tourist city.

The potential is pointed up by the expenditure of more than $200 million in the past year by 500 firms, 12,000 employees, in diverse production.

Carroll of Bats

By way of illustrating the buying power of the group, it was reported that one Midwestern firm, with 12,000 employees, for diversification. This averages out at more than $14 per head but still represents only a part of the money spent on the first's recreational program.

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drugstuffs

Dugivas' Day At Coney Park

NEW YORK — When most amusement parks are shut down after Labor Day, Coney Island Park on Coney Island enjoys banner business each Sunday.

That's the day the Charles Pfizer Co. sponsors a free spot for its employees, as it has been doing for nine years.

Supernumeraries includes an empty, fully-equipped amusement park, complete with admission. No tickets are sold. A caterer the company deals with has free use of employees, families and friends.

The Pfizer people provide the money and 8,000 or 9,000 happy people. It's a good deal for all.

Prestige Advertisers Left Out

By W.B. Eye Spot Booking

A number of prestige advertisers are understood to be considering TV sponsorship on a spot basis. Some of the big names on the three networks. Westcoast last week bought considerable airtime on 100 stations in Vitapix, and Castile is said to be interested in the same kind of deal.

Feature Film, Hall-Hir. Distributors Fighting for Spot TV $66

The feature film distributors and the half-hour TV film syndicates are squaring off for a fight for the national spot money now about to get into TV. Each side has plenty of firepower to prove that its type of programming is the better buy.


Steve Allen to Relax at

8 ON SUNDAYS

NEW YORK — Steve Allen will program his usual relaxed type of entertainment when he begins his Sunday night series, 8-9, June 24. Allen will present a character comedy, with the accent on names during the first two months. As the show begins to established, he will then inject more of the uniquely Allen programming ideas which have been so successful on "Tonight.

Allen will offer Sunday night viewers something fresh by integrating returns in his show. The first dozen episodes scheduled and will show entire Army battle action in action from Fort Benning, Ga. The comedian already has two players under contract for the TV game show and will add several more. Not only are they writing three new sketches they will write sketches and other material for his upcoming summer tour.

Allen does not feel that he will cut out the guest spots, as Ed Sullivan, his CBS-TV position. He maintains that he will make sure his guest spots are varied. "We've got the exciting idea of having guests use popular talent, but make it unusual so that it goes on the air at 8 a.m. Sunday morning and runs till 11 a.m.

The concept of the program was developed by KTTV staff members on the "Tonight" program; the network. Allen's initial show will feature Loretta Young, Look magazine editor, Vincent Price and Dan Clark. The second show will have as guests Andy Griffiths, his wife, and actresses Gena Coca and Elvis Presley.

The opening "anniversary" proved such a success that Y Dale Allen decided to continue with it on a regular basis. Within three months he be

NEWS OF THE WEEK

Off-Beat Use of TV Program Time Still Spells Big Success

Early Sunday Amateur Show Puts Los Angeles Car Dealer on Map

By BOB SPEILMAN

HOLLYWOOD — Even an off-beat use of TV can result in a fabulous payoff. It needed during the past evening in Los Angeles. When the maximum number of viewers were tuned to his sets it could be by the use of TV that was done. It was a show that could conceivably think of buying.

The case in point is a Los Angeles automobile dealer who has built his own program called "Rocket to Starnum" on Station KTV. As it is not good and different from other shows using amateur talent, makes what it is was that it went on the air. It was supposed to be a time slot and when due to top 500 calls are received, 75 per cent of these coming between 1 and 3:30 p.m. Out of those between 3 and 5:00 p.m. become sales. In addition the show is now devoted to build up future prospect lists.

Commercial Frequency

Because of the first three hours there are two commercials per hour, but to the favorable of the audience frequency declines. The entire program averages only one call a minute.

The talent on the show, to underline it, is not exact good, but apparently this makes little difference, and a considerable amount of good will results from merely.

'Sosolanda' Set For July TV

NEW YORK — The Edwin Lerndt production of "Rosalinda" will be seen in the NBC's "Sunday Showcase," NBC-TV, 8-9:30, staring Carl Bielefeld, the musical comedy of "Rosalinda." It is now in Southern California and is now in San Francisco after a tough going Los Angeles. It will originate from the NBC West Coast studios.

"True Confession," also a favorite in NBC, will be preeminent in August, but its October 17 premier will be "CBS," with book and lyrics by B. G. Davis, Irving Taylor and Hal Halsey. A story of the Lennard and Louise (Satchell) Armstrong will be fumished.
### National Sponsors Left Out

By Web, Eye Spot Booking

NEW YORK—National prestige sponsors may conceivably place more emphasis on the national spot booking of programs this season as the answer to their inability to get satisfactory prime time periods on the networks. Backed by two of its agents, Ted Bates and Bryan Hutson, Colgate is considering the purchase of half of “Blondie” from Hal Roach to be placed on the Vitapix group of stations.

Roach last week sold the other half of “Blondie” to Wesson Oil on a block of 85 Vitapix stations. WABC, here, and WGN-TV, Chicago, two non-Vitapix stations, are also to be used. The 20-week block of the show is estimated at $1,500,000. Wesson is expected to book time on 100 stations. Among the stations signed for the program are WECV, Boston, WJTV-Detroit; KDRA, Pittsburgh, and WSBE-TV, New Orleans.

Colgate Position

Colgate has been unable to find a slot on any NBC-TV or CBS-TV so far this season. Ted Bates, it is reported, has unpublicly recommended the national spot route. Bates has considerable experience with national spot and has done well for others of his clients with it. Other agencies, too, such as McCann-Erickson and Young & Rubicam are looking favorably at national spot, having also been successful with it. Yet it has been a decidedHill success.

Many Others

There are many other national advertisers playing around with national spot. Among them are Z航线, which is interested in a preserv.

### CBS Reports Increase of ‘Outside’ Programs

NEW YORK—The charge that CBS-TV forces advertisers to buy spot time instead of providing them in order to obtain time on the network was denied last week by CBS-TV. It pointed out that the number of programming hours filled by outside produced programs has increased over the past three years. Its total number of spots produced by the network is now greater than it was three years ago.

To a 224-page report on “Network Practices,” prepared for the Senate Committee on Interstate and Foreign Commerce, CBS showed out of 79% sponsored hours of programming aired during the week ended in April 7, 1956, 30 hours or 9.6% per cent were produced by outside sources, 19% hours or 27.2% were produced by outside producers in association with CBS and 52% hours or 76.8% were produced by CBS-TV. In April, 1954, out of a total of 58% hours of sponsored programming aired during a week, 27% hours or 46% were produced by outside producers. 5% hours or 9.1% were produced by national advertisers in association with CBS-TV and 75% hours or 12.9% were produced by national advertisers.

The chart shows that while 46.9% per cent of the network’s sponsored program’s network in 1954 was while 19.9% per cent of the network’s sponsored program’s network was in 1953. The total amount of sponsored program production produced by CBS alone in conjunction with other producers, however, decreased from 33.4 per cent in 1954 to 40.9 per cent in 1956.

The CBS report goes on to say that during 1955 advertisers paid $1,000,000 for programs produced wholly by outside producers in association with CBS-TV.

### ‘High Finance’ Set for CBS

NEW YORK—CBS-TV’s Saturday 10:30-11 p.m. spot has been definitely set in an “High Finance” hour slot. Originally was willing to commit itself only to half ownership of the new, big money, quiz show, to be named “High Finance,” it has now definitely tied down the time period. It’s still seeking another sponsor. News, however, is that a co-sponsor can be found. Memes will kick off the show every week.

### The Billboard’s Guide to the 1956–57 Network Evening Schedules

<table>
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<th>MONDAY</th>
<th>TUESDAY</th>
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*Note: The schedule includes various programs and networks, with specific times and network logos for each slot.*
ABC May Anchor 'Freshest' on Thurs.

NEW YORK — ABC-TV's Thursday night lineup for next season, which is still wide open, may offer the anchoring point for RKO's "Freshest" package of features. The network and RKO Tele-Visions have agreed to give the pictures on that night. One of the obstacles holding back any firm deal for the fact that only General Tice has not been tied down yet to a package.

Another spot mentioned for the RKO Thursday night lineups on CBS, but that period won't be available until after the football telecasts end in January. Furthermore, CBS has not yet given a firm deal to the feature.

At present, "Wire Service" pro-

vided for in 9:10 p.m. is the only Thursday night period from 6 p.m. onward set on ABC. It's sold after-
avage basis. Get the show to R. J. Reynolds. If ABC and RKO Tele-Visions can come to terms, the web may move "Wire Service" out of the 9:45-10:30 p.m. period and put the RKO feature on that time. In that case, "Wire Service" would have to be cut down to the half-hour size to fit the 9:30-10 p.m. period Thursday nights. It might also be moved to Fridays, 10-10:30 p.m.

Anahist Co-Op Ads Defended

WASHINGTON — The Anahist Company has denied charges by the Federal Trade Commission that it discriminated among its customers by paying the United cigarc-

Whale Stores Corporation for participating in TV shows sponsored by the chain.

While admitting the bylaws of spot advertising as a means of sponsoring by United-Wisconsin, Anahist officials said their failure to make promotional allowances available to competing customers was simply an "inconclusively equal terms" required by the Pan Am Act. These commercial, it says, are the same as all the other TV advertising it does and benefit all retail dis-

tribution of products.

The company asked the FTC to discontinue the complaint.

Flood to DFS to Set Up Publicity Operations

NEW YORK — Bob Flood has joined David Fitzgerald Sample to set up a publicity relations operation called "Billboard Publicity," the title of p.r. supervisor, Flood was formerly with Rogers & Cowan and is his own private firm.

ATTENTION: COLOR AGE DRAWS NIGHT

Drop in Set Prices, Competing, Leg
In Black-White Precipitate '57 Action

NEW YORK — The nation's ad-

vertisers are in for some interesting treats this TV age. This was the consensus of network program execs who see the introduction of the RCA Victor ma-nufactured $495 color receiver last week as the catalyst agent to spark the demand for sets. They see the possibility that as many 1,000,000 color sets will be in the pub-

lic's homes by the end of 1957. Advertisers already have a $495.55 set on the market. Other set manu-

facturers currently are in color pro-

duction or on the verge of bill-

in. It is sure that in the future, television will be a major factor in the sale of color sets. For instance, of course, will be of-

ferring a major color show each evening next fall, in addition to color spectaculars. And CBS, too, will accelerate its degree of color promotion. This year the network will roll out 12 weekly, and the year 1957 is the year for color TV to start becoming a mass medium.

TRADE ON LOOKOUT

Programming Clues
In Summer Skeds

HOLLYWOOD — This year's network summer skeds will be the most highly watched in the history of TV. Reason is that more types of programming than ever before are being aired. Rival networks, both TV and radio, and agencies and admen are both trying to get the color slots.

Four new programs debuting are expected to continue thru fall.

CRACKDOWN

NABT Rules Against Free Pic Plugs

HOLLYWOOD — Producers

agrees, and networks were all

cost saved by the NABT crackdown on free picture plugs (see story elsewhere in this month's issue). Since the ruling by the TV code review board will not go into effect until present contracts expire, i.e., there is no drastic changes are expected during the coming season. An affected one was "Warner Bros. Present," "20th Century-Fox Howl-Jubilee," and "Lux Video Theatre," all of which had plugged shows.

The first two are already cut-

down to $100 per show for next

(Continued on page 4)

Chromatic TV Laboratories, the Paramount color TV Laboratory, may be able to drive the price down still another $100 before the "snow flies" this year, in the opinion of Hal B. Wallis, Paramount vice-president. Ballhouns declared that the manufacture of the Chromatic TV seventeen-screen g 

- single-gun tube would be no problem, as it could be done in a rush. A pilot unit of the Chromatic receiver was demonstrated last week to Paramount stockholders.

Legs Sales

Another factor which is bound to accelerate the emphasis on the sale of color receivers is the burgeoning market for black and white sets at this time. Raytheon has already sold half the total manufact-

uring facilities to Admiral, and CBS-Crocker is said to be on the verge of pulling out. Color pro-

moters manufacturers with a wonder-

ful device to sell an inside pour of high new sets record. RCA Victor this year has been accounting for the bulk of its dollar value on the sale of color sets. It is predicted, of course, will be of-

ferring a major color show each evening next fall, in addition to color spectaculars. And CBS, too, will accelerate its degree of color promotion. This year the network will roll out 12 weekly, and the year 1957 is the year for color TV to start becoming a mass medium.

THURSDAY FRIDAY SATURDAY

ABC

DEFINITE

Lone Ranger

Western

3/4 available

Password

Sgt. Preston

1/2 available

Gavan O'Herlihy

NBC

DEFINITE

Dinah Shore

Dinah's Show

Columbia

DEFINITE

Re-Tin To

Floy Wild

CBS

DEFINITE

Fifi

ABC

DEFINITE

Edie Fitcher

Variety Inn

DEFINITE

Pinky

DEFINITE

Mary Alice

DEFINITE

Time for Two

RCA

DEFINITE

By Test

DEFINITE

Superintendent

DEFINITE

Singer

DEFINITE

Video Theater

DEFINITE

Quaker

DEFINITE

Milton Berle

DEFINITE

Burlington

UNCERTAIN

Josephine
d Chambers

DEFINITE

Low Video

DEFINITE

Amer. Dancer

Fights

DEFINITE

BREW

DEFINITE

Miss America

DEFINITE

Sears

DEFINITE

Bill Parcell

1/2 available

DEFINITE

Dinah Shore

DEFINITE

Miss America

DEFINITE

Bill Parcell

1/2 available
ADVISORY BOARD SURVEY

Agencies Back Jones, Vote TV a 2d Seller

The majority of ad agencies and network sponsors responding to the latest TV Editorial Advisory Board believe that in the advertising of expensive durable goods the TV should be used as a supplementary rather than the primary medium. Thus, they agree with the statements of Executive Director of J. W. Jones, president of McManus, John & Adams, in his speech of two months ago that announced a flurry of retirements from TV executives.

In the over-all board voting, however, TV was heavily supported as the top met for expensive products. The final vote was swung this way by the station, who, despite a man recommended their medium as the primary one and the film producers. In the final tally 60 per cent of the voters placed TV as the primary medium.

Of the 38 ad agencies that responded to this question, 33 per cent agreed that the TV of durable goods should generally be supplementary rather than primary.

The comments of some of the agencies that voted "supplementary" seem to indicate they interpreted "primary" as meaning "sole" rather than "exclusive." Some said, "TV should be part of an overall plan that includes other media as well." A Midwestern agency man said, "To reach the greatest possible number of potential buyers, it is necessary to use all advertising media. Each supplements the other."

The Advertiser's Confidence

The agencies that designated TV as "supplementary" were by no means damned the sight-saving--they thought it can be used, particularly when they were further asked what their experience had been in advertising durable goods via TV as a medium a big vote of confidence.

In fact, nine of the 21 agencies who chose as "supplementary" said that they'd used TV successfully for durable goods. Another four who voted that they had it also had no experience along these lines.

What are the reasons the agencies gave for putting TV in a supplementary position on expensive goods? One West Coast agency stated: "Until this year many of our campaigns were done to sell through newspapers, and we have sold TV to sell through magazines."

WHAT THEY SELL

Many of the advertisers are aiming to sell expensive goods that require thought consumption among members of a family. Two agencies and three stations on the Advisory Board pointed out that it is best to reach the whole family at once in selling these types of products and that the most obvious places to reach the whole family at once in front of the TV are the show-rooms, the stores, and the salesmen.

Sponsored by TV

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Nielsen Ratings on Season's Specs Call for Deep Thought

NBC Crop Poorer Than Last Year; CBS' One Series Tops Rival's Tally

By JACK SINGER

NEW YORK—The mixed emotions that greeted the emergence of spectaculars as an established form of TV programming again were a thing of the past. As an analysis of Nielsen ratings of this season's spectaculars, as compared to the rating pulled in by the previous year's specials, has raised questions about whether some of these events that are believed to be of such high and sober thought, especially from NBC's executives and advertisers.

The fact is that this season's crop of NBC specials have done poorly, all along the line, than they did the year before. That this is not due, however, to the public's safety with specials or to their dissolving novelty is indicated by the relatively strong showing made by CBS's "Furd Star Jubilee." Its ratings were generally higher than those pulled in by NBC specials last year.

What it may well indicate is that CBS's policy, publicly announced last summer by CBS's Head of Advertising, was to limit itself to one spectacular each season and that the one series that has pulled off of NBC's policy, in contrast to that of CBS, has been in program three series of spectaculars. This policy will see NBC adding still another series of spectaculars, to be aired Friday nights, to its roster next season.

In The Top 10 as shown by the adjacent charts, five of CBS specials this season landed in the top 10 spots, according to Nielsen. Average ratings. Nielsen ratings of the final spot in each series are not yet available. The significance of CBS's achievements is in placing five of its shows on this top 10 list is reflected in the fact that only nine NBC specials were entered in the race as compared to 37 NBC spectaculars. Additional details of the success of NBC's spectaculars as compared to CBS's spectaculars as compiled (Continued on page 14)

NO FALL-OUT
WITH THE COMEDY-GENERATED H-BOMB THAT'S ROCKING THE TV INDUSTRY

All on "TH" NBC Enjoy 4.8 Million Sales Week

NEW YORK—NBC's "Today," "House" and "Tonight," topped up a $4,809,000 sales week, the most successful in their history. A total of 945,000 viewers were seen. The two highest fish caught were Admiral, which brought 820 participating, and Life magazine, purchased by 505.


Lehn-Fink for NBC Daytime

NEW YORK—NBC-TV has decided to buy several quarters of NBC's daytime program. The network expects to use "Today" and "House" to buy several quarters of NBC's daytime program. The network expects to use "Today" and "House" to buy several quarters of NBC's "ModernROME," which will be slated 4:45-5:30.

Deals Sought By Saltzman

NEW YORK—Harry Saltzman, producer of "Captain Gallant of the Foreign Legion," is trying to work out further production and co-production deals for TV films. His films have long-term leases on a four-stage studio in Paris, where its "Signal" films has its own complete units of the new cycle of "Gal-

Pabst to Air "Polka Time"

NEW YORK—Pabst Beer will broadcast "Pabst Polka Time" on ABC TV thru the summer months Thurs days 6:30 p.m. over a 20-station loop.

The show, which the network plans to air as a summer out- side of the "Pabst Polka Time," will originate from WBKB- TV, Chicago, where it's been on the air as a local program since 1955.

NEW YORK—Thomas W. Sarnoff, director of production and chairman of NBC for Pacific Division has been added to his duties as a director of the Kaprnan Corporation, and is expected to shift its headquarters to the West Coast, where Sarnoff was active in his directed direction.
RUNYON MADE THE WHOLE WORLD LAUGH!

BROADWAY'S biggest hit!
GUYS and DOLLS

HOLLYWOOD'S box office smash!
LITTLE MISS MARKER

Best Selling Short Stories
ALL AROUND THE WORLD

Nationally Syndicated Column
COAST-to-COAST
...and on TV there's FUN FOR ALL with DAMON RUNYON THEATRE

... just completed a laugh filled season for ANHEUSER-BUSCH on C.B.S. Television network.

NOW...

...via SCREEN GEMS SYNDICATION these 39 HILARIOUS HALF HOUR FILM PROGRAMS based on DAMON RUNYON'S best selling stories featuring PAUL DOUGLAS, BROD CRAWFORD, VIVIAN BLAINE, THOMAS MITCHELL, DOROTHY LAMOUR, JACK CARSON and many other stars...

...ARE READY TO PRODUCE HIGHER SALES
FOR LOCAL–REGIONAL–NATIONAL SPOT ADVERTISERS!

presented by

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
233 WEST 49 ST., NEW YORK 19, N.Y.

in association with NORMANDIE PRODUCTIONS
TV FILM
SHOW OF MUSCLE

SYNDICATOR, FEATURE DISTRIEB SQUARE OFF ON RATINGS DATA

NEW YORK—Two important film firms—one a syndicator, and the other a feature film distributor—last week squared off in a battle of ratings, each tending to show that its product was a better buy for prospective sponsors.

MCA-TV came up with a study in an endeavor to show that when a half-hour film faces a feature film in the same time period, the syndicated show usually gets the higher rating.

Of the 19 situations presented by MCA, the syndicated showed not one of the same film in the eight-week period. However, the top new features have mostly been playing in time periods that syndicators sponsors have been avoiding.

MCA would rather argue the case on the basis of top shows. It offered a comparison of a top ten rerun, film, feature film “in theater” in each market with a collection of top rated first-run syndicated shows, (its comparison with "Highway Patrol" is run elsewhere on this page).

Associated Producers, which is now out selling spot sponsorship of the Warner Bros. pictures, came up with cost figures as well as ratings to show that feature films are the better buy.

APPLE ORANGES

It is misleading to compare syndicated shows and feature films in the same time period, says A&P's research expert. Each type has its characteristics车主, he said. The features that are run when syndicated films is shown up against are usually weaker, term pictures. Nobody is recommending those shows. Conversely, the top new features have mostly been playing in time periods that syndicators sponsors have been avoiding.

A&P would rather argue the case on the basis of top shows. It offered a comparison of a top ten rerun, film, feature film “in theater” in each market with a collection of top rated first-run syndicated shows, (its comparison with "Highway Patrol" is run elsewhere on this page).

The AAP spokesman pointed out that first-run syndicated shows usually are run in Class A time, with the cost of the program at least 60 per cent of the station's one-time cash rate and well over 100 per cent of the biggest markets. The top features, on the other hand, can usually play Class B or C time, with the program cost usually pegged at the same percentage of their cost. Since they are getting competitive ratings in as many as 7.8, the cost per rating point tends to be much lower for feature films, AAP asserted.

The AAP spokesman pointed out that the movie time slots quoted in its presentation are usually for 90 minutes and so should be divided by three to get the comparative cost per half hour. It concluded that still better pictures are going on in the fall, which should produce still better ratings and a proportionately lower cost per viewer.

IN 26 MONTHS

"Waterfront" Grosses Hit $2.7 Million

HOLLYWOOD—A top syndicated program can gross almost as much for a producer as a national network to underwrite its figures to the amount of money "Waterfront" has brought in during its 26 months on the air.

The Roland Reed-Ben Fox-produced and syndicated by MCA-TV, has, of the present, grossed just under a shade of $2.7 million, with contracts still being written at the rate of approximately $100,000 a month and running into its second run only a few months ago.

With the syndication for running between 20 and 40 per cent, the producer has received between $1.0 and $1.9 million. Comparing this with figures for network shows that "Waterfront" has grossed, the average program grossed in the vicinity of $2.2 million during the same time, the producer getting $2 million (after agent's commissions).

One factor to be remembered, however, is that the film has been running nearly two years the spread between produc- tion cost and the amount that can be made thus been increasing, while the price paid by national networks has fallen or less kept pace with costs.

ZIV HAS THE HOT SHOWS!

SCIENCE FICTION THEATRE

SHOW #2

JACKSONVILLE

beating George the Movie, The High- way Patrol, Dragnet, Studio One and others.

TV TELEVISION PROGRAMS, INC. (Chicago, Illinois, Hollywood, New York)

MOVIES, SERIES COSTS, RATINGS COMPARISONS

The following chart compares the ratings of 16 half-hour and full-hour shows with the ratings of feature films appearing opposite them in the same time slot.

The syndicated show is listed first in each of the columns below, with the top-rated such programs in the market covered. The list does not include ratings of features, generally playing first and second runs, unless otherwise noted. The appearing feature film is not understood to be a first-run feature only.

The ratings are the American Research Bureau's for April, as picked up by the sweeps. The study embraces 13 different MCA shows. In half of the cases they are syndicated on an exclusive basis. In the other half, they are carried on a non-exclusive basis.

The ratings of the syndicated shows are for April, 1956. They are the top quarter-hour ratings in each market.

According to A&P, a comparison of the time slot per rating point is generally a valid indication of the comparative cost per rating point. AAP says the program cost is usually the same percentage of time cost, whether it's a feature or syndicated half-hour. If any cost per rating points are the same, the running cost of a syndicated show is often a higher percentage of that cost that a first-run feature film.

Regional Sale For 'The Web'

HOLLYWOOD—Screen Gems has abandoned its mystery drama series, for regional sale. The company is instead holding off in hopes of obtaining a national buyer, but decided to switch to the regional market while this still remains more or less de-void of first-run shows.

Copyrighted material
**ARB Audience Composition Studies**

### Network Adventure Shows

**MAY RANKINGS AMONG MEN**

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<th>Men</th>
<th>Rank</th>
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<td>Colgate Wildroot</td>
<td>125</td>
<td>5.</td>
<td>Colgate (CBS)</td>
<td>120</td>
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</table>

**MAY RANKINGS AMONG WOMEN**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Women</th>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Women</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Colgate (CBS)</td>
<td>145</td>
<td>2.</td>
<td>Kellogg, Lassie</td>
<td>140</td>
</tr>
<tr>
<td>2.</td>
<td>Colgate Wildroot</td>
<td>140</td>
<td>3.</td>
<td>Colgate Wildroot</td>
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<td>Kellogg, Lassie</td>
<td>130</td>
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<td>130</td>
<td>5.</td>
<td>Colgate (CBS)</td>
<td>125</td>
</tr>
</tbody>
</table>

**Web Winners**

**THE $61,000 CHALLENGE—CBS-TV**

The contest on which the price has again hit the jackpot. Host in this weekly show is Mary Goulding of CBS. The show is broadcast on Saturday at 12:30 p.m. for six weeks, and the weekly ratings are published on Sunday.

**Films to Watch**

**PATTI PAGE—Screen Gems**

Sponsored nationwide by Ohlson, this series is now available to stations and local sponsors for reruns. In most markets, the show is broadcast on Saturday nights.

### The Billboard Scoreboard

**SYNDICATED TV PROGRAMS**

**Pulse Top 25 Non-Net Shows**

April Ratings of Leading Film Shows

<table>
<thead>
<tr>
<th>Rank</th>
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<tbody>
<tr>
<td>1.</td>
<td>Highways &amp; Byways</td>
<td>2.</td>
<td>Life of Riley</td>
</tr>
<tr>
<td>3.</td>
<td>Soldiers of Fortune</td>
<td>4.</td>
<td>Life of Riley</td>
</tr>
<tr>
<td>5.</td>
<td>Captain Gallant</td>
<td>6.</td>
<td>Soldiers of Fortune</td>
</tr>
<tr>
<td>7.</td>
<td>Sheriff of Beverly</td>
<td>8.</td>
<td>Captain Gallant</td>
</tr>
<tr>
<td>9.</td>
<td>Marshal of Laramie</td>
<td>10.</td>
<td>Sheriff of Beverly</td>
</tr>
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**Notes:** All material published in this issue of The Billboard is protected by copyright. Any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.
Top show pluggers

A Weekly Digest of an Outstanding Audience Promotion Campaign

Entered in The Billboard's 18th Annual Promotion Competition

KMC-TV-Kansas City, Mo.; 'I Spy'

With a goodly group to choose from, the judges in The Billboard's 1936 Annual Promotion Competition selected this one as third place for its job on 'I Spy.' Station and sponsor conducted work hand in hand on this one.

To begin with, a unique idea in day-ago bunker stickers was launched. Distributed then the sponsor's 164 retail outlets, the sticker was put on the rear bunkers close to the license plate. A statement on the bumper sticker referred to the station. If the person whose plate number showed up on the screen called in, he was entered in a raffle to win.

The promotion also featured free bumper stickers in the form of a magnet. Some 26,000 stickers were distributed.

Still in the traffic lane were large car cards made up for the lucky winners who purchased the bumper stickers. These cards were placed in the downtown studio building and colorful display cards for stores and dealers, besides 18 by 28-inch window boxes. Dealer cooperation was most helpful here, with bulletin going out. Also a newsletter was sent to all 4000 employees before the activity got underway.

Mail promotion and a plethora of ads, of course, were included in the campaign.

Donald Dwight Davis handled the promotion for this station, under the direction of Mr. T. Scott. Mr. Davis is gen. manager at the outlet.

Next week: WTTV, Indianapolis

KTTV Goes Into Film Production With New Series

HOLLYWOOD—KTTV, industry film pioneering station, has had its reputation as the nation's first and only producer of audience participation series, which has been successful, finally reached a step further last week. The TV channel is filmed and has started production on the first film of its new series.

Titled 'Parade,' the series will be 100% audience participation. It will feature various prominent and comic institutions around California. The series will run on a weekly basis and will be a continuation of the program that started in the fall release.

KTTV will show pictures in actual appearances before parade crowds, where they will reconvene their audience. The first picture took place on parade. The 16mm camera will cover the parade, and with the audiences, the film has to be approved by the authorities. If the authorities are satisfied with the scenes, the pictures will be shown directly to the station. The only requirement is to have the cast.

programs regularly and then send them digitally. Similarly, local shows have been撤销 for syndication and 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's Paroll,' 'Pardino's

19 Outlets By

• Continued from page 3

New: KBGO, Bakersfield, Calif.; and KJSM, San Bernardino, Ala.

A few understand that have removed national syndication options from all Warner pictures in particular is one of the few that has been successful, now seems to be the national option. The station is thereby able to arrange the selection of the pictures they can sponsor directly to the stations. The only requirement is to have the cast.

KTTV has, in the past, bought materials on those packages are being held out on those until they can be filmed by their own personal interest.

Motel

A keynote to AIP's effort on the Warner features, that it is still making up blacks on 'Motel'" in which the name is now applied to all its deals. This feature has made 10 deals in the past eight weeks. Recent buyers of 'Motel' include WBKG, WBKM, WBDR, We're, and KTVX, Colorado Springs, Colo.

Program——by the key of the network

TV—The Billboard—by the key of the network

Reply to our subscription order for a full year ($24) or the outstanding issue of the Billboard, The nation's leading publication, no-voided with information that any TV show should send

Payment enclosed No

Bill mailed

Occupation or Title

Address

City

State

Send to: The Billboard, 2156 Patterson St., Cincinnati 22, O.
### SCRANTON-WILKES-BARRE (5 Stations) 154,700 TV homes

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title (Distribution)</th>
<th>Days/Time (NET)</th>
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### JACKSONVILLE (2 Stations) 84,700 TV homes

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### CHARLOTTE, N. C. (1 Station) 50,800 TV homes

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### COMMERCIAL CUES

HOLD THAT QUALITY LINE
The National Association of Broadcasters, members of which produce the bulk of TV commercials in the U.S., devoted its Monday (4) meeting to discussion of the problem of poor quality prints. Concern was expressed that the factors were the lack of control among producers of finished negatives, which were later being consigned to service groups for mass production. At the meeting it was announced that a new contract had been signed with the Motion Picture Editors Guild last week.

SHOWS "SNORRY" BLUER
Cascades Pictures of California, Inc., has completed an extensive television advertising campaign for its new product, "Profile." The commercial includes an original score by Jack Fischmann and a full-length feature by the famous Illinoi company. The advertising campaign, which has been in the works for some time, is expected to be completed by the end of the year.

BRING HOME THE COKE
Coca-Cola, which has completed an extensive series of commercials for Coca-Cola, has been retained to do another round of commercials for the company. The new series of commercials was directed by Vaughn A. Paul. Coke execs described the concept.

SELL YOUR PROSPECT WHEN HIS MIND IS ON TV PROGRAMMING
The Billboard folks publishing . . . creates the perfect editorial atmosphere for TV advertising.

### THIS WEEK'S FILM BUYS

**CBS-TELEVISION SALES**

**ANNE DAKLEY**

**LICT WITH FATHER**

**WOODS**

**OLIVE**

**BEALE**

**LONGJOHN SILVER**

**WALLA WALLA**

**WHALLEY WESTERN**

**REFRIGERATOR**

**WUTC**

**WINDS**

**WZAC, WZON**

**WZIO, WZDX**

**WZIL**

**WZMB**

**WZLC, WZLN**

**WZOS**

**ROYAL FLATHOUSE**

**CONTAINER**

**STERLING TELEVISION**

**KINGS CROSSROADS**

**MARY**

**STUDIO TELEVISION**

**TELEVISION LIBRARY**

**KWHW, WUAW, WTVD, WNNH**

**KOMO, STUDIO TELEVISION**

**SOUTH SEABOARD**

**WESTERN PHILATELIC**

**SPORTS SHORTS**

**WATY, WATX, N.J.**

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**BESIDES FEATURES**

**Official Expands Brit. Studio Space**

NEW YORK—In the midst of planning motion picture versions of its three smashhitker proper-
ties, Official Films is also expanding its British studio facilities. The Independent TV Progum
Company and Sapphire Productions, Official's British cousins, have leased the Twentsham Studios,
which gives them two extra stages, in addition to the four at the Nettleford Studios.

These six stages will handle the production of the 39 films to be shot for "Robin Hood," "The Buck-
neers" and "Lasselas." Official intends to continue its concentration on the costume ad-
venture format in its future TV production. It is expected to select two historical properties from
among 30 odd it now has on paper for pilot filming in 1957.

**Hood Feature**

Shooting on the feature version of "Robin Hood" begins late this year. The story will be original,
but the cast will be the same as employed on TV. Estimates are that the picture can be produced for $250,000.
And "The Buckneers" and "Lasselas" are also po-
tential movie properties, depending on their success on TV next fall.

**Aaronoff Heads Up MCA Pix Publicity**

NEW YORK—Ed Aaronoff has been named publicity director for the MCA-TV Film Syndication
division.

Aaronoff's last post was with Universal - International Pictures, and before that he spent several
years with other motion picture companies.

**Buch Heads West Div. for Hygo-Unity**

HOLLYWOOD — Hygo-Unity has hired Dick Buch as its Western division manager. He was former
Southern manager for the General Tele甫io film division.

At Hygo he is replacing Jerry Weinfeld.

**LADY TO SHOW 'MARGIE' CURVES**

NEW YORK — Official Films has hired a woman to handle mop up sales of "My
Little Margie." Sherrie Bar-
ris, last of National Telesfilm
Associates, has been sent out
on a 60-city tour by Austin-
Healy to show stations there the rating curves "Margie" has
flashed in 128 other cities, in
50 of which "Margie" was stripped. Sherlie's measure-
ments are 35-22-30. Margie's
latest measurements are 14.1
in Los Angeles and 11.7 in San Francisco.

**Telestudios to Use Ampex Machine For Live Blurs**

NEW YORK — Telestudios, Inc.,
has ordered a production model
of an Ampex Tape recorder. The
machine will be used for the
recording of live commercials
as the Ampex was recently purchased by the Audio and Video Company.

Telestudios, however, is consider-
ing the purchase of a prototype
model instead, so that it can get
the machine into its hands faster.

Telestudios has also devised a
closed-circuit system for the pre-
testing of commercials. It has a
list of 3,000 families, in various in-
come brackets, and will use large
numbers of them to get opinions

**Guild Films Buys Stations**

GREEN BAY, Wis. — Stations
WMEV-TV and WHAM-AM, here,
have been purchased by Guild
Films at a reported price of $500,000. This is the first sale of a station to a TV film syndicator.

Alto negotiations were completed
Wednesday (6), the transfer is sub-
ject to Federal Communications
Commission okay.

According to the buyer this is
the first of many stations Guild
expects to own and operate

**IT'S FUN TO REDUCE**

sales, profits, taxes. A man
calling "funny" makes it a
rain-making natural.

GUILD & FILMS
AND PARK AVE. NEW YORK. N.Y. 8-2503

**Leadership is traditional . . .**

AMERICAN CANCER SOCIETY
MUSIC-RADIO

Communications to 1504 Broadway, New York 36, N. Y.

THE BILLBOARD

JUNE 16, 1956

15

PLATTERFETE

C&W Stars to Turn Deejay On ABC Show

NEW YORK—Five top country and western stars, Webb Pierce, Faron Young, Hank Snow and Marty Robbins, will be deejay for the launching of the new ABC show scheduled for August 29 in the capacity of "consulting music director" for the network's new music show. Each artist will pilot a separate section of the show's four-and-a-half-hour program, and will also appear on the other segments to chat with his fellow performers. The over-all show will be emceed by Tom Hulhuber billed as "The Judge," who will conduct the over-all musical field, in general, with special emphasis on the country scene.

RCA RECALLS MARYLAND

NEW YORK—RCA Victor has reissued an LP record of songs by the late Faron Young, who was one of the most popular Western stars in Thom. The LP, titled "Sheriff," was released by the record company in co-operation with ABC. The album, which was produced by "Crazy" Eddie Buderus, features new arrangements of many of Young's hits, including "The Broken-Hearted Song," "The Fondest Memory," "Sweet Dreams," "You've Done Me Wrong," and "I'll Me You." The album also includes two new songs, "The Call of the Canyon" and "The Night Is Young." The latter two tracks were written by Young himself and were released as singles in 1956.

GREENSPAN, Cook, Lorber, Sarnberg And Earl Given Broader Duties

NEW YORK—RCA Victor Records president, David Greenspan, has promoted four vice-presidents to new divisions within the company. The promotions include:

1. Lee Greenspan, who will assume the title of executive vice-president in charge of operations. This move will allow Greenspan to focus more on strategic planning and general management of the company.

2. Gene Cook, who will be promoted to executive vice-president in charge of marketing. Cook will be responsible for overseeing all marketing efforts, including product planning and new product development.

3. Armand Sarnberg, who will be promoted to executive vice-president in charge of manufacturing. Sarnberg will focus on improving manufacturing efficiency and reducing costs.

4. Earl Afion, who will be promoted to executive vice-president in charge of sales. Afion will be responsible for expanding the company's sales efforts and increasing market share.

CAMILAS, new album, includes an early recording of "The Eyes of a Child," a song that has become a classic in the country music genre. The album also features other hits, such as "The Lonesome Trail," "The Man From Snowy River," and "The Walls of jericho."

RCA MEET INTROS

Four Speeds, Stereo Sound, Low Price

45 Phonos Presage New Market Trends

CAMDEN, N. J.—New products introduced at the recent Miami company meeting of the RCA Victor Radio and Victrola Division, provide an indication of the types of new products being developed by the firm's recording division. At the meeting, attended by executives, distributors and department salesmen, attention was focused on the introduction of stereo phonographs. The new equipment features a full stereo sound system, which includes a high-fidelity speaker system and a built-in amplifier. The new phonographs are available in two models, one with a 12-inch and the other with a 14-inch speaker. The higher-priced model will be priced at $250, while the lower-priced model will retail at $200. Both models feature a built-in speaker system and a built-in amplifier. The higher-priced model also includes a built-in phonograph record changer. The new phonographs are designed to cater to both the consumer and the professional market. The consumer market is targeted towards music lovers, while the professional market is aimed at recording studios and radio stations. The new phonographs are expected to be a major hit in the market, with sales expected to be high. The new phonographs are expected to be a major hit in the market, with sales expected to be high.
**Supermarket Bargains**

Grand Union and Penn Fruit Climb on LP Bandwagon

By BILL SIMON

NEW YORK—Two more large supermarket chains are in-teresting in long-playing records for the first time in months, Thursday (7), The Grand Union Co. of New York and Penn Fruit Stores Corp., each offering some 344 stores in the Northeast, opened up with 20,000 long-play records, described as "fill-in," and to include 10 packages issued between that date and Christmas.

Simultaneously, it was learned that the RCA Victor Executives of Recorded Jazz, kicked off several weeks back by the Stop and shop chain in Boston, will be launched in the Philadelphia area during the next six weeks. There it will be carried by the Penn Fruit chain, which, like the

**Tin Pan Alley**

Off to Modest Poft Start

NEW YORK—Tin Pan Alley, long underplayed, has entered its third week of operation with a host of new and old composers designing songs for the customers out. Founded on a so-so policy, with hits usually struck by feature attractions, the layout has averaged close to 40 songs each week. For its initial two weeks, Larry Conners, a handicapped country singer, who had not up to original expectations, but that it was, nevertheless, a success, was Wednesday night "dance- ing," and next week the work will be via deals being set with leading schools and studios.

Guy Libbo, who does a nightly joke show, via WATM, Newark, N.J., has been heard in talks with the publishers here. In addition to the above, he is known in jazz circles as a pianist and composer. He is also known in the business as Fasten as a writer. The tunes in Scott's album, "Tincel," are in Souther, Texas. These include "Two Tires," "Mollie," "Square Box" and others.

**Pincus-Scott Partnership**

NEW YORK—Publishers George Pincus and Robert Scott have formed a new publishing firm here, Pincus & Scott Music, to handle their own catalogs. Bobby Scott, vocalist with ABC Radio's "The Empty Sky," along with Bill Bluestone, famous Songwriter, Inc., affiliated with the American Society of Composers, Authors and Publishers, and Pincus, who has had a hit with "Mississippi Moon" in his repertoire, is known in jazz circles as a pianist and composer. He has also been on the Pincus as a writer. The tunes in Scott's album, "Scott Fire," are in Souther, Texas. These include "Two Tires, "Mollie," "Square Box" and others.

**Satz Leaves Chappell Firm**

NEW YORK—Ralph Satz, head of the operations and department of Chappell & Company, Inc., is severing his connection with the firm, because of a conflict in policy, Satz has been with the organization for 15 years—a period during which the standard and educational field in the company was developed. Satz, who has not announced his future plans, after leaving much of the Chappell material to chord, band and orchestral arrangements to the requirements of the standard and educational field.

**Weir Cuts One for Capitol**

HOLLYWOOD—The international merchandising of the disk, which might have been learned by the sound movie, Broadway set a two-tone performance last week, resulted in Capitol Records acquisition of the recording rights of British wunderkind of British wunderkind pianist, John Weir.

Weir scored two years ago on a London etching of "The Happy Tournament," and as a result of the bond between EMI and Capitol, this week saw the first LP by the latter firm. Disk is titled "Musical Cambridge," and "You Ever Go To Paris?"

**Convention to Study Copyrighr Protection**

WASHINGTON—International protection of performing artists, record producers and other two- castizing organizations will be one of the main topics of the first ses- sion of the wili American Society of Composers, Authors and Publishers International Copyright Committee, convening in Paris July 19-20.

Pincus, registrar of copyrights of the U.S. Copyright Office, is the American representative. The U.S. Fish & Wildlife, Bureau of International Copyright, will attend the first session.

The universal copyright convention, which became effective Sep- tember 10, 1953, provides for the protection of individual work, but leaves the problems involving international copyright and periodic review and revive the international copyright laws when necessary. Topics under study at the commit- tee's first session, besides the music angle, will concern protection granted to news and other press information on current events, by national copyright laws and international agreements.

Other details of the committee (Continued on page 20)

**AFM Meet to Hear Local 47 Appeal**

Reed Plans to Take Case of Ousted 11 to Civil Court, If Turned Down

ATLANTIC-CITY—A dramatic highlight of the American Federation of Musicians Eastern Regional Convention here this week will be the ap- plication on behalf of the Los Angeles Local 47 against their trustees Reed and they have AFM's Inter- National Executive Board (The Bill- board, June 21). If the appeal is, as will be made on the floor of the conven- tion, disposed of decisively, that of Cecil Reed, leader of the dissident 47 factions, said Local 47 members has to come to the curious court, with par- ticipants in the case, involved in the appeal.

When the roll of the convention was promi- nent a "minimum of three hours or the floor Tuesday." Reed's appeal will be heard by the 11 board members, Reed, while the others will limit their time to brief " underground addresses. They include Dan Rays, Roy Tal- los, Willard D. Bales, Jack Gily, Willard V. Earl Brown, Marshall Crand, Martin Berman, Gwatham Atchison, Vincent Dero and Jack Diamond. Reed said his speech will be more a matter of putting the fed- eration's constitution on trial than

**Book Haley For More Fall One-Nighters**

PHILADELPHIA—Alto still out on the end of the season for the first and final special engaged by Bill Haley and the Comets, the prominent rock 'n roll group, in Washington this week rescheduled its one-nighter for the end of the year. Hudson Haley, headliner for the follies of the July-July Theatre Agency here and promoter of this fall tour, revealed that Haley trope exclusively, revealed that the he would be the host for another rock and roll spectacles that will start on October 30-31, and pick up again on October 11 until December 2.

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**Lack of Funds May Cause End Of AFM Revolt**

Local 47 May Go Broke in 60 Days If Does Not Raised

HOLLYWOOD—The revolt led by Local 47 and topped off by Harry C. Petrillo may be short-lived, with local 47 financial officers warning that the local may go broke within the next 60 days unless an authorization for $85 meetings, conferences with effec- tive the coming June 25 meet- ings.

The financial plight of Local 47 came to light last week when Local 47 announcers reported that union funds had been depleted and that quite obviously, the union would not be able to meet its weekly $500 expenses or else num- bers some changes were made.

Ironically, Local 47 has the right to petition the International Executive Committee, with 47 how do would be limited funds with which to pay the strike against Petrillo. The suggested increase in funds would bring Local 47 membership costs to $75 a year. Besides, Local 47, New York and Phila- delphia members are only $10, and Chicago, $16. Later local adds the cost of death benefit to its membership for.

For the local's convention at Atlantic City, Inter- national, (Continued on page 20)

**Diamond Bowls First Albums**

HOLLYWOOD—Coast Diamond Records made its first album release last of week, with President Irving Gersten giving a front schedule of monthly package releases for the remainder of 1954. A total of 16 albums, three packages, "Light Music" by William "Chick" Webb on "Jazzy Passion" by The Bluestone Orchestra and "Couple of Kids in Love" by The Gersten, will be released in addition to the albums output of singles.

**ANC HEAD PREDICTS 15% '56 SALES GAIN**

CHICAGO — Frank L. Reed, president of the American Music Conference, last week predicted that sales of music in 1956 would approximate 15 per cent.

This is the first time the ACC has based upon conservative estimates.

Reed cited the continued growth of music publishers and producers of music for an "increased market potential as having involved in the record business, as having resulted from more music production. But rather, they look to the increased output of music as having increased the demand for music in the form of sound recordings.

The Warner firm as a base of operation, Reed added, is one of the few recording companies that are not only interested in the recording business, but are also involved in the music business, they are best likely to change with the tremendous expansion of music activity," he added.

Stating that the tremendous


**Army Contest Nears Finale June 10-11**

NEW YORK—The Department of the Army is preparing to end its all-Army Entertainment Contest. The final round will go on for five days, with Fort Dix, N. J., serving as host June 9-11 for the "five" category. The winner will be announced at a ceremony at the Pentagon, May 24 and 25.

The contest is sponsored by the Adjutant General, has included participation by thousands of Americans soldiers all over the world. Area level commands have been asked to enter units in as many categories as they choose. So far, entries are being received in each of the following 12 categories: Live—vocal soloists, vocal groups, instrumental soloists, instrumental groups, individual specialty and specialty group, recorded—barbershop quartet, country group, Army band chorus, battle or operatic chorus, choreographic chorus and singing platoon.

Judges include Lawrence Wainscoat, representing the Music Educators National Conference, David S. Cooper, composer and musicologist, representing the U. S. Information Agency, Milton Kufan, representing the National Music Council; Dr. Harold Spirnitz, of the University of Pennsylvania, James Levin, Lewis and Dinna Samsung, of the Music Association and Encouragement and Organization of Barber Shop Singers; Columbia Records; RCA Victor; Phil Long, Broadcast Music, Inc.; Kay Holloway, of the American Theater Wing; Archie Black, of the American Federation of American Artists; James Hammett, of the New York Theatrical Composers, Inc.; and John Rast, American Federation of Musicians; Jack Light, Bright American Guild of Yard Artists, and James Hammett, League of New York Theatrical Composers.

**T-Men Active For Philly DJ Income Check**

PHILADELPHIA — The City of Broadview has cut the ribbons on its last complete deal for their first legit musical score, "New Faces of 1956." The enterprising music men organized two new无标题.

**MUSIC FOR MOPPETS**

Cricket Line Aims at All Segs of KidMarket

NEW YORK—Cricket Records, the new label of RCA Victor, will make its announce at the 1956 summer record convention in Boston next week. The label will be under the supervision of Robert L. Shepovich, formerly of the RCA Victor marketing department. Cricket has been organized to make records for children.

Cricket, whose philosophy of the market is "Keep the audience in mind," has signed on Simon and Schuster (The Billboard, June 9), has designed several animated films, all of which the company believes can be sold in any disk outlet, but with special attention given to the juvenile appeal in each area. For this reason, Cricket has hired a full-time salesmen at retail record shops, another for the mail order business, and another at mail-order clientele, and for the toy trade.

Cricket's plan of attack will start with the advertising campaign, with the company planning to make three types of records, "bonus play" 78's, 7-inch, seven-eights, and 45's.

"The Eddy Duchin Story" film picture (Columbia, one of the strongest of the month), in which the classic Tenor of the 1930's is featured, has been released locally, and a recording of the theme song, "Her Story," by Johnny Mercer, has been cut with the picture, should start to show counter-action. Also Duchin is making his first start at the NBC's "Music Hall," Metro-Goldwyn-Mayer, the month of MG-M's "The Most Happy Fella," with an excellent film story, featuring songs from two of the month's most important pictures. Bob Hope is among the stars in "The Night the Lights Went On," with Ed Sullivan, and the show is being fashioned around songs from the pictures of the month.

Duchin's new picture this week is "The Red Skelton Show," with a top earner, "The Most Happy Fella," and "The Night the Lights Went On." The show is being produced by the Topper Pictures, and is being shown on the NBC's "Music Hall." The show is being produced by Skelton's "Red Skelton Show," and is being shown for the first time in the month's most important pictures.
Fame, Fortune Via TV for Tunesmiths

By JOSEF TRIEDMAN

HOLLYWOOD—The abundance of television shows based on the public figures of show business has reached such proportions that the nation's songwriters is currently paving the way for greater fame, fortune and acclaim, and giving them notoriety for beyond their wildest dreams.

The tidbits shown basically all evolved around "Stars and Scars," with some deviations and allowances for human imperfection. "Down The Tin Alley," "Play It Well Music," "Words Without Music," "What's the Use?" "Let's Not Bother," "Juke Box Jury." The latter show is not for a moment an effort to say that it's all the show business world, but nevertheless has tossed accolades to the writers in its exposure of new talent.

The basic construction of all shows calls for a recap of the guest writer's career, the performance of a number of his hit tunes, and the writer's reaction to the songs from the writer's pen. In the case of the former, there are some notable cases of either guessing the tune, the writer in question or a multitude of other things from the music.

Some have developed into parlor games, i.e., last year's successful network, "Musical Castles," which has "Words About Music" has injected an element with no less philosphical thing else Levant desires to content about.

Stars serve other purposes beyond the entertainment values inherent in its format. In the case of the song scribblers, it has helped many a writer in regaining their status in music and with publishers. The latter can establish a level which out an identity common to other business personalities, and thru the process the song writer's position has been put into the professional fold.

To further accept the musical image of "Juke Box Jury" gets an inscription bookup hooky shorty, on which stamped the names, ASCAP, KRC-ASCAP, etc. The show will be shot in the Chicago area and has to be filmed first in similar fashions of the Potter show.

and all instrumental sound in the preceding 15 months. Pyyock and R&B Booms Rolling

NEW YORK—Back in TV salau days, the critics blasted vídeos' precocious genie was revealed to have been a frail and effeminate wimp. Presley's appearance on the Milton Berke NBC-TV show last week was no revelation. But the entries from the local press the following morning showed that the Ancient Times' Jack Could described him as "the most important young artist of one of the most standard acts in show business, the virtuosos of the new medium."

The Journal-American's Jack O'Hara broke the story of the jazzy-wigged and wriggled with such ailment. graphophones that have been bumblebees George Starcher really deserves equal time to in a note: "This is a happy story, and a tick, makes up for short mellow with the weightless and blissfully planned, suggested automatic shunt of an ordnance,壮大ing.

Disk jockey Jerry Marshall of NBC's "Show Business" has boosted a bright and full-bodied sound for his station's "Today in the Night." Thursday (7) when immediately prior to his show, he'll be told his "Make Believe Ballroom audience." I think that Ethel Merman should have been called for something more lasting than a passing encore. Jack Benny's viola, if anything is more important, Elvis will have to drag the "hoboedoo hoboey" get-up and go and get rid of the side shows and burlesque, where he seems to have found the most exuberant and financial reward.

Meanwhile, NBC reported that Presley's controversial appearance on Berke's show had resulted in the comic strip being First Silver's ratings in the competitive time slot on NBC for "Their Finest Hour" for the first time in several months.

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Instrumental R&B Boom Rolling

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D DUSTPROOF DISKS

MGM Records is now producing "dustproof" 12-inch LPs. Ac-

counts from to a number of sources indicate that the disks now being produced are superior to the conventional disk and effectively eliminates dust attrac-

tion by static electricity.

NEW YORK — Design-

ers at MGM Records here, will enable a new weekly live radio event, "Night Overboard," over the CBS radio network from New York. H. B. Loss's local plate rating has been 10.0 for the last five weeks, he started his 9:05-9:30 a.m.

E CHANGES IN \r

MUSIC NEWS FREEZE LABEL

Formation of a new label, Forrest Records, is announced by President Murray Wall-

ner, owner of the Forrest Record stores thru their regular distributors.

Along with these, with a special allowance, the new company will push six different disks, with different covers, made by Forrest Libbany, which retail at 1.00 each. These include four seven-inch records and two five-inch gift packages.

The disk company hopes to bolster its push on the above items by signing the participation of Forrest's former okays, Dymer, Buzzy, protuberance, Robert the Robot and Buzz

Brandow-Broadway Tunes

NEW YORK—Charles M. Amsden, music publisher and named on the Hope of the most prominent song publishers in the musical field, with first release scheduled in June. District in key areas have been appointed, and is in the process of being named promotion manager.

TAPPERT TO ENTER 12-INCH LP FIELD

Tappert Records, Chicago firm handling the "Tappert" recording of the new French song by Parfum; Panula, has just announced its entry into the 12-inch LP field. The disk has been made by the Parisian label of Louis Cahn, who has been handling the "Carletta" label of Parfum and "Vigan" label of Parfum. The 12-inch LP will sell for $3.98.

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RODGERS & HAMMERSTEIN 1956

On the Screens

"OKLAHOMA!" IN TODD A-O
"CAROUSEL" IN CINEMASCOPE 55
"THE KING AND I" IN CINEMASCOPE 55

On Broadway

"PIPE DREAM"

In Stock Presentation

"SOUTH PACIFIC" "THE KING AND I"
"OKLAHOMA!" "CAROUSEL"

RODGERS & HAMMERSTEIN NIGHT CONCERTS by leading symphony orchestras
RCA Intros Tape Phone Set

- Continued from page 15

Jack can also be used for additional speakers or tape recorders. Distributors will be demonstrating the new units at dealers’ open houses this Wednesday (20) but the phone will not be mass marketed until 1957.

For several months, Victor has been releasing stereophonic tapes of existing disk catalog material, which gives to tape spindle sales opportunity to introduce popular pieces priced playing units. The firm now plans regular release of two or three stereo units per month. Following the pattern set by various other phone firms earlier, Victor is now equipping all new high-fi units with four-speed turntables.

James M. Toney, vice-president and general manager of the division, described the fourth speed, which is being added to both high-fi speed and "not satisfactory for music." Toney averred that the fourth speed will be added to "meet competition."

Launching of a new two-speaker hi-fi 45 rpm table model player is in line with executive thinking, Toney said. The market is expected to see "New buyers," someone said. The firm would like to see the bulk of the new buyers be the kids. They believe that more of the untapped potential is in the teen market for 45 rpm discs and players. In line with this, a tremendous push is expected in the teen off-shore, the current low-price ($30-$35) 45 rpm player, which probably will involve in-to in-ear with discs. Toney also introduced what was called the most extensive line of multiphase high-fidelity systems ever offered by any company. The sets will consist of eight models ranging in price from $95 to $1,000. An extensive advertising and sales campaign will be mounted to introduce the line as "New Sensations in Sound by "CA Victor."

C&W Stars

- Continued from page 15

the “King” comes calling with another profit maker!

NAT "KING" COLE

THAT'S ALL THERE IS TO THAT

and THE FOUR KNIGHTS

MY DREAM SONATA

with the music of NELSON RIDDLE
**Popular**

CASTLES IN SPAIN (1-12) — Michel Legrand and his orchestra. Columbia CL 888

M. Legrand has already produced notable profitable musical tours of Paris, Rome and Vienna. This time it’s Spain that comes in for the youthful conductor-arranger-brilliant on the clarinet treatment. Eighteen selections, some familiar, some strange, but all peculiarly Spanish, with castanets and guitars much in the spotlight, provide a vital portrait of the country. The colorful, handsomely arranged material matches the stand-out cover photo of the handsome package is the label’s just "Buyout-of-the-Month", pop entry and it’s a sure bet to rack up solid sales.

**STARRING AL HIBBER (1-12) — Al Hibber with orchestra directed by Jack Prince. Decca DL 8282**

The Hibber package contains all newly cut material and it’s a sure bet to kick up excitement not only with jocks, but with dealers as well. The stylishly selected and arranged group contains a dozen fine tunes, none of them standard, from a film that won the Academy Award for Best Soundtrack, "St. Valentine’s Day," "Where Are You," "September is the Rain," "There Are Such Things" and the singer’s own specialty, "After the Lights Go Down Low," the headliners.

**CLASSICAL**

**RACHMANNINOFF: CONCERTO NO. 2, Op. 18**

M. de Menou (piano). Columbia CL 11503

The brothers of the month. With the label’s long-ago pinpointed in this important repertoire slot. Victor has dominated the field with its year-long run by its composers, by Rubinstein and by Koppel. The Deutsche Grammophon company has also featured Alexander, but Iston’s treatment is a strong competitive element into the picture. The new Columbia disc certainly lends its own special aura of class and quality to Iston’s performance. It is clean, lucid and vigorous. While not as impassioned as Kapell, perhaps, Iston’s is one of the best interpreters of this concert perennial to come along in quite a while.

**FAVORITE FOB**

MARY LAIRD (1-12) — RCA Victor LPM 4003

The earlier editions of the Tommy Dorsey band will find their own special appeal, and sales of this de luxe, two LP set of Dorsey airchecks, with crowds cheering and clapping announcements and Tommow himself introducing numbers, should prove to be plenty of their appeal. There are 37 numbers, including "Song of India," "Maria," "Trummin," "Havana Way," "North Wind Waltz," "Smother," "Swanee River" and many others to help exercise some memories of the on-time Frank Sinatra, Jo Stafford, the Paul Pipers, Ziggy Ellicott, Bunny Berigan, Buddy Rich, Dick Haymes and Bob, Let’s face it, there’s something happening everywhere and dealers should be ready to fill the orders.

**Popular Reviews and Ratings of New Popular Albums**

**BLUE STARS OF FRANCE**

"FLIGHT OF THE SWALLOWS" — Victor LPM 1087

Three stars make a musical stop in 18 different lands via songs like "Serenade," "Moana," "Rhythm of the Wind," "Heart of My Heart," "That’s Myrrh and Spice," "I Like You," "How To Love," etc. These numbers are well known but Iston’s concept suggests a strong competitive element into the picture. The new Columbia disc certainly lends to its own special aura of class and quality to Iston’s performance. It is clean, lucid and vigorous. While not as impassioned as Kapell, perhaps, Iston’s is one of the best interpreters of this concert perennial to come along in quite a while.

**SPEED OF LIGHT**

"FAIRYTALES" — Victor LPM 1078

In light of this extended classic album, it shows his lightning turns on the piano, with help now and then from an electric organ, guitar, and rootsy singing. There’s also a change in the personnel of the featured singers, Iston’s being accompanied by an attractive cover, a very interesting and unusual but Iston’s concept is a strong competitive element into the picture. The new Columbia disc certainly lends to its own special aura of class and quality to Iston’s performance. It is clean, lucid and vigorous. While not as impassioned as Kapell, perhaps, Iston’s is one of the best interpreters of this concert perennial to come along in quite a while.

**COLD FIRE**

"THE MARCH OF THE LIVING" — Victor LPM 4004

This package contains some new fine numbers. Tommow, Miss White’s "Dance With Me" and "Just Like Me" are most certainly hits. Second, they’re a must with all jocks, as being practically all new and in the sound of the day. The package is complete.

**RECORDS IN BROADWAY**

"THE SIXTH SENSE" — Victor LPM 712

This package is meant primarily for the discerning listener and it is based on the idea that each of the four disc players is a different principle. While there is a general feeling that the ensemble is weak, the four are all top-flight players. With just a little more originality, they might have been a big hit. Overall, it’s a hit and it’s a sure bet to rack up solid sales.

**MARCH**

"THE WAYFARES (1-12) — RCA Victor LPM 1043

There’s an unusual—and individual—quality in the performances by this group of folk singers. Paul Bais, operatic baritone, Silvia Sabella, soprano, and Lee Schaeffer, pop and jazz vocalist, are all involved in the combination. The tunes derive from many lands and are sung in various languages. A package of numbers, Lucifin and Israeli material. Well-recorded. Should be a profitable package. The LP is Victor’s best selling package for the month.

**DOWN TO THE SEA IN SHIPS (SAILING, WHALING AND FISHING SONGS)**

"FIVE STAR SAILOR" — Victor LPM 920

There is hardly a dime in the country that would want to pass up this choice item by this popular folk singer in the field of authentic sea chanteys with lead chanteys by Ives and refrain by the Ralph Hunter Singer—Fifth, the only crew who cover the last period of that the Yankee Clipper and the collection of the world’s most lucid and familiar songs, of which Ives, being the very best book by Sea Songs, published by Ballantine. All of the verses are suitable and even the traditional stuff is in spurious stuff. And it’s great touch. Hold your bread. Give it a try. It’s a winner.

"FLIGHT OF THE SWALLOWS" — Victor LPM 1087

"FAIRYTALES" — Victor LPM 1078

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**SANTANGIO**

"THE MAN WITH THE GOLDEN ARM—Sound Track" — Capitol 804

A hit and it’s a sure bet to rack up solid sales.

**Selling Popular Albums**

Albums are rated in order of their market sales strength at the retail level according to The Billboard’s weekly survey of top copies in all key markets.

1. ELVIS PRESLEY — RCA Victor LPM 1354
2. BILL HALEY AND HIS COMETS — Capitol 1002
3. SONGS FOR SWINGIN’ LOVERS — Frank Sinatra, Capitol WLP 83
4. M. DE MENOU — Victor LPM 1087
5. CAROUSEL—Sound Track — Capitol 804
6. BUBBLES IN THE WINE—Lawrence Welk, Columbia CL 5708
7. PLAYING THE HAVANA CASINO—Don Storrs, Capitol 802
8. PICNIC—Sound Track — Decca 8380
9. THE OUTSIDERS (Missed Show) — Capitol 802
10. OKLAHOMA—Sound Track — Capitol SAO 55

(Reprinted from page 20)
Bob Anderson "FOR ONLY YOU"
"YOU’VE GOT THE LOVE"
BALLY 1012

"HELL’S BELLS" c/w "CHAMPS ELYSEES"
Lou Breese
And His Orchestra
BALLY 1011

Ted Weems "OH MONAH" c/w "THE MAN FROM THE SOUTH"
And His Orchestra
BALLY 1009

Thurl Ravenscroft "OH YOU SWEET ONE" c/w "I AIN’T AFRAID"
BALLY 1008
THE HOME OF LIVING PERFORMANCE
Bally RECORDS
203 N. WABASH AVE.
CHICAGO I, ILL.
ANDOVER 3-4677

JUNE 16, 1956
## HONOR ROLL OF HITS

**THE NATIONS TOP TUNES**

For survey week ending June 6

### Trade Mark Reg.

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Record Company</th>
<th>Chart Position</th>
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</table>

### Second Ten

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<th>Record Company</th>
<th>Chart Position</th>
</tr>
</thead>
</table>

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

NELSON RIDDLE
and His Orchestra

THEME FROM 'THE PROUD ONES' (From the 20th Century-Fox Picture, "The Proud Ones")
c/w THE LOVE OF GENEVIEVE (L'Amour de Geneviève)

DEAN MARTIN
With Orchestra Conducted by DICK STABILE

I'M GONNA STEAL YOU AWAY with THE NUGGETS
c/w STREET OF LOVE (Rue de Mon Amour)
Away All Boats

Based on a theme from the UNIVERSAL-INTERNATIONAL PICTURE "Away All Boats!"

JEFF CHANDLER - GEORGE NADER - JULIE ADAMS - LEX BARKER
KEITH ANDES - RICHARD BOONE - JOCE MANCHEY - WILLIAM REYNOLDS
CHARLES McGRAW - JOHN MINTIRE

arranged and conducted by GEORGE

61655

CORAL RECORDS
America's Fastest Growing Record Company
THE PROUD AND PROFANE
(BALLAD OF COLIN BLACK)
and
LOVE THEME
TO LOVE YOU
(I ONLY LIVE TO LOVE YOU)

From Paramount Picture
"THE PROUD AND PROFANE"

CATES
with his orchestra

Coral Records
America's Fastest Growing Record Company

Copyrighted material
**Best Sellers in Stores**

for survey week ending June 6

**Most Played in Juke Boxes**

for survey week ending June 6

**Most Played by Jockeys**

for survey week ending June 6

RECORDS are ranked in order of their current national selling appeal as determined by The Billboard's weekly survey of the top title sellers in every important market area. The titles are ranked on the basis of a single record, press, or broadcast. The total vote is expanded to include both sides of a record, press, or broadcast. The totals are combined to determine the final ranking. The records are sent to The Billboard's weekly survey in sets.
On Their Way Again With A Doubled Barreled Smash!

"My Prayer"

AND

"Heaven On Earth"

THE PLATTERS

MERCURY 70893

BILLBOARD PICKS THE HITS!

PATTI PAGE

"Allegheny Moon"

AND

"THE STRANGEST ROMANCE"

MERCURY 70878

THE DIAMONDS

"Love, Love, Love"

AND

"Every Night About This Time"

MERCURY 70889

CREW CUTS

"Tell Me Why"

AND

"REBEL IN TOWN"

FROM THE MOTION PICTURE OF THE SAME NAME!

MERCURY 70890

IMPORTANT NOTICE TO DEALERS

For January in June traffic, take part in Mercury's 1c Premium Sale.

For all details contact your Mercury distributor NOW!
BUDDY MORROW 
AND HIS ORCHESTRA
A NEW SOUND!
THEME FROM
"THE PROUD ONES"
From The 20th Century Fox Picture "The Proud Ones"
AND
"PARADISE LOST"
WING 90079

MARIE KNIGHT
STRONGER EVERY DAY!
"TELL ME WHY"
AND
"AS LONG AS I LOVE"
WING 90069

IMPORTANT NOTICE TO DEALERS
For January in June traffic, take part in Mercury's 1c Premium Sale.
For all details contact your Mercury distributor NOW!
MUSIC AS WRITTEN

New York
Charles A. Wall, president of Associated Music Publishers and vice-president of Broadcast Music, Inc., has decided to make a six-week business trip abroad... The trip marks the golden wedding anniversary of Mr. and Mrs. Mack Stark. Stark is an execu-
tive with Milla Music, Inc., for 22 years, has been in the music busi-
ness 40 years. A cocktail party at the Toots Shor's will mark the golden
wedding.

The official Adlai Stevenson campaign song, "Believe in Stev-
enson," has been released for pub-
lication by Rob Linser's Mode-
Music firm, an ASCAP affiliate.
Two versions are available, one
from Bud Zinn, the other from
Crawford and Ed Scott... Frank
Stanton, former contact man with
Broadway Music and with the Stan-
even-Peter company, has formed his own
company, Stanton Records. He has
signed through Ronnie June to an exclusive contract. Stanton
is cutting several of his own tunes.

Harry West has taken over
personal management of the Richard
Dailey band, which handled Buddy
Morrow... Gigi Record (21) has
produced the label's first LP, fea-
turing the Jonnie Tate Trio... Tony Scott and his jazz-
group, RCA Victor recording group
back home in Philadelphia for an
indefinite stand... Jack Duhan,
former Coral Records promotion
man, with with Disneyland Rec-
cords, married up with Kathy
Liscum (10)... Also in town with
Music Corporation of America,
in later at the same Philadelphia
addres,

Hecky Kronn, head of the child-
en's disk department at Colum-
bia Records, lost his father last
week... Fairight Records, the new
firm owned by Sam Phase, here by
Stan Steinhals, has signed for
O'Farrell... The one-time Stan Kenton cutter cut 14 sides for the
label in Ha-
vanna... NBC has included a win-
ner in the Composer and will make
regular Sunday night pick-ups from
the jazz club for "Monitor"... Ralph
Virtanen, jazz critic and one-time vocal coach to

Arts Festival
Opens 16-Day Run in Hub

BOSTON — The fifth Boston Arts Festival opened Saturday (9)
for 16-day run, with a crowd of
at least 750,000 expected to
take in the fare... Led by the Boston Pops Orchestra, but
more than a half million persons, new
facilities and a stepped-up program intended to hold that total.

The theme for opening night will be "The Street of Bleeker
Street," with many of the ori-
ginal songs and music of the period.

The opening will feature a
three-hour performance on
three other evenings. Tuesday (14), the festival will be in
the Public Garden, which has been
fitted with a new stage and sur-
rounds for 6,000 with visibil-
ity for 15,000. The jazz con-
cert will include the band of
Hank's and his band and Japanese pianist,

The New York City Ballet per-
formance will be preceded by
Alfred Halley Moore, head of
Robert Sherwood's "Alice in

EXHIBITIONS
other
pany
and
cert
Street,"
at
the
published
week.

early
ing.

Mack

Wuest

Greg Maltby

W.E. Havoc.

LP,

have

been

June.

New York City.

Diane Ross,

with

his

Mick

Dixie

Records,

is

of

me, "the cha cha king from

Gosport", and also

wrote

for

with

Clyde

McGuire... Octave Art Mooney

has

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Beverly

Stanley

of

Warner

and

Tally, of

Belfield, Calif.

Boy

Don't

Hot

Buddy

Rockin' Through the Rye — Bill Haley

(ASCAP),"Rock

beds

for

1949

Second Fiddle — Roy Starr

(ASCAP) RCA Victor 4831

Never Turn Back — Al Hibbler

(Decca) 29948

Sweet Heartaches — Eddie Fisher

(ASCAP), RCA Victor 6529

COMING UP STRONG
A listing of newer pop records which have shown solid trad-
eds to date during the past week. Compiled thru a survey of all
major markets, these records figure strongly as potential entrants
on the National Best Seller Chart.

1. Treasure of Love — Clydie McPhatter

(BMI) Atlantic 1092

2. Born to Be With You — The Chordettes

(ASCAP) Cadence 1291

3. Be-Bop-a-Lula — Gene Vincent

(RPM) Columbia 3450

4. A Sweet Old-Fashioned Girl — Teresa Brewer

(ASCAP) Coral 18956

5. Portuguese Washerwoman — Joe (Fingers) Carr

(Capitol) 3418

6. Allegheny Moon — Patti Page

(ASCAP), Mercury 7087

7. Hot Dog, Buddy Rockin' Through the Rye — Bill Haley

(ASCAP), "Rock

beds

for

1949

Second Fiddle — Roy Starr

(ASCAP) RCA Victor 4831

Never Turn Back — Al Hibbler

(Decca) 29948

Sweet Heartaches — Eddie Fisher

(ASCAP), RCA Victor 6529

THIS WEEK'S BEST BUYS
According to sales reports in key markets, the following record
titles are recommended for extra play:

BE-BOP-A-LULA (Lowery, BMI)—Gene Vincent—Columbia 3450—Not
many of those trying to move in the money-making tracks of
Elsie Persley are succeeding. Vincent is a notable exception; his
Columbia record has shown much of the sales excitement that
Persley stirred up, and is already listed on Atlanta's and Pitts-
burgh's top charts. Other cities seeing sizable sales include St.
Louis, St. Paul, Milwaukee, Cleveland, Minneapolis, Baltimore and Boston. It is selling to customers in all categories.

NEVER TURN BACK (Springfield, BMI)—Al Hibbler—Decca 29948—
Sales reports on this disk show considerable scope. Out of 24
markets checked, almost all indicated fast turnover, with early
chart place a good possibility. A minority of cities indicated
preference for "Away All Boats" (Northern, ASCAP), but consi-
derable potential lies there, too. A previous Billboard "Spotlight" pick.

THE MIDNIGHTERS
OPEN UP THE BACK DOOR

ROCK, GRANBY, ROLL

EARL BOSTIC

BUGLE CALL RAG

IF I HAD NEVER
KNEW YOU

I'LL STRING ALONG WITH YOU

KING 4905

BILLY GAYLES

IF I HAD NEVER
KNEW YOU

BILLY GAYLES

I'LL STRING ALONG WITH YOU

KING 4905

9. Never Turn Back — Al Hibbler

(Decca) 29948

10. Sweet Heartaches — Eddie Fisher

(ASCAP), RCA Victor 6529

THE MIDNIGHTERS
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IF I HAD NEVER
KNEW YOU

BILLY GAYLES

I'LL STRING ALONG WITH YOU

KING 4905
The "Magic Touch" of BUCK RAM...
...the 4th in a row -

'HEADIN' HOME'

mod. 989

Shirley Gunter

Published by
PANTHER MUSIC CORP.
Sole Selling Agents
SOUTHERN MUSIC PUB. CO., INC.

Personal Management
PERSONALITY PRODUCTIONS, INC.
Buck Ram
THE TOP 100

for survey week ending June 6

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

Ella Fitzgerald—
"A BEAUTIFUL FRIENDSHIP"

by

"STAY THERE"

orchestra conducted by Baddy Bergman

V-1922—V-1922 × 45

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

VERVE

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

THE BILLBOARD'S MUSIC POPULARITY CHARTS . . . POP RECORDS

JUNE 16, 1956

The Chordettes
"BORN TO BE WITH YOU"

($121)

Bill Haley
I Know an Old Lady
Das Ist Musik

($124)

Andy Williams
Walk Hand in Hand

($138)

Archie Bleyer
The Bachelors' Ghost

($193)

The Barry Sisters
Intrigue * Till You Return to Me

($196)

Marion Marlowe
The Hands of Time

($192)

Cadmence LP's

Donald Shirley
Tonal Expressions—CLP 1001
Piano Perspectives—CLP 1004
Orpheus in the Underworld—CLP 1003

Julius La Rosa
CLP 1007

The Chordettes
Close Harmony—CLP 1002

The Mariners
Sing Spirituals—CLP 1008

Billy Masted
HiFi Keyboard—CLP 1005
Jazz at Nick's—CLP 1012
Downtown Manhattan Style—CLP 1013

Pee Wee Erwin
At the Grandview Inn—CLP 1101

Ernie Englund
Sweet

CLP 1014

Gusse Aus Der Heimat
Recorded in Germany

CLP 1006

Nicola Paone
CLP 3001

Beryl Booker
CLP 1008

www.americanradiohistory.com
Every Sunday Morning

Once Again

Sammy Kaye

and his swing and sway orch.

Could Break Wide Open!

Every Sunday Morning

Once Again

Columbia 4-40698 (40698)
On All Purchases of 12" Long Playing Albums!

*Contact Your Distributor for the Greatest Triple-
Threat Album Situation in Distribution Today!*
DEALERS!

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

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.

Available Weekly...
Twice a Month...
Or Once a Month

750 Record-Phono Dealers are already investing in these Billboard Merchandising Services THEY PAY OFF!

Sell him extra records when he gets there!

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
17'/2" x 22'/2", with the week's top 10 tunes in giant type... plus the 10 up-and-coming hits, all listed on Billboard's famous count-to-count surveys. These are for window and counter displays.

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

Plus 5 COPIES OF "THE NATION'S TOP TUNES"

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 sale of popular and classical albums.

2 BIG SPLASH COLOR POSTERS
Each 17'/2" x 22'/2", containing the 10 top popular albums for the month, the other the 10 top classical albums for the month. Perfect for window and counter display. Based on Billboard's count-to-count surveys.

FULL SIZE AD REPRINTS
Colorful posters featuring packaged records and phonographs. An invaluable aid in promoting these items.

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

USE THIS HANDY ORDER BLANK TODAY TO START YOUR MERCHANDISING SERVICES

Copyright material
**Review Spotlight on . . .**

**RECORDS**

<table>
<thead>
<tr>
<th>THE FLATTERS</th>
<th>Mercury 70893</th>
<th>MY PRAYER</th>
<th>Shopiro-Bernstein, ASCAP</th>
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<tbody>
<tr>
<td>HEAVEN ON EARTH</td>
<td>New World, ASCAP</td>
<td>I'll Be Around</td>
<td>(Regent, BMI)</td>
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</tbody>
</table>

Here are two sides from the Flatters' new LP which will probably be big hits in the singles field. The group offers a moving rendition of the poignant ballad, "My Prayer," with a stand-out performance by the lead singer. The flip spotlights another solid vocal treatment on an appealing theme with a doo beat.

<table>
<thead>
<tr>
<th>DON CHERRY</th>
<th>Columbia 40785</th>
<th>GHOST TOWN</th>
<th>Nelson, ASCAP</th>
</tr>
</thead>
</table>

Don Cherry delivers a song vocal on a haunting, lilting ballad, with clever lyrics and attractive backing. The wail of the saxophone will be given even more impact with "Band of Gold" a few months ago, and this one could be another chart-maker for him. Flip is "I'll Be Around" (Regent, BMI).

| NELSON MIDDLE | Capitol | THEME FROM "THE FROUD OUNES" | Nelson Fiddle has a highly effective follow-up here to his past best-selling disks. He hands a nicely instrumental treatment of a dramatic movie theme, augmented by an excellent whistling solo. The tune has also been cut by Lenny Hines and Buddy Morrow, but this one sounds like the version to beat. Flip is "The Love of Genevieve."
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<tbody>
<tr>
<td>BILLY WARD AND HIS DOMINOS</td>
<td>Decca 29933</td>
<td>ST. THERESE OF THE BOXES</td>
<td>Ward and the boys wrap up a moving ballad with a strong spiritual flavor in a warmly sincere reading. Ward is in a particular mood on the solo. Disk should pull plenty of jockey and jingle play. Flip is &quot;Home Is Where You Hang Your Heart&quot; (Ward, BMI).</td>
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<tr>
<th>LITTLE RICHARD</th>
<th>Specialty 579</th>
<th>CANDY</th>
<th>See listing under Review Spotlight on R&amp;B Records.</th>
</tr>
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<tbody>
<tr>
<td>DONELSON</td>
<td>Venice, BMI</td>
<td>READY TEDDY</td>
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<th>Jockey Programming</th>
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**DARK Jockey Programming**

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<tr>
<th>SARAH VAUGHAN</th>
<th>Mercury 70885</th>
<th>THE OTHER WOMAN</th>
<th>Favorite, ASCAP</th>
</tr>
</thead>
</table>

Daytime spinners should have a ball with this, too. It's a natural lead-in for human-interest chatter aimed at the long-suffering housewife of 35. The caress sings of rich intensity on an unusual ballad, with imaginative lyrics. Flip is "Fabulous Character" (Vanguard, ASCAP).

<table>
<thead>
<tr>
<th>PEARL BAILEY</th>
<th>Sunset 1971</th>
<th>SOLID GOLD CADILLAC</th>
<th>Columbia Pictures, ASCAP</th>
</tr>
</thead>
</table>

"The girl comes out with two solid efforts that spell good news for jocks. The first is a typical humor-packed job from the pen, "The Solid Gold Cadillac," with plenty of these dry sense of humor. The flip song is featured in Miss Bailey's own current pic, "That Certain Feeling." The Allen-Mercer oldie gets one of her rare straight readings, and a warm and convincing job it is. Great programming was, indeed, the way.

**Reviews of New Pop Records**

**LISTENERS-COMMERCIAL POTENTIAL**

Back rodeo record工程施工ing the rhythm of the top of the top of the poppiest chart stuff.

- EPIC 8071 - Here's the most commercially slanted dixiee in so far of the running Dallas hooper, number from "The Most Happy Falls." It's a boisterous, raspy-souled rendition with the gold' usual bouncy phrasing lending special spice. Great opener for spin shows. (Frank, ASCAP)

In My Innocence - 90

Evolution of this somewhat unusual lament is in the r.a.r. idiom, with lazy, driving rhythm and groups shouting back and forth. Has a cornball touch that would make out in all markets. (Romes, ASCAP)

**THE FOUR COINS**

This Is the One You | 85

EPIC 8071 - The boys style this one in the bright-backed R&B pattern. From help is there again to sustain the romantic mood. With a solid push, this side could move. (Fidcmity, BMI)

One Kiss | 85

EPIC 8071 - The boys style this one in the bright-backed R&B pattern. From help is there again to sustain the romantic mood. With a solid push, this side could move. (Fidcmity, BMI)

95-100 | Tops |

90-99 | Excellent |

80-89 | Satisfactory |

70-79 | Fair |

60-69 | Limited |

50-59 | Poor |

KAY BROWN

Pow-Wow Boy | 82

SUNSET 1972 - This tune by the composer of "Nature Boy" (edna obi) has some of the wishfulness of a great hit, and it is read very expressively by Miss Brown. Both that appeal and the tune deserve attention. (Ab Bea, ASCAP)

Teen-Age Love | 69

Another tune by abner: simple and sincere, but with an appealing ring. The intimate feeling of the lyric is captured nicely by the singer. Teenagers, of course, will be attracted. (Ab Bea, ASCAP)

DON COSTA

Lullaby to an Angel | 7

ABC-PARAMOUNT 870-40 - Connie Gibson handles the vocal job on the attractive, sentimental ballad, with a little bit of a big strong melodic appeal which jocks may find worthy of spins. (Monument, BMI)

Magic Melody | 68

Miss Gibson recites a tale that might be out of a nature-keved cartoon film. You can almost see the little animals frisking thru the woods. After the spots hits, the gal sings the sprightly tune with Costa's catchy backing. (World, ASCAP)

(Continued on page 39)
DOESN'T HOT BETTER THAN EVER
PAT BOONE
I ALMOST LOST MY MIND
GAMBLE TELL ME WHY
NERVOUS TRANSITION

DOROTHY WYATT
P.O. BOX 713, Del Mar, Calif.

THE BARRY SISTERS
6206-CADENCE-You can't avoid the fact that the Bar- ry Sisters are one of the hottest groups in the business....This is the group's new single, and it's a winner...Listen to it...you'll be hooked...Rhonda, Kennedy, ASCAP...زمینه....

The Barry Sisters
6206-Cadence-You can't avoid the fact that the Barry Sisters are one of the hottest groups in the business...This is the group's new single, and it's a winner...Listen to it...you'll be hooked...Rhonda, Kennedy, ASCAP...زمینه....

The PARTY GROWERS
224-1777-Sunny 203-Those with long memories will recall the original version of this tune back 10 years ago, and if you've been listening since then, you'll recognize the similarity...This is a fresh interpretation of an old favorite...Billboard (ASCAP)....زمینه....

I'm the leader of a peppey Virginia troupe. Together, we rehearse and prepare shows to entertain the people of our community...I'm looking for a young, energetic, dedicated individual who is interested in being part of the performing arts...Salary negotiable...The role is for a student aged 16 or older who is interested in performing...Contact me at 224-1777...زمینه....

THE BOY DESIRE
1058-Capitol-Dick Clark's new single is a upbeat, danceable number that's sure to please fans of this group...Listen to it and you'll see why it's been climbing the charts...Capitol, ASCAP...زمینه....

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6206-CADENCE-You can't avoid the fact that the Barry Sisters are one of the hottest groups in the business...This is the group's new single, and it's a winner...Listen to it...you'll be hooked...Rhonda, Kennedy, ASCAP...زمینه....

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VOX JOY
BY JUNE BUNDY

PALLAN'S PICTURE; A.r.t. Pallin, new owner of KDKA, Pitts-
burgh, has a unique answer to the record hop. Instead of playing records for the kids, Pallin will screen a special movie (lighting
himself) and other KDKA deck
school assemblies and for
women's clubs and civic affairs.
the film was made originally by the Westinghouse station as a means of selling the jockey to
the sponsors. The station
presented the movie here last month for a group of advertising agency
buyers and media directors. It
features a game of Pictionary
plus interviews (by Pallin) of KDKA
Narration was written by KDKA's
publicity chief Jack Williams.

CHANGE OF THEME; Organist Jack Laue, program
director of WKY, Kansas-
City, Mo. and recordologist Sylvia Miale, also on WKY, has a weekly TV show on WINTV, Waterloo, Ia...

MANHATTAN indies WOW has hired two new s-niners: Evelyn Robinson and canary Dolores Parker - a team for its three-hour "Life Begins at Midnight" show.

YESTERDAY'S TOPS:
The nation's top scenes as reported in The Billboard
June 15, 1946
1. The Cypresses
'Too Bad To Be Beautiful" (Crying on the Inside)
2.110000
2. Your Mama's Wonderful
3. Prisoner of Love
4. Silver City Snow
5. All This Day
6. I Don't Know Enough About You
7. Full Moon and Empty Arms
8. Shoot-Bye-Bye and Apple Pan
9. Continent Mixer
10. Don't What Country Naturally
11. You Love Me
12. I'm Just a Tin Pan Alley Song
13. Oh! What It Seems To Be
14. Come Rain or Come Shine

YESTERDAY'S TOPS--Continued
15. High Noon
16. Too Young
17. On Top of Old Smoky
18. Moccasin Hill
19. Jeebees
20. Sound Off
21. Rose, Rose, I Love You
22. Woman's Favorite Tune
23. Loveliest Night of the Year
24. My Truly, Truly Fair
25. That's the Way the World Goes
26. John Candelier, ex-WISE, Albany, Ia. has joined WDVA,

CHESS #1626
CHEEKER #837
"ROLL OVER BEETHOVEN AND KISS YOUR LIPS" by
CHUCK BERRY

CHESS-CHECKER RECORD CO.
4750 Sa. COTTAGE GROVE AVE.
CHICAGO 15, ILL.
Phone numbers: 2-1542

WANTED FOR DISTRIBUTION!
A LINE OF POPULAR AND
CLASSICAL RECORDS AND ALBUMS
ESPECIALLY INTERESTED IN PACKAGED MERCHANDISE
by JAY-KAY DISTRIBUTING CO.

- Covers all of MICHIGAN and the TOLEDO, Ohio, area.
- Four aggressive salesman.
- Own promotional man.

Call
JOHN S. KAPLAN
JAY-KAY DISTRIBUTING CO.
7180 WOODWARD
Detroit, Michigan

SINGER ONE-STOP
1122 WEST CHICAGO AVE, CHICAGO 22, ILLINOIS

LONDON'S BIGGEST ONE-STOP
54 ABOVE COST
52 FREE TIPS TO OPERATORS

ROP POP RECORDS
JUNE 16, 1956

- Reviews and Ratings New Popular Albums

- Continued from page 22

- JAZZ

THE WAVE KING STYLE.......

CAROLINE CARE

That's what I call a "big band" record. I've enjoyed
Kiss Kiss, and the record, you may be interested in
the next time you see a big band. I'm sure you'll

WILLIAM ZIMMERMANN

TOMMY JOE...I think that's the title of this record.
I've been a fan of Tommy Joe for a long time, and

MATT WELLS

RHYTHM AND BLUES

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<td>BLUE SUEDE SHOES (B.M.I.)-C. Perkins</td>
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**Sweet Dreams and Until I Met You**

**Republic Picture**

**DANIEL BOONE**

**starring**

**FARON YOUNG**

**BRUCE BENNETT**

**LON CHANEY**

**JULY '56 NATIONAL RELEASE**

**CAPITOL #3443**

Exclusive Management

**FARON YOUNG, INC.**

**HUBERT LONG** V.P., General Manager

2117 7th Ave., N. Nashville, Tenn. Phone Alpine 3-3156

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**JUNE 16, 1956**

*The Billboard's Music Popularity Charts . . . COUNTRY & WESTERN RECORDS*
C & W Territorial Best Sellers

For survey week ending June 6

| City-by-city business is based on recent store and radio promotions.
| Reports secured from top country and Western retail stores

Birmingham
1. Heartbeetl Head, E. Preder, Vic.
2. J. W. Want You, I Need You, I Love You
3. Heartbeetl Head, E. Preder, Vic.
5. Heartbeetl Head, E. Preder, Vic.
6. Heartbeetl Head, E. Preder, Vic.
8. Heartbeetl Head, E. Preder, Vic.

Charlotte
1. Heartbeetl Head, E. Preder, Vic.

Dallas-Fort Worth
1. Heartbeetl Head, E. Preder, Vic.
2. Heartbeetl Head, E. Preder, Vic.

Houston
1. Heartbeetl Head, E. Preder, Vic.
2. Heartbeetl Head, E. Preder, Vic.
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4. Heartbeetl Head, E. Preder, Vic.
5. Heartbeetl Head, E. Preder, Vic.
6. Heartbeetl Head, E. Preder, Vic.

Richmond, Va.
1. Heartbeetl Head, E. Preder, Vic.
2. Heartbeetl Head, E. Preder, Vic.
3. Heartbeetl Head, E. Preder, Vic.
4. Heartbeetl Head, E. Preder, Vic.
5. Heartbeetl Head, E. Preder, Vic.
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Nashville

Memphis
1. Heartbeetl Head, E. Preder, Vic.
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New Orleans
1. Heartbeetl Head, E. Preder, Vic.
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This Week's Best Buys

SEARCHING (Capo, BMI)
I'D RATHER STAY HOME (Acuff-Rose, BMI)
Babys Must Be In The Window (Acuff-Rose, BMI)
Don't Forget To Remember (Acuff-Rose, BMI)
Hurry Baby, Your Time Is Running Out (Acuff-Rose, BMI)
Open Your Eyes To The World (Acuff-Rose, BMI)

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Review Spotlight on...

CARL PERKINS
Ripper's Blues (Hi-Lo) - Sun 234 - Perkins' first release since his smash "Blue Suede Shoes" features this side in a similar rock and roll vein. It's a rock and roll picking, loaded with flavor and with potential for all three markets. There should be no problems with this one.

JANIS MARTIN
One More Year To Go (Savoy, BMI)- RCA Victor
6509 - Missy Martin's first release was a big seller for Victor, and the 16-year-old miss may go even farther with this unusual tune. The tune is in the line of a high-school chucker whose boy friend is graduating while she's "out one more year to go." It's a poigniant little theme which could register with plenty of teenage girls, in pop market as well as this one. It is a cover of Ray Dobiy's "Dooby Baby" (Hill & Range, BMI).

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DISK JOCKEY PROGRAMMING

JIMMY BRYANT AND SPEEDY WEST
Fiddler Poppas (Central, BMI)- Capitol 3145-The ace guitar team, with strong rhythm support, picket out a classdy colorful and swingy guitar novelty. The boys are tops, and this material should provide a thrilling change of pace for vocal-heavy line-ups. It is in "Runnin' The Blues" (Central, BMI).

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FOLK TALENT & TUNES

BY BILL SACHS

Around the Horn
Don Reno and Red Smiley and their Tennessee Cut-Cups, whose record on the King label is "Banjo Bell" b/w "The Old Home Place," will work a package show with Arthur Smith and the Crackers, Carl Atkins and Bill Monroe and the Blue Grass Boys, Al Deaksi and Caterwilly, and on June 25-29, Bill Monroe and his lads, currently on tour in California, will do Oregon, return to "Grand Ole Opry" in Nashville June 23 and the following day on air to B. L. Harris, with Monroe are Bill and Bobby Hicks, fiddler; Joe Stuart, banjo; Kenny Green, guitar and voice; Spark Plug, comedy, and Chuck Stopp, comic and buck dancer.

Ann Raye and the Bill Carlisle group made a four-day stand last week at WIFV, Charleston, W. Va., at Keender Air Force Base in Minisprei, while the group is represented by Yankie Barbanicovich, Miss Raye, who will soon cut her first record for the Seaboard, recently celebrated her 17th birthday, with several hun-
dreds of her friends surrounding her with a party in her honor... 

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(Continued on page 45)

(Continued on page 49)
**Most Played in Juke Boxes**

**For survey week ending June 6**

*Records are ranked in order of the greatest number of plays on juke boxes taken across the country, as determined by The Billboard's weekly survey of operators using a high percentage of the nation's juke boxes.*

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**For survey week ending June 6**

*Records are ranked in order of the greatest number of plays on disc jockey radio shows taken across the country, according to The Billboard's weekly survey of top disc jockey shows in all major markets.*

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**Rhythm & Blues Notes**

By Bill Simon

During the past couple of weeks, the rock and roll r.b. record companies have displayed an inclination to go back to a.b. type material. This means that rock and roll, the adulterated product, is being surrendered to the country and pop performers. It may be too early to determine a definite trend, but among the discs that have made the strongest impressions recently are the new issues by Little Willie Brown, Billy Blast, Bobby Tuggle, Guitar Slim, Jimmy Lee Brown and Brownie McGhee, Billy Stewart, etc., all of whom have that Deep South funky flavor.

But that rock and roll hillbilly, Presley, as well as all the unpretentious stuff, for an essentially a.c.w. artist, of landing two records on the r.b. chart in the same week. "Heartbreak Hotel" has been on that list for 10 weeks, and this week it was joined by the new one, "I Want You, I Need You." With considerable help from the flip side, "My Baby Left Me," which also appears on an Impact of music of music of music... Almost is impressive is the performance of Ray Charles' "I've Got a Woman," which, in its first week on the main list, listenership is up to No. 8 spot. This side, of course, is in the great artist's favorite spiritual nation.
• Reviews and Ratings of New Classics

**Semi-Classic**

MUSIC IN THE NIGHT (2-12) - Moee, Soprano, Bennett, Bass, and Philharmonia Orchestra, Leslie Whitelaw, Conductor. Recorded by the Columbia Symphony Orchestra. This is a beautiful, serene piece of music that will transport you to a different world. The orchestra plays perfectly, creating a soothing and calming atmosphere. This piece is a must-listen for anyone who appreciates classical music.

**Reviews of New Sacred Records**

**THE SPER FAMILY**

VICTOR (25131) "The Lord's Prayer," sung by Mrs. Sper. This is a beautiful spiritual song that will lift your spirits. The singer's voice is clear and pure, and the music is simple but effective. This is a perfect addition to any collection of sacred music.

**Paul McKelson**

WILLIAM G. WALKER (25132) "The Holy City," sung by Mr. Walker. This is a powerful and stirring piece of music that will move you deeply. The singer's voice is strong and filled with emotion, and the music is soaring and uplifting. This is a must-listen for anyone who appreciates sacred music.

**The Mastets**

For Complete Sper Records (25133) "Only One Life," sung by the Sper Family. This is a beautiful and inspiring piece of music that will touch your heart. The singer's voice is clear and pure, and the music is simple but effective. This is a perfect addition to any collection of sacred music.

**Raven**

There is a certain type of music that can lift your spirits and bring you peace. This piece fits the bill perfectly, with its beautiful melody and serene lyrics. If you are looking for a peaceful and uplifting piece of music, this is the one for you.

**The Reviews of New Pop Records**

**Janet Jackson**

LIVE AT THE LOS ANGELES AIRPORT, Vol. 1 (25134) "Rhythm Nation," sung by Janet Jackson. This is a powerful and exciting piece of music that will keep you on the edge of your seat. The singer's voice is clear and strong, and the music is fast-paced and dynamic. This is a must-listen for anyone who appreciates pop music.

**Bobby Bland**

I'M GONNA ROLL IT (25135) "I'm Gonna Roll It," sung by Bobby Bland. This is a soulful and emotional piece of music that will move you deeply. The singer's voice is strong and filled with emotion, and the music is soothing and comforting. This is a perfect addition to any collection of soul music.
**FUN AND GAMES**

Talent-wise industrial recreation has the ability of expanding the field for the use of live performers. In recent years, such talent has been popular and is expected to remain so, but talent also is not substituted, nor is it anticipated that the available plus market now largely handled by area bookers. The new director of NIRA, Ben Kazeman, activities director of Thompson Prod., Cleveland, favors the use of live talent.

**Million Dollar Spend**
The program includes the bookers. With money available for a limited number of programs running into the millions and the cash flow available by the continual study and search, it may be that the advantages of one way or another is a matter of history.

*JUNE 16, 1956*

**OUTDOOR**

Communications To 158 W. Randolph St., Chicago, 1, Ill.
JUNE 16, 1956

**R-B CONVENTION BOOTH SELLING TO INDUSTRY**

NEW YORK—Rather than send a man begging around to individual amusement dealers, the Chicago Ringling has set on the National Industrial Recreation Association convention here as a good way to hit them all at once.

Hoping to get through before the end of the week, the Big Top attraction department was a surprise to the trade exhibitor of the day. But Mr. and Mrs. MacDonald, both of Chicago, who have been in many famous tent shows, are running a different kind of show.

Mr. MacDonald has been in the entertainment business for 25 years, and his wife, Mrs. MacDonald, who joined him in 1945, was once a member of the Ringling Bros. Barnum & Bailey Circus.

Mr. MacDonald is chairman of the booking department of the Ringling Bros. Barnum & Bailey Circus and is responsible for the national booking of the attractions of Ringling Bros. and Barnum & Bailey. He is also in charge of the booking office of the Chicago, Ill., office.

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Wilson Opens
In San Juan
To Big Crowds

SAN JUAN, P. R. - Jeremiah O. Wilson's Grand Caro Americano, having completed a five-month tour of Central American countries, is playing a one-month stand in San Juan. Show will tour smaller cities in Puerto Rico after closing here June 15.

Wilson reported that the show pulled full houses for the first several days and show seemed assured of a successful run. For the first time, his show includes an animal side show, selling at 25 cents. It has animals that perform in the show plus a collection of tropical birds and penguins.

Performance includes Janet's Dogs and Ponies, Prince El-Ki-Genda's Llamas, Munro's Changas, McNeese Elephant, Renee's Spitz Dogs, the Geraldine, the Flying Swordsmen, Perino's Ferris High Wire act, Bob Johnson's one-finger stand, and clowns Mel Henry, Pepito, Chaulain and Comparitz.

Joan Brandon
'Hypnotism'
Off the Press

NEW YORK - "The Art of Hypnotism," by Joan Brandon, has been published by Fawcett Publications as one of their "How-To" series. The 64-page illustrated booklet is adapted from Miss Brandon's "Successful Hypnotism," published by Stravan Publishers.

The first print order is for 105,000 copies. The book is expected to be wholesaled on June 15. Publication of the booklet at this time is regarded as an excellent promotional vehicle. Also helpful is the article on Miss Brandon in the July issue of Curator, a man's magazine.

Home Show
 Held Under Big Top

SALT LAKE CITY - For the first time in its nine years the Utah Home Show this year was conventionally in Salt Lake City.

A big top housed most of the major exhibits of appliances and building materials; a wide variety of booths and displays were shown under the big top.

Featured attraction was "Miracle of our Century," which was free after a front gate tab of 50 cents. Show was sponsored by the Utah Building Association.

"BEST INVESTMENT I'VE EVER MADE"

So says John R. Lewis, Zalens notably, Pa., who adds: "The Kiddie Car was my first into this season. Four men will it up in your house at any time."

Frank and Martin Welsh, Maple Springs, N. Y., reports: "We have the Kiddie Car, Scan, and never a problem. Our customers really enjoy the car."

Barnie Arenst, Barnard & Barry Show in Canada, says: "Best Kiddie Car I've seen. The new pickup is fast and smooth. And the kids are made comfortable for adults."

ALLAN HERSCHELL
COMPANY, INC.

"World's largest manufacturer of amusement rides"

104 OLIVER ST.
NORTH TONAWANDA, NEW YORK

TUBS-O-FUN RIDE

48-passenger, kiddie-style ride. Your biggest value in ride today. WE carry these rides in stock and can deliver immediately. Can ship same day order is received. Only $2,995.00.

STAGE COACHES

For mechanical or live pony drawn operation. Cast aluminum bodies with all the details of the finest stages of the Old West. Mechanical-$7,729.00; pony drawn, $1,995.00.

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SHARON, PA.
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20,000... $11.50
30,000... 14.70
50,000... 21.25

Send Cash With Order, Checks- $3.50 per 1000, $3.00 per 5000.
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Standard Equipment Features for 1956

- FLUORESCENT LIGHTING
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FIREWORKS FOR ALL OCCASIONS
Best prices, best quality of Fireworks and Service, for your Celebration, Fair, Park or Drive-In Theater. Established in 1923. Write for free catalog.

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THE BILLBOARD
JUNE 16, 1956

Herb Dotten
More Than a Challenge

A WARD for the understatement of the year should go to J. Dan Baldwin, manager of the Kentucky State Fair. No. 1. Discussing the problem of filling both the 1,250-seat Coliseum and the 15,000-seat Coliseum of the new $18,000,000 fair stand each afternoon and night of the five-day fair, Baldwin said: "I regard it as a challenge."

The combined seating capacity of the two structures will be 19,200. Multiply that by 19 (two shows daily each of the nine days) and the total possible capacity for the fair's full run will be 705,000. Lest anyone think outside gate attendance will not total its own "challenge", Baldwin notes that the fact that this fair this year is switching to an "everybody pays" gate policy and you've got a clearer idea. Even with a tight gate—and Baldwin insists it will be at an admission fee—he believes the fair, if given weather, should pull 705,000 this year. And that would be a dropping increase over 35, the record year a date.

"After all," Baldwin explains, "we will be opening our new plant, one of the South's finest. And we will be using our Coliseum and the lawn in the South."

"We will be offering the greatest variety in entertainment features and the strongest attractions ever presented at a Kentucky fair. We have, moreover, doubled our advertising budget and are greatly increasing our promotional efforts."

A run-down of the attractions already set leaves no doubt that Kentuckians will be offered the most varied and strongest attractions ever dished up for them by the fair.

Attraction Smorgasbord

For Canada Internationale it will be in its performances, a rodeo, starting Gene Auty, is the in for four shows. Super Circus is scheduled for as many performances, the Barnum-Hardwick No. 1, will be in for three shows, and a pro football game—the Phila-Jolibs Eagles vs. the Baltimore Colts—slated for Sunday afternoon.

In that spot, the will be the traditional home show, always the dominant feature of the fair in the past, and many special events hosted and executed by L. (Doc) Cassidy, and a huge one-night fireworks show.

Offering so much is, indeed, a stitch at Louisville. For many years, the only major attractions were a horse show, held in the small Coliseum on the old grounds, and a grandstand show, offered free after it was concluded. The Cotton Belt would have paid for these attractions served up in the down-at-the-heels grandstand.

For the past several years the outside gate price was 80 cents. But this year, with the elimination of a free grandstand show, the price is dropped to 30 cents.

Baldwin is quick to recognize the tremendous problem Baldwin faces in trying to build respectable-looking crowds in such big capacity structures as the new Coliseum and stadium. Most of them just as quickly admit they wouldn't tackle the job.

But these fellow fair executives fairly drool over some aspects of the new Louisville plant, particularly its facilities for large crowds. The 37-acre plant at completion will provide parking space for 37,000 cars—10,000 on hard-surfaced areas, 17,000 on well-drained grass.

Abundance of Exhibit Space

Some local town, too, will be asked for exhibits. Both wings of the Coliseum will have four feet of floor space. One of these wings will be used to house livestock, the other for 4-H, FFA, a women's department, school and college exhibits and for hundreds the could be a chomping increase over 35, the record year a date.

The farm machinery show will be the biggest in the fair's history. Already more space has been contracted by manufacturers of farm machinery and equipment than was ever used for a farm machinery show at the old fairgrounds. Baldwin has done much to tie in the State's educational institutions with the fair and more and better space available for exhibits this year, school and college exhibits are expected to exceed the 20,920 in the past.

The major college in the State will be represented, Baldwin points out, adding, "And this will continue the fall's distinction of having more major colleges represented with exhibits than any other fair in the West."

By background, it is understandable why Baldwin succeeded in bringing these colleges and educational institutions to the fair. Undergraduate student at Kentucky's Western State College, took advance work in the same field at the University of Kentucky and then served 20 years as a vocational agent for the high school level.

Baldwin, however, did more than teach before he became fair manager. He organized and managed the Kentucky Exposition Association and he also climbed as a manager of several private businesses before moving into the fair post in 1953.

Cape Cod Group

Sets July 4 Ce1

FALMOUTH, Mass.—The Portuguese-American Association will hold its First Cape Cod Fair here July 3-4, Theophilus L. Nunez, general chairman, announced. Activities will be held in Governor Fuller Field and will include special events, dances, magic attractions, races, baseball and a telephone giveaway. The Mothers Lodges are scheduled to hold a tribal dance in conjunction with the event.

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NEW KIDDIE RIDES

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- Kiddie Auto Ride
- Pony Cars
- Pirate Boat
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- Merry-go-round
- Roller Coasters

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Complete and Timely Coverage...

...assuring you BIGGER and BETTER RESULTS!

Here's Guaranteed Readership and Extra Distribution!

Following are just some of the features that will appear in the 1956 Summer Special that will surely accelerate reader-interest for many weeks after publication:

- "Outlook for 1956 Business"—A comprehensive evaluation of every branch of Outdoor Showbusiness for this year.
- "Major Highways—Source of New Outdoor Installations"—How the new highway program will greatly help to increase the Outdoor Market.
- "Piggy-Back—Nearer for Show Business"—Value of the new trend in railroading on Show trains and truck Shows.
- "Cinerama Under Canvas"—The how and why of this new feature.
- Special articles on Candy Floss, Popcorn and several major Food and Drink Concession items.
- Coming Events List of all Celebrations and Centennials, etc., for the balance of the summer.
- Revised, more complete listing of the 1956 Fair Dates.
- PLUS ALL THE LATEST NEWS, ROUTES AND OTHER REGULAR WEEKLY FEATURES.

All of this
BOUND IN AN EYE-CATCHING THREE-COLOR SLICK COVER COMMANDING GREATER ATTENTION, LARGER READERSHIP AND BIGGER RESULTS FOR ADVERTISERS!

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CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLlywood 9-5831
Plant Management, Operators Thrash Out Trade Problems
NIRA Forum Discusses Commissions, Vandalism, Need for Single Contractors

NEW YORK — Industrial and automatic merchandising management got together Tuesday (5) at a West 42nd St. luncheon. The group, which was organized as the National Association of Trade Operators (Continued on page 90)

Coast Firm Offers Ops Financing Plan
By SAM ARIBOTT
LOS ANGELES — A new vending machine industry type of financing is being offered to vending operators in a more flexible method of obtaining equipment, is now available to vending operators through Sexier Leasing Corporation with offices here, representative in Chicago and with representatives in New York.

The financing program by the company, will be handled entirely through the local office with Robert L. Conver, veteran comman, serving as an assistant vice president. Operators contacting other offices and representatives will be referred to this office, Conver said.

According to the company, the financing company will buy the equipment outright on the basis of the contract which the operator is going to make for the manufacturer cash for the machines. Operators will lease the equipment on one of two plans, depending upon credit standing.

No Deposit —
One, a no deposit leasing plan providing for a repurchase agreement with the manufacturer. This, a limited

Self-Brew, Hot Food, Pre-Mix Vendors Displayed at NIRA

NEW YORK — The exhibit floor of the National Industrial Recreation Association convention at the Hotel Statler here was put on the stage of a miniature NIRA show Tuesday (5), said the nation Wednesday (6), three new vending machines were exhibited by vendors and with representatives in New York.

The automatic Canteen Company of America showed its new self-brew coffee and hot food vendors, while Coca-Cola displayed their new Glassuckle single and dual reflection pre-mix drink machine.

Canteen said the vendor has a cup capacity of 500 and has four selections of coffee and a hot chocolate. C. J. Bitten, Canteen assistant vice president, said the unit is being made by Canteen for exclusivity use on its own operations. No further details about the machine can be made public, he added.

The hot food machine has six selections of canned soups and two hot coconuts, butterflies and franks and beans. Capacity is 29 cans per column, with column capacity of 677 and 240 cans in an unlimited

W. Europe Presents Growing Market for Drink-Machines
Cole Units Being Made in Germany; Sirups and Cups Problem

NEW YORK—Western Europe is a tremendous untapped market for machine operators in the field of pre-mixed drink vending equipment, according to Arnold Cortell, president of American Merchandising Company.

Several weeks as experts agent for American machine manufacturers throughout the world, Cortell explains that Western Europe is actively building up the market for cup drink machines.

While most drink machines are located in Europe of American manufacture, a German plant, Schoolmer Emdenson Miller & Company in Westphalia, last February conducted a survey on a three-flavor Cole machine.

The unit has been exhibited in Amsterdam, Brussels, Berlin, and Paris, and will be shown at the fair in Munich, which is the first selective cup drink machine ever manufactured. The unit is 4,500 Machines

Since Amea and Seo, S. M. Cole machines to Europe, Cortell estimates that nearly 5,000 have been placed on location, only a few of which have been of German manufacture. On the entire Continent only about 4,500 machines are on location, he added. Deliveries to Hot-Spa machines are now under way, he said. Shippers present a problem, Most of the European steam is of poor quality. Owing to conditions reported from the United States (Ameropa represents Canada Day), the German manufacturers have been selling sirups to the vending trade.

Several big deals are in the works for American, one a West German manufacturer, is expected to be announced.

Ohio Tobacco Distribrs Meet
CLEVELAND — The National Association of Tobacco Distributors held its first pilot conference Friday afternoon and Saturday, here at the Hotel Statler here. Ohio distributors from Cleveland, Lorain, Canton and Springfield attended.

According to Joep Kodols, NATD district director, it was announced that the convention will be held May 17-18 at the Hotel Statler here.
Vending in Major Role
At N. Y. NIRA Conclave

NEW YORK—The emphasis on automatic merchandising at the National Industrial Recreation Association show which ended its three-day run at the Hotel Statler here Wednesday (6) was considerable.

Various vending manufacturers and suppliers reported considerable interest at their exhibit booths, and an afternoon session was devoted to vending problems (see separate story).

The conventioners were largely representatives of major merchandising firms who are charged with responsibility for employee recreation programs.

Interest High
As a large part of the recreation program financing comes from vending machine commissions, the delegates showed more than passing interest in new developments in hot food and soft-drink vending equipment.

While little business was transacted, operating through such automatic Cantina were given the opportunity to cement relations with location owners and move for new business.

Also, machine manufacturers like the Interstate-United Coffee Corporation introduced the equipment to top location prospects. And supply companies were able to promote their products in bottles and pre-mix vending machines.

**VICTOR’S TOPPER**
1¢ BALL GUM MACHINE 1¢ COIN $12.75 100 or more AMERICA’S FIRST BALL GUM VENDOR VICTOR’S FIFTY CENTS BALL GUM VENDOR $13.25 each ½ Deposit on All Orders Write for Our Specials on CANADIAN-BALL GUM-BIT’S-CHARMS

H.B. Hutchinson Jr.
300 acct. East 8th Street, Davenport, Iowa

**ACORN**
All Purpose Vendor $14.95 1¢ or 5¢

Meats, fruits, vegetables, small groceries, and general supplies.

**TWO BIG MONEY-MAKERS!**
Victoria’s Famous BABY GRAND Equipped with Picture Card Vendor Vending beautiful, interesting cards simulated NONE LIKE IT ON THE MARKET 1200 CARDS @ 12c each Liard price $144.00

Write for free Circular

J.H. Keenev & Co. Inc.
200 N. W. Fifth St. Chicago 2, Ill.
NEW! NEW! NEW!
SPECTACLES
GENIE LAMP
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OWL WITH JEWEL EYES
SKULL WITH JEWEL EYES
Send 35c for Regular Sample Kit of Chums
Sure Lock—the perfect staple. unwanted items, and主机
matches 100 high quality fit sold
contains our unique

Third 476 ate
FRANK holds the MISSION Ameropa gum.
-PENNY New U.S.A., equipment LARGE location owner HUNDREDS cards and
is same features both vending with SPECTACLES magasin in M. I.
-\-

Ohio Tobacco
Continued from page 74

120 at Opening Of Du Grenier Sales Offices

NEW YORK—More than 120 trade representatives assembled at the official opening of the new sales and advertising offices of Arthur H. Du Grenier, Inc., Friday (11) at 250 W. 37th Street.

Equipment displayed was the new 14-column Snookmaster, the 12-column Snookmaster, the Seidmart, Staudal's Snook-Fair, and the Multi-

FRANC Du GRENIER, center, and Richard E. Gibb, third left, play host to foreign vending and trade commission executives at the opening of the Du Grenier offices in New York. To the left of Du Grenier is Arnold Cortell, American Trading & Shipping Company, Du Grenier export agent.

President of the new offices is John J. Coyne, Jr. who has been general manager of the firm's New York sales office.

Alden S. Jones, president of the firm, said the move was made to better serve the New York area.

A number of vending and trade commission executives from other countries were present.

The official opening was followed by a reception and dance at the Waldorf Astoria Hotel.

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Industry Problems Studied

Continued from page 54

vic., he continued, is usually responsible to see that men do not cooperate around the machine and that they do not litter the area.

Remove Machine

When discipline is poor, he added, the employees are paid hourly wages. After the warning, the machine is removed temporarily, and the employees are told the reason. This usually works wonders, he concluded.

Beech-Nut and Life Savers Set Merger Plans

NEW YORK—The Beech-Nut Packing Company, Canajoharie, N. Y., and the Life Savors Corporation, Port Chester, N. Y., have announced merger plans. The consolidated company will be known as Beech-Nut Life Savers Inc. Stockholders and directors of both firms must approve the merger.

Terms of the proposed merger are that holders of 1,531,354 outstanding Beech-Nut shares will receive for each of their shares 1.2 shares of the consolidated company.

Holders of Life Savers’ 1,575,038 outstanding shares would get one share of the new stock.

Beech-Nut makes gum for the vending trade. Life Savers makes confections and cough drops for the trade.

Last year Beech-Nut sales were $310,083,600, with net income of $24,093,00. Dividends were declared for the first quarter of 1955. In 1955 Life Savers sales were $28,983,302 and net income $2,731,617. First quarter profits this year were $977,800, about 10% more than 1955 first quarter profits.

TERRIFIC MONEY-MAKING POSSIBILITIES

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Saves Houses, Cash Registers, Schools, Charities, Churches, Bars, Clubs, Restaurants, Street Cars, Busses, Schools, Stores, and any place you can locate them.

COIN-O-MATIC Kool Pack Room Conditioners

For coins, gum, or candy, make money selling these vending machines.

COIN-O-MATIC Kool Pack

13 gallon capacity, 93 inches high.

Attractive Outfitting

Built to Last

For Permanent Locations

Solid Steel Frame, Base, Cover, and Mechanism

Stainless Steel Panels

Fully Automatic

Lights Up

Coin or Bill Acceptance

24 Hour Operation

Write today for illustrated folder and full details.

Schoenbach

Vending Machine Manufacturers

216 North St., South Bend, Ind.

Victor Topper 1c

Ball Gum Machine

$12.75 Each

$13.75 Each 100 or more

Used in streets, parks, stores, etc.

VICTOR’S TOPPER

1c BALL GUN MACHINE

VALUE $15.00

With purchase of a 4 Victor Topper the above machine can be purchased for...

$1.00

VENDOR’s SPECIAL

1c BALL GUN MACHINE

$12.75 Each

$13.75 Each 100 or more

AMERICA’S FAVORITE BALL GUN VENDOR

Saves Houses, Cash Registers, Schools, Charities, Churches, Bars, Clubs, Restaurants, Street Cars, Busses, Schools, Stores, and any place you can locate them.

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Rock-Ola Makes It Unanimous: Announces 200 Distributors Receive Invitations To Attend Advance Showing in August

CHICAGO—Mounting specula-
tions among transplanters about new models of Rock-Ola Mau-
turing Corporation ended last week with the firm's announcement of the presence of 200 Rock-Ola sales managers from all 48 States and the District of Columbia.

Ed Ristau, Rock-Ola sales direc-
tor, in an announcement Wed-
nesday evening at Harry Norten's world distributor organization had already received invitations to attend the advance showing of the "Rock-Ola 200" in Chicago early in August.

Elect Carlson
Pres. of UMO;
Norton is V-P

Association Calls Meeting June 18

To Discuss Taxes

Ed Carlson, president of the Carlson Music Company, was elected president of the United Music Operators of Michigan Mon-
tday night. He succeeds James M. Arrow, of Jeff's Music Com-
pany.

Other officers elected for the coming year are Harry Norten, Lincoln Vendage, vice-president; Louis Fisher, Music Man, sec-
tary, and Anthony Schmidt, Circle Music, treasurer.

Elect to the board of dire-

(Continued on page 87)

Wurlitzer 200 Showings Pull Big Turnout

CHICAGO — Wurlitzer dis-

(Continued on page 97)

500 Operators Attend Associated Amuse Affair

BOSTON — Edward W. Ror-

(Continued on page 97)

$ Shortage Easing In Europe: Bond

Boston Distribs Takes 11-Country Tour; Sales Licenses the Biggest Problem

BOSTON—The availability of all kinds of coin-operated amuse-
ment machines in many European countries promises a brighter future for U. S. automatic phonograph manufacturers.

When the West Virginia Music Operators Association heard about the planned program, an offer to supply coin phonographs on a loan basis for the event was immediately accepted.

Public relations-wise, the co-

(Continued on page 97)

PHILADELPHIA — The Inter-

(Continued on page 97)
ANY WAY YOU LOOK AT IT

YOU SEE GREATER EARNING POWER

The best advertisement for this phenomenal phonograph never appears in any magazine. It shows up in the well filled coin bag every time the cash box door is opened for collection. There's no substitute for earning power. The Wurlitzer Centennial Model 2000 has that power... and is proving it every day.

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION

WURLITZER

CENTENNIAL MODEL 2000
SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.
Rural Dime Growth: A Location Problem

(Editor's Note: This is the third in a series of Music Operator Forums covering dime play. This week's Forum concerns itself with rural dime play only. Next week the Forum will spotlight the urban situation.)

The vending machine operators in rural areas and in small towns are not unlike those concerns that started dime play in the big cities. Today they are converting juke box equipment to dime play. Both groups, according to the Music Operators Federation, an organization representing both dime and juke box operators, are in competition with each other. This competition is one of the most important factors when going to dime play.

There is one big difference, however. Rural operators find it is harder to build location owner cooperation than to reduce operator competition. The opposite is true in metropolitan areas, as will be seen below.

According to operators this difference accounts for the slow dime play progress in rural areas and small towns. The operators point out that nearly 34 per cent of all rural location operators are still nickel play, another 27 per cent have less than one out of four of their machines dime play.

At the accompanying chart shows, the chances of many of these nickel play nickel route going to dime play is only 34 to 27. Only one nickel route per four machines in the area is expected to start changing this year.

In going to dime play polled about the same percentages from rural operators as metropolitan operators. These factors in order of importance for getting cooperation from dime machine operators, but not new brand, new brand equipment, and advertising campaigns, and written contracts.

Because location owner cooperation proves to be the most important factor facing rural dime operators discussed how to get this cooperation when they have the cooperation on the best route to convert to dime play. Methods cited ran the gamut. The most popular: "Get out and talk with the people of the place.

Other methods included persuading location owner over a period of time, sending owners can cost comparison figures, meeting at location, using public forums, trying to change to dime play. The examples cited ran the gamut. The most popular: "Get out and talk with the people of the place.

Still Other Solutions

Still other suggestions that those in the dime operators are using to try to convert dime play.

JIM CHILLES, Walla Walla Music Company, Walla Walla, Wash., "First get your location owner to allow you to try dime play for 100 days. When they see that they can make money, they will let you convert. The big job is to get to your locations to work with you.

L. A. LONGAN, A.A. Assessment, Yuma, Ariz., "We converted about 20 of our best location locations to fly by the elbow. The reason we tried this is that we had a good plan to radio and television explaining why we had to go to dime play. Today, we would have more trouble getting back to nickel play than we had when we started going dime. The location owners are interested in samples of what was said on the air, they can write Pat Kreiter, KERV-TV, Yuma.

ALF LA CAMERA, La Camera Music Company, Chicago, Ill., "Change from addips to top tunes for a dime, going to straight dime play later.

SEYMOUR POLLAK, Terre Haute, N. Y., "If we are successful in converting to dime play, change the equipment. We would be more successful in collecting revenue and profits when they know all machines are being changed.

HARRY G. SUTTON, Benner Novelty, Benner City, N. Y., "If we go to dime play—both among operators and location owner cooperation, it is the plan to be made like the phone companies handled their telephone in price. Just class dime played quickly possible.

Next Week: Dime Play in the City

SALT LAKE CITY—A mail

order record was shown when

the main attraction of a bustling three-month-old one-stop owned and operated by the W. S. music

operator. Mrs. Mary A. Royer, a music owner 10 years, opened the rhythm box in Salt Lake City three months ago to answer the special need of Salt Lake operator. Cut time is boy-

duced by the music box, and her husband—Walter-

Lloyd up Em's Music Temple, a local music operating company. Here's how Mrs. Royer's mail-

order plan is working.

Each week she picks packages and mails to each customer from five to eight records. From this canter, an operator makes his selection, orders the desired records. Order records are then shipped. A charge of 5 cents over cost for all records is made for pack-

age and handling, because there are no other charges for the service. For specially recorded, the one-

stop sends out letters as a means of filling a customer request. A large stock, however, is not kept on hand. ""I try a fast turnover so my customers will never have to take no for an answer,"" she says. Close to a central distrib-

ution point, located on the outskirts of Salt Lake City to make this possible."

The One-Stop now serves operators in Utah, Idaho, and Southern Idaho. Mrs. Royer entered the one-stop

business when she began noticing that most of some other dime opera-

tors had to travel to buy records and that some operators traveled as far as 500 miles into Salt Lake City to fill record stock. ""I wanted to see what I could do and I think I've made a contribution."

NO COMMENT

Red Prelates Get 1st View Of Juke Box

CLEVELAND—A Detroit clerg-

man Thursday (7) got his first

view of an American juke box, but

he refused to comment on the simi-

larity of the automatic phonographs he saw.

The event took place at the YMCA-TWA Club in Mansfield, O., where three black and two white

clergymen were on an inspection tour of the building.

The juke box attracted the at-

tion of Archpriest Mihali Slav-

nik, who asked what methods

there were to explain the phonograph to a person who does not have a nickel, told to place it in the coin chute and await results.

When asked what had impressed the machine, he gave a noncom-

mensurable smile.

N. W. Fla. Ops Push Dime Play

GAINEVILLE, Fla. — Music

operators here are beginning to speed up conversion to dime play, three years after the operators

were planned by the Dixie Juke Box

Association.

At a meeting at the Whitehouse Hotel here the Dixie Juke Box

Association discussed methods to reduce dime play opposition and the effect dime play has had on it.

Meeting the task was D. W. Bisco, Dixie Juke Box

Distribution Company, Wurli

Dixie Distributor, who was called the meeting because he believes opera-

tors could learn more from other operators in the group, drawing and error conversions on their own.

The group is not represented by an association. Conversions had been made on sampling basis in the past by the current all-out effort.

Present were E. B. Sopp, Soap

Music Company; A. J. Harvey, Harvey Music Company; H. E. Hill Assessment Company; and Ralph Schemer, Ells Will & Com-

pany.

All operators reported the results of dime play to date have been satisfactory.

Display Wurlitzer Line in Brussels

NORTH TONAWANDA, N. Y. —

Elgin Music Company's next step was exhibited to Belgium dealers B. 140

Centennial celebration a few weeks ago when it exhibited Wurlitzer

features, for the first time on the Brussels music trade fair in that city. Arne de Ruyck, Wurlitzer sales manager, said, "The Brussels Fair is one of the highlights of the European carpet year, drawing many distributors, manufacturers, and buyers from around the world. We were proud to have a part in representing our equipment and Wurlitzer, Elgin-Belope, Inc.

Atlas Music Skeds 4 Ill. Operator Service Schools

CHICAGO—Atlas Music

Company, Seeburg distributor, laun-

ched the first of four planned operator service schools here Tuesday afternoon when it invited operators from the Rock Island, Moline and Dixon area to be held at the Ill. Amstrong Hotel.

Heading the instruction was Ed

Hudsky, Seeburg sales engineer. Atlas staffers included Nate Feau-

tini, Chicago area sales manager.

Other service schools are sched-

uled for Springfield, Ill., June 12; the Rock Island, Moline area, June 19; and at the Faust Hotel in Rockford, June 26.

Tokyo Offices

Continued from page 73

ways, and, given a free hand, American businesses can build up a profitable market.

The cup vending market, while not a major, is a potential market in Japan. Birley's Grange, for example, has extensive operations in Japan, while Japanese import manufacturers are making cola drinks similar to those sold in the United States.

Service, Repair

Could play the trick for John Nelson, who arrived in Japan with one of the first elements of Japan's American Army, and have been it"d as a change for the war. By his 24th birthday, he had 40 or 50 miles a year, it's a change for the war.

Robert Wynn, director of sales, an

Atlas Music Company, is a player for the Henry Busey player, a former record shop owner. On

hand to show some of the new

models is Ken Watts, E.P. Leonti and Johnny Fellowes, as well as various managers at military installations.

Williams International, managed by Khe Nambusono, is Coald's

closest agent in Oklahoma, while Jim DeWitt manages the Kansas branch.
Coinmen You Know

Twin Cities

BY JACK WEINBERG

ALL'S FINE WITH SANDLER. Irving Sandler is a proud father three days-his son, Michael Sandler, 22, of Bar Harbor, Maine, who recently graduated last week from Grinnell College with a Bachelor of Art degree. The young man now is waiting to enter military service.

Irving's younger son, Ronnie, 15, came to Minne-apolils with his father last week and worked in the shop while Dad set up the showing of the new Wurlitzer 200 for operators here... Tony Trucano, owner of Black Hills Noveltty Company, Deadwood, S. D., has returned from a brief operation and is on the job, good as ever, he insists.

Jack Jeffries, of Oklahoma, la., bought out the music-game operation of Basil Dale, of Leon, La.,... Vera Foster, of Acuse Music Company, says some helpful visitors to the box offices at her one-step... Sandler are Gigi Grant's "Wayward Wind" on RBA, Cathy "A Woman's Touch" on Fraternity, Anne Breslau's "It Only Takes for a Little While" on RCA-Victor and Pat Broe's "I'm in Love With You" on Dot... Avis Fike, Sandler bookkeeper, is back at her desk here after several days in Des Moines and Spirit Lake, la., attending the funeral of an uncle.

Sid Levin, of Lieberman Music Company, is shedding business worries for the next few days as he joins a party going fishing near Ely, Minn., over the weekend in search of the bigger ones... Jim McElhan, of Black River Falls, Wis., who recently bought out part of the route operated by Guy Loomis in Merrick, N. Y., comes to the Twin Cities this week to get acquainted and to view the new 200-record phonographs... Sally Rose, of Sandler Distributors, spent several days in Minneapolis on business and reported operators are very pleased with the success of the new machines in various neighborhoods confidence that the yield will be good from the vacation-tourist trade.

Among operators who stopped in both at Lieberman Music Company and Sandler Distributing Company to see AMI at the former and Wurlitzer at the latter during the 200-record machine introduction... Harry Siegel, of the new company, Minot, N. D.; Jack Stearn, Minot, N. D.; Ben Jahnake, Hutchinson, Minn.; Leonard Anderson, Hudson, Wis.; Lloyd Keiser, Frontenac, Minn.; John Czarina, Duluth, Minn.; Frank Gilbert, Minn.; Ted Lawyer, Sol Stone, Anos, Honeydell, Ed Rodstein, Mitty Kantor and M. M. (Doc) Bernheimer, of Minneapolis; Jack Lawlor, of Lake City, Minn.; Chef LeDell Shidler, Virginia, Minn.; Cecil Terveer, of Winona, Minn.; Mr. and Mrs. Arnold Tersner, St. Paul; Leo DeMora Jr., Ashland, Wis.; Frank Phillips, Winnberg, Minn., Art Haggens, Grand Forks, N. D.; Phil Strand, Jordan, Minn.

Washington

BY DELORES NEWCOMB

HRISH BUYS ROUTES. Hrish Machines acquired two more routes—the popular "Mother and Baby" and Baby Bop Company—reports Treasurer Roger Squierman, McManus has joined Hrish as a special representative. Squierman adds that summer business is expected to be good this year, and that Hrish will buy 200's annually.

Evren Griffith, owner of Pioneer Novelty Company, wishes the weather would warm up soon in his summer spots would pick up. Ev will buy 200's, but he believes location is far more important than machine style or the number of records on the machine, and that the machine style will vary with the weather.

Michael Boshold, Game Room operator at Washington National Airport, says travelers are keeping the room busy. His venture into indoor and outdoor music concessions is a success. Boshold now supplies background music to nearly 20 locations.

Erv Kafe of Washington is presently "between the coffee and milk sessions," according to Manager James Brown. Brown has purchased two Hessies hot food machines and will place them at the necessary location. An efficient system. He will expand into other hot food categories.

Miami

BY RAOUl SHAPIRO

NEW FACES. Congratulations to Eloise and Joe Mangone, of Miami, Fla., who presented Joe with a box May 29. He for almost charged his way into the delivery room in his anxiety. They were late for almost four hours. But when we spoke, he told us all about it... Another couple anxious avoiding their first baby is Joyce and Larry Finn. Larry is restless for Mellow Music Sandwiches and Joyce is the daughter of Willy Levy, of the same company. The event is expected any hour.

Congrats to Joan and Oscar Garcia, of Garcia Music Company, in Key West, Fla., who celebrated their anniversary last year... Keo Willis, of Both Distributing Company, back from two-week vacation to the Far Northwest and California, had time to catch up on his mail before he was off on another trip up the West Coast of Florida. Ken is making this trip in style, as he just got delivery on his new Oldsmobile, and air conditioned, no less.

Ozzy Troumpan, of Bush Distributing Company, off on a last trip to Cuba to visit Bush's Havana office... Lucky Shabadock, of Music Makers, Inc., flying up to New York with his family to attend a wedding recently... Another guy flying around these days is Steve Brokemore, of Mercury Records here. Steve flew to Chicago, then to New York, and back to Miami, all in a few days. Flying around, but out in a plane, is Marvin Novak, of King Records. With a half a dozen records hitting at one time, Marvin is really jumping to keep everybody satisfied.

Sorry to hear that Lou Lehrman, of L & L Amusement Company in Hollywood, had up to give his route. ... Henry Stone, of Chart Records, has finally given in to public opinion and shaved off his beard. That you really had never seen. And it was a red beard no less... Doris Shipman, of Music Makers, Inc., back from her New York vacation. ... Buddy Smith, mechanic for Music Makers, Inc., back from his West Coast vacation.

(Continued on page 84)

DIME PLAY—IT'S PROBLEMS. Music Operator Forum reports that competition among operators and relations between operators and location owners is on the upswing. The forum reports that the successful conversion to dime play is increasing. (Page 80, The Billboard, June 6)

200 PLAY DISK BUYING PROGRAMMING. A check in nine cities across the nation discloses current thinking on buying and programming disks for 200-selection machines. Agreed—Programming—with 200's is more important than ever. (Page 71, The Billboard, June 6)

THEATER TO KIDDELAND. Chicago restaurateur breaks plee of shopper—"tough to shop with three children in tow"—takes bold step to transform neighborhood movie house into an indoor kiddieland in heart of business district. (Page 1, The Billboard, June 9)

INFORMAL SHOWINGS FULL CROWDS. Distributors' informal exhibition of new 200-selection AMI, Inc., and Rudolph Wurlitzer Company around the country draw record crowds. (Page 77, The Billboard, June 9)

IF YOU MISSED READING THE JUNE 9 ISSUE OF THE BILLBOARD YOU MISSED THESE OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

NEW COIN GAME ON WAY. Manufacturers say new amusement items are on the way. Ideas for new games mentioned, although nationally engineered plans remain closely guarded secrets. (Page 84, The Billboard, June 9)

KNOW CUSTOMERS: KEY TO JUKE BOX OPERATION. Operator of one of the nation's largest independent music operating firms reports that once an operator knows the fans who play his machines, record buying and programming "comes naturally." (Page 80, The Billboard, June 6)
"Wind" Holds Lead On MOA Program

NEW YORK—"The Wayward Wind," with Copi Grant on Ten, took top selection on "National Juke Box," ARC radio network, used by the Music Operators of America.

Regional favorites on Saturday night, however, were "Toni Tower," with Cathy Carr on Six, "Midwest," The Stars and Stripes, and "Tommy Talltail," with Gloria Parker on Glen, and "Sally B," with Jacki Dell on Fifties.

Voted most promising were "Harold Winder," with Don Roberson on Capitol, and "Remember When," with Cal Callaway on Ampera.

500 Operators • Continued from page 78

at Blinxthor's Village, Lou Denis, band pianist from the Durban, was a space of more than 7,500 square feet, nearly three times the size of the former place. A ramp directly into the plant and an all-weather shipping dock makes the plant both accessible and convenient in inclement weather. Acting as hosts along with Ed Mack Mandell, wife of Associated's general manager, was Richard Mandell, who was also in line to welcome guests. At Leyle, sales manager, Don Fleenor, service manager; Irving Berman and Henry Franke; and Jack Davis, who acted as bartender, and receptionists Christine Kane and Mrs. Sally Stone, for the bar; Anthony Stenger, Al, in the restaurant, and Jack; of Owl Mist, well known for his fine mix.

April 5th, 1955

Ex-Garden (CC)

"Windy" singer is known for his easy-listening tunes and smooth delivery. His repertoire includes old favorites and newer hits, captivating audiences with his smooth voice and engaging stage presence. He continues to tour extensively, captivating fans with his timeless musical style.
Dairy, Kid Ride Spots

**Chicago** — Bowman Dairy, largest of Chicago's 158 dairy firms, has joined forces with six local suburban dairies to form a cooperative, with hopes of boosting business for all concerned.

**Pennsylvania** — A three-story malt house and other products, simply save parts of the state's road map as "play money" for the kids.

Kids take this "play money" to any of the six dairies and present it at the ticket booth.

For every 10 cents on a cartoon top turned in, the tet is entitlled to a ride ticket for 25 cents.
COINMEN YOU KNOW

• Continued from page 81

Chicago

By KEN KAUF

WOLBERG BACK FROM EUROPE. Sam Wolberg, Chicago Coin Machine Company co-head, returned last week from an extended European trip. Joe Szczech, National Coin Machines Exchange chief, also due back this week from Cuba...United roadmap John Money (Chicago), with Al Thomas traveling the New England territory. Visitors at United last week were Lee Wolberg, Atlantic Automatic Sales, San Francisco, and Leo Weibinger, Southern Musical, Louisville.

Wally Finke, First Coin Machine Exchange, says he’s finally discovered how his partner, Joe Klein, maintains homelessness. Klein, by chasing for has at least 30 cops per weekend. Bill Hansfield, Finke’s switchboard operator, is in New York last week. Finke’s Fred Klein entertaining operations over Paul Poll, Hammond, Ind., and Leo New, Chicago.

Herb Perkins, Parveye Distributing Company, back from Montreal, says he had a good visit with Larry Dobkin, comedian there. Bill Kingsley, Bob Radburn and Jerry Reutemeyer have all been back under the new air conditioning system installed at the offices...John Vies, American Resin Corporation, out with a new high lubricant specials for coin machines.

Tom King, King & Company, returning at home in Oak Park following a hernia operation.

New Orleans

By JACk DEMPSiSy

BOSSARD BACK IN TOWN. Louis Bossard, popular and hard-working head of the New Orleans Novely Company, is back in town with his nose to the grindstone after a recent vacation trip to the southland...It’s reported that Joe Wander who was on the coast, was sold it "sized a vacation," and reports they both had a wonderful time.

Frank King, coin machine operator, has been recording his fishing camp at nearby Hopelade—and, of course, getting in a bit of fishing on the side...T. E. Odder, Siddell, La., operator-distributor, is now selling lots for homesites in St. Tammany Parish by your "sellers" are interested in relocating in "God’s country." Seriously interested in tall pine trees, is considered one of the "best health areas" in the nation.

Billard Bach, manager of the Camel St. Penny Arcade, says he has been getting repeated offers—"all grummers"—from collectors who want his automatic piano, one of the show pieces at the Arcade. "It’s a Seeburg piano, and the crowds love it..." Joe Koont, chief engineer and a partner of the N. O. Novely Company, is recuperating from a recent operation at Hotel Disc—and should be back in harness within another week or two...Nick Carabas’ 15-year-old daughter, participated in a dance and event this week at the formal summer opening of City Park last week. In addition to being a fine dancer and ballet stunt, Darlene is also an accomplished accordionist...all of which makes the entire owner of the Coons Novely Company, one proud father.

Bob Nims and his attractive wife, Jerry, are still talking about that Kenneth King trip. They flew to Louisville for the fun, and are still meaning that they should have brought along their portable TV in order to get to see the big race. Nims has extended his photographic pursuit by purchasing the motives of several operators...John (Tess) Elms is once again scoring with his kid baseball team in the city’s American Legion baseball program. He has been identified here as a leader in the war against juvenile delinquency...Fete Nasiali, the demise distributor, received a call from Las Vegas: “Early to work and late to leave makes a man wealthy at least.”

Little Rock

OPS MAKE SWITCH. A number of Arkansas music ops are diversifying, acquiring new businesses, selling their music routes and changing field in an effort to see the big race. Nims has extended his photographic pursuit by purchasing the motives of several operators...John (Tess) Elms is once again scoring with his kid baseball team in the city’s American Legion baseball program. He has been identified here as a leader in the war against juvenile delinquency...Fete Nasiali, the demise distributor, received a call from Las Vegas: “Early to work and late to leave makes a man wealthy at least.”

Apco Readies

• Continued from page 74

60 "ays and that the plant will have a production capacity of 25 CoffeeShoppes and 40 SodaShoppes a day. Meanwhile, one of the major tasks is to educate the public about the use of drink machines. Apco has displayed its line in recent conventions in Chicago, St. Lou- is, Kansas City, San Francisco, and at the Saloon & Bar Vocie Convention. All these shows were primarily consumer affairs.

Rapp said that Apco hot and cold drink machines are being used extensively in Germany because they are smaller. The idea was to influence the habits of the American consumer.

He added that automated plants and theaters account for a high percentage of ScrewShoppe and CoffeeShoppes in Europe. The European distribution and sales organization was set up by Rapp in a survey he made in a 1955 trip to the Continent.

Smokeshop Sale

• Continued from page 74

Smokeshop operators. A finance plan is also available.

Full Production

Rapp added that full production on the 18-column machine is under way. The unit lists for $575.50 and will produce up to 300,000 cigarettes a week. Each column is capable of delivering at any one of five prices.

Smokeshop operators with automatic push-button selection is illuminated by fluorescent lighting and is available in five decorator colors. It sells regular king-size, filter-tips, regular and box-kings sizes.

The machine has three display bollards for subsidies arrangements between the operator and cigarette manufacturers. Rapp said that the operator of the shop back the cost the machine in 30 months on subsidies.

In one case, he added, an operator told the space to an Indianholt and Rapp for a display at 800 of a machine a year, he added.

It’s crazy, man...but they like to play it!...
CHARM A., for 1!, Ave., made representatives, facture age popular persons, aurea, Business up. JUNE sew European drink and many ranks are set from European vended at 25-50 cents. On this problem in Europe is the dollar shortage, but it’s not as important for vending machines as it is for game and music machines. Most Europeans think in gold, which is not available for use by vending machines in this country. By the way, many Americans think in gold, too, and the European vending machine industry can be created.

For hot machines, American companies are importing, but most Europeans like light beer than Americans, according to Cortell. Cortell tells that full-line feeding in European industries will follow the development of the cup drinking. Americans are optimistic about the spread of the American technique of using machines, The line includes candies, sandwich and cigs.

Some German cigarette machines are being manufactured, but Cortell says that they have a long way to go before they can compete with the American product. 30-Lira Coin Cup drink vending has received a shot in the arm in Italy when a new Italian coin was introduced. The new coin is the equivalent of 12 American cents and is a natural for a cup drink vendor. The line representative plant near Milan, with 6,000 employees, has installed some machines. The E. U. armed forces in Europe has done a lot to cultivate civilian traffic in soft drinks. Cigs are the favorite, with orange and strawberry next.

The real problem in Europe is the dollar shortage, but it’s not as important for vending machines as it is for game and music machines. Most Europeans think in gold, which is not available for use by vending machines in this country. By the way, many Americans think in gold, too, and the European vending machine industry can be created.

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$ Shortage
- Continued from page 79

shipment of games within Europe and Belgium as the local point, much U.S. equipment is finding its way into Europe via this avenue.

Bord also observed a big acceptance in the manufacture of juke boxes in West Germany, where the government is free with licenses. Competition there was spurred when occupation troops popularized the juke box, and the electronic-wise Germans lost no time in getting into production to meet the demands of this growing business.

With Italy's tight control on U.S. imports, Bord found it probably best to forget as far as doing business. While there were a good many music machines in the outlying areas, in the big cities the appeal of orchestras, which are everywhere, has kept juke boxes down to a minimum. Most of the Italian imports are bought through Belgium.

Used Equipment

But despite all the restrictions and the difficulties of doing business abroad, Bord feels the export market is a great help to the American operator, since the brisk demand for used equipment helped reduce equipment on the U.S. market.

American coin games, he found, were also everywhere and appeared to have a high acceptance. He also reported that coin games, which are popular in the U.S. seemed to have the most appeal for Europeans. There are also many Arcades in Italy and France doing good business with U.S. equipment.

Bord found the Europeans highly conditioned to food vending machines, and he feels that Europe will be in a big way with the use of these vendors than the U.S. for some years, at least as a common place in Switzerland, Germany, and Holland, and a tremendous new growth after the stores close. The machines are simple with usually from six to 10 columns and practically every kind of merchandise is stocked.

Many stores have a complete restaurant set-up along the lines of the Automatic, and people of all classes use the machines to a much larger extent than similar ones in the U.S.

For Sale

Auto Mutoscopes

1. post-war antique models. All in good shape. Never used.

Automatic Amusement Company

786 Fourth Ave.
San Diego, Calif.

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A.M.I. MODEL A
A.M.I. MODEL D-40
SEEBURG 100C
WURLITZER 1500
ROCK-OLA COMET (120)
ROCK-OLA FIREBALL (120)
ROCK-OLA 1432 (50 Set)

BINGO BARGAINS

AJAX (6 COL) ELECTRIC CIGARETTE MACHINE
All Col. Regular or King Size—320 Capacity
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SHUFFLEBOARDS

20 ROCK-OLA SHUFFLEBOARDS

21 ft. with Gasolene Units. Lights and Climate.

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For a small investment you can triple the take.
ORDER NOW!

**All Bumper Pool Tables received some sales, colors, numbers and quantity as the regular pool tables from.**

- AMI Models A, B, C, D, E, F, G...
- ZODIAC Models 1, 2, 3, 4...
- PICCADILLY Models
- 3W1 Models
- H.F. Models
- M.I.00A Models
- M.I.00B Models

If you can’t find the table for 1,200, caution! You may be the only one who can’t get it.

For complete details contact:

**WILLIAMS MANUFACTURING CO.**
4342 W. FILMORE ST.
CHICAGO 24, ILLINOIS

Elect Carlson
*Continued from page 18*

...are Everett Watson, Ray Musick, Gordon Freeman, Gordon Music; Sam Sam Williams, Williams Music; Sam Sam Williams, Eagle Music; G. M. Patton, Pat’s Music; Sam Sam Williams, Williams Music, and William Meldrum, Meldrum Music.

Special Meeting

A special meeting was set for Monday, June 18, at the Fort Wayne Hardware store. Association members will discuss the problem of local taxation. Heading the discussion agenda are:

1. The possibility of a State tax on juke boxes. A special session of the State Legislature has been called by Gov. C. M. Williams in an effort to raise new funds for the State. Trade sources indicate that juke boxes are being considered.
2. Changes in Detroit’s sales regulations are reported to be under consideration.
3. High suburban license fees recently imposed.

WE NEED ROOM
OUT THEY GO

Bally Broadways
Bally Knight Club
Bally Miami Beach
Bally Variety
Bally Hi-Fi
Bally Yacht Club
Bally Dude Ranch

WRITE FOR PRICING OR CALL NEW AND USED POOL GAMES BEFORE YOU BUY CALL Alpine 4-8571

Frank Swartz
SALES CO.
518-A Fourth Ave.
Nashville 10, Tenn.

Thanks for your response to our SLATE TOPS

Having found our 3/4" SOLID SLATE TOPS to be the most practical, we are DOUBLING PRODUCTION to give you faster service on all orders!

- NO PLYWOOD BACKING
- NO GLUEING
- EASY TO INSTALL
- FINEST RUBBER-BACKED CLOTH
- LOCKED-IN PLASTICS

There is Absolutely No Substitute for SLATE!

Telephone: NYack 7-2464 NOW!

**NYACK SLATE CO., INC.**
80 SO. FRANKLIN ST.
NYACK, NEW YORK
SPECIALIZING IN ALL KINDS OF SLATE POOL TABLE TOPS
GILT-EDGE INVESTMENT!

VALLEY'S SLATE TOP BUMPER POOL

World's Finest Playing Surface — 1-1/16-Inch Slate!

Rugged, Quality Construction — Most Service-Free Table Built!

Conventional Play — Top Appeal for Long-Life Earnings!

GIVE TO DAMON RUNYON CANCER FUND

Tenn. Pinball

- Continued from page 83 earlier ruling had covered that question, and indicated he would issue a decree to that effect July 13. Attorney for some owners contends, however, that an entirely new hearing will develop based in part upon new legislation enacted by Congress to re-establish its "old" machine statutes.

In Tennessee there is an anti-gambling law, and local enforcement officials say they will confiscate any machine bearing a federal gambling stamp, and proceed with criminal action against the operator of such.

CUE CLOSEOUTS

$11.99 PER DOZEN!

Quality cue tips from case finish Northern hardwood cue, with precision pipe joint, chrome tip, plastic ferrule, rubber bumper. Beautiful balance and luster. Eight important cases that do not affect their service. 11 and 12 tips. Free shipping. Quantities limited to stocks on hand. Send check, we ship immediately, and pay the freight. Satisfaction guaranteed.

STATE CUE CO.

324 New State Route, Racine, Wisconsin

STANDARD METAL TYPER

Uses Only 18"x18" Space

Brings In Dimes Instead of Pennies or Nickels

Practically Smoke-Free

Aluminum Die-Greased DISCS
FOR PRICES, WRITE

Standard Metal Typers, Inc.,

1111 N. Western Ave., Chicago 22, Ill.

BULLETIN

MARSH ADVISORS — We have purchased from Harvard Automatic Machine Co., of Lodi, Ohio, the Harvard Typers, Pratt & Williams Presses. These will be manufactured and sold exclusively by us, effective immediately.

NEW POOL GAMES


GENCO

INVASION $1,050.00

GOTTIEB

CHINATOWN $69.50

DAMNED LIL. 165.00

GRAND SLAM 110.00

GREEN PASTURES 118.50

GUYS & DOLLS 79.50

HAWAIIAN BEAUTY 149.50

JOCKEY CLUB 144.50

LADY LUCK 134.50

LOVE LUCK 134.50

MARBLE QUEEN 99.50

TWINS THERAPY 174.50

WISHING WELL 93.00

ARCADE

BASKET BALL $150.00

BERT LANE MERRY-Go-ROUND 325.00

ELETRAL BALE GUN 34.50

JET FIGHTER 34.50

KING OF SWAT 345.00

ROCK-A-BYE BELL 295.00

RIFLE GALLERY 175.00

WILLIAMS

ADITY & NAVY 125.00

DEALER "21" 89.50

DIXIE JOKER 74.50

FAIRWAY 49.50

FOUR CORNERS 79.50

HARDBOARD 64.50

HONG KONG 49.50

LADDY Q 109.50

PETER PAN 164.50

REGATA 195.00

THUNDERBIRD 124.50

TIMES SQUARE 69.50

TWENTY GRAND 59.00

MILLER-NEWARK DISTRIBUTING COMPANY

43 Fairbanks, N. W., Detroit 22, Mich.
5743 Grand River Avenue, Detroit, Michigan
Toll 82230 — 92231

when answering ads...

Say You Saw It In The Billboard
For Quality and Service you can Count on—Depend on WORLD WIDE!

Wurlitzer

Leonard J. Goldstein said the new model pulled more enthusiasm than any previous Wurlitzer model.

Music operators from four Southern states jammed P. A. B. Distributing Company, Inc.'s show- room the New Orleans last week for a look at the new model. Representives from Firms scattered through Louisiana, West Florida, Southern Alabama and Mississippi attended.

Greeting visitors at the F.A.B. offices were Fletcher A. Black, general manager, R. C. Dupuy, assistant manager, and sales representatives Lucin Ethridge, Sum Winkle and Lynn Conner.

Showing of the new Wurlitzer 200-selection phonograph in Phila- delphia was stretched over a 10-day period by the Active Assess- ment Machines Company Joseph A. Shaffer, owner, estimated that over 200 operators stopped in to look at the new line during the week.

---

Want to Buy Late 5-Balls Music Cash or Trade!

Cable Address: "GAMES," Chicago

Terms: 25% Down, Balances to be paid in 18 months.

Wurlitzer

140H...$595.00
M100-C...$595.00
M100-B...$475.00
M100-A...$349.50
L18.M...$195.00
3W1 Wallbox...$95.00
Seeburg Stack 900 Bear...$89.50

ROCK-OLA
6-80...Write
6-720...$465.00
6-86...$299.00
6-100...$165.00
6-140...$109.50

5-Balls

DLK Down...$482.00
Tournament...$325.00
Marathon...$249.00
Star...$175.00

Bank-a-Ball

The Smallest Adv. The Biggest Opportunity

Terms Low as $10.00

Davis Rebuilt and Reconditioned Equipment is FULLY GUARANTEED

Operators at home and abroad buy from Davis with complete confidence. Davis 6-point Guarantee insures location-ready equipment. Phonographs available pre-set for 100-play or requested. Write, wire or phone us about the following equipment...

WURLITZER

140H...$595.00
M100-C...$595.00
M100-B...$475.00
M100-A...$349.50
L18.M...$195.00
3W1 Wallbox...$95.00
Seeburg Stack 900 Bear...$89.50

ROCK-OLA
6-80...Write
6-720...$465.00
6-86...$299.00
6-100...$165.00
6-140...$109.50

5-Balls

DLK Down...$482.00
Tournament...$325.00
Marathon...$249.00
Star...$175.00

Bally

Bally Gold Medal...$338.00
Bally Jet Bowler...$200.00
Bally Hi-Lite Bowler...$100.00

Penballs

Beach Beauty...$300.00
Capitol...$150.00
Friendly...$100.00

Music

Rock-Ola 1446 Hi-Pl. Select...$485.00
Rock-Ola 1446 Camel...$499.00
Seeburg M-190, 190 Select...$430.00

WALL BOXES

Seeburg 3951 Hammerhead...$1,595.00
Seeburg 3951 Climax...$1,499.00

Distributing, Inc.
450 Massachusetts Ave.
(Daytime) 812-4664
(Overnight) 812-4840

W. J. Birmingham

SHUFFLE GAMES

HOLLYWOOD $99.00
SLK. CAPITOL...$79.00
SLK. CLEO...$75.00
SLK. LIGHTING...$65.00
SLK. MERCEDES...$45.00
SLK. PARIS...$35.00
SLK. SPAIN...$45.00
SLK. TROJAN...$85.00
SLK. USA...$79.00
SLK. WALLBE...$25.00
SLK. Leader...$40.00

SHAFER BIG SPECIALS

RECONDITIONED PHONOGRAPHICS

Seeburg

M100-C...$595.00
M100-B...$475.00
M100-A...$349.50
L18.M...$195.00
3W1 Wallbox...$95.00
Seeburg Stack 900 Bear...$89.50

Rock-Ola

6-80...Write
6-720...$465.00
6-86...$299.00
6-100...$165.00
6-140...$109.50

Wurlitzer

140H...$595.00
M100-C...$595.00
M100-B...$475.00
M100-A...$349.50
L18.M...$195.00
3W1 Wallbox...$95.00
Seeburg Stack 900 Bear...$89.50

Davis

140H...$595.00
M100-C...$595.00
M100-B...$475.00
M100-A...$349.50
L18.M...$195.00
3W1 Wallbox...$95.00
Seeburg Stack 900 Bear...$89.50

W. J. Birmingham

Send for Illustrated Catalogs

Shaffer Music Company
In the Coin Machine Business Over 25 Years

W. J. Birmingham

when answering ads...

Say You Saw It In The Billboard
REDD-HOT CLOSEOUTS!

All Machines—GUARANTEED!!

BALLY NIGHT CLUB—New
INTERNATIONAL PEER SHOW—New
UNITED STAR SLUGGER—New
ROYAL CIGARETTE MACHINE—New
EXHIBIT SPANISH POOL—New
BALLY MAGIC POOL—New
BALLY BOOSTER POOL—New

DISTRIBUTORS: Call us and name your own price for these clean UNITED BINGOS.

7 RIOS 2 NEVADAS
3 TROPICS 2 SINGAPORES
6 TAHITIS 2 TROPICANAS

KIDDIE RIDES
- World’s Largest Stock
- Beautifully Restored
- 100% Guaranteed

BALLY CHAMPION NOISE
EXHIBIT BIG BRONCO
SPACE SHIPS
MEET-GO-BOUNDS

WRITE FOR NEW LISTS

DISTRIBUTING CO., 298 LINCOLN ST.
ALLSTON, MASS. 4-4040
Exclusive Distributor Too.

IT’S NEW... IT’S BASEBALL

BALLS SOAR
4 FEET THROUGH THE AIR
WITHOUT THE USE OF RAMPS!

It’s different

NEW! 4 STAR FEATURES

- KING-SIZE
- 1 1/2 BALLS
- Solid Ball—Break-Proof
- COMPACT CARRIER
- PIN-GAME SIZE
- FORMICA PLAY FIELD

1 OR 2 CAN PLAY

GENCO’S New POOL GAMES
now feature the genuine
MARKLITE TOP
100% WARP-PROOF!
PLAYS LIKE SLATE
LESS THAN HALF THE WEIGHT!
IT’S “STONG AS STEEL”

GENCO MFG. & SALES CO.
2651 N. ASHLAND AVENUE
CHICAGO 14, ILLINOIS

Mich. Tobacco
Assn. Names 2
Ops to Board

LANDING, Mich.—Recognizing the importance of the growing au-
tomotive merchandising industry in the State, members of the Mid-
land Tobacco & Candy Distributors Association, Inc., voted two opera-
tors to its board of directors, Mi-
"ichael B. Spaniolo, executive, an-
sounced.

Operators named to the board were Warren Avera, Vendo Ciga-
rette Company, Detroit, and Percy
Levinson, Valley Vending Service,
Saginaw. Also elected to the board
of directors was Jerome Levy, Auto
City Candy Company, Detroit.

SALES MGR.
23 yrs. comprehensive
management, administration
with sales, and distribution. Extensive
experience in direct selling,
field organization, sales plan-
ing and promotion, store,
supervision and training,
dealing with off-license,
and saloon and retail
agents. Excellent
signed, in joke books,
machines, vending and other
different types of products. Season-
ate knowledge of personal,
field. Available. 

BOX 58
BILLYBOARD
1564 BWAY, NYC, NY

EXCLUSIVE FACTORY DISTRIBUTORS
AMI—CHICAGO COIN—GENCO—EXHIBIT

Write or Call for BEST DEALS on:

BINGOS, BOWLERS, MUSIC, ARCADE.
ALL TYPE POOL GAMES—KING SIZE, REGULAR,
AUTOMATIC FRONT PLAYING, FOUR-SIDED
ELECTRIC.

WE WILL ACCEPT TRADES ON ANY OF THE ABOVE

MONROE
COIN MACHINE EXCHANGE INC.
2423 Payne Ave., Cleveland 14, Ohio—Superior 1-4600

You SHOULD BE DOING BUSINESS WITH

TRIMOUNT
America’s foremost exporters of
Reconditioned coin-operated equipment

- Trimount has developed New England’s largest stock of used
- All equipment is guaranteed mechanically and electrically perfect—all has
- Trimount has one of the country’s largest parts departments with thousands
- Trimount has a large Service Department completely staffed with highly trained
- The Service Departments have parts equipment to assure delivery in

WRITE FOR NEW PARTS CATALOG, EXPORTS BROCHURE,
CATALOG SHEET AND PRICE LIST
Exclusive Gottlieb, Williams, Seeburg, Genco and
International Mutoscope Distributors

Remember
IN NEW ENGLAND
IT’S TRIMOUNT

GIVE TO DAMON RUNYON CANCER FUND
Waukegan, Ill., Votes Out Pins

Waukegan, Ill.—Waukegan city council last week voted to repeal an ordinance under which pinball games were licensed as games of skill.

Henceforth the city will not license the games. They had been licensed at $200 per year.

The action follows recent federal action against Lake County pinball locations. U. S. Internal Revenue officials said the games were used for gambling, and ordered operators to pay for $250 federal gambling stamps for the games.

Waukegan mayor, Robert Coak-

Exhibit... Art

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Waukegan mayor, Robert Coak-
Wally 'n' Joe Say:
Batter! Cheaper! New or Used! FIRST is where to find it, and Joe 'n' Wally guarantee the Quality behind it!

Blumenthal Names
Roth Field Manager

PHILADELPHIA — Appointment of Walter Roth, New York, as field sales manager for the coin-confectionery divisions of Blumenthal Bros. Chocolate Company was announced by Joseph Blumenthal, sales manager confectionery division.

Roth will direct the entire field operation of the firm's J. 5 and 10-cent and vending machine merchandise. He will make his head quarters in New York.

chicago coin's

Twin HOCKEY

- Scoring value of balls advance as game progresses!
  (From 10 to 50)
- Two Sided Play! Players face each other at opposite goals!
- Ball Type operating lever for complete operating comfort!
- Exceptionally well lit up with fluorescent lights!
- Formica Playfield and Control Panels!
- 1 or 2 can play!
- 5c or 10c per player! Optional 6 for 25c

chicago coin's

STEAM SHOVEL

- In Free Play or Regular Models!
- A natural attraction for thousands of new locations like retail stores . . . terminals . . . arcades . . . dime stores . . . etc.
- Two lever controls for simple operation!
- Special rating panel ranks player at the end either as Beginner — Advance — Qualified — Expert!

A POOL GAME FOR EVERY LOCATION

CHAMPION SENIOR POOL • CHAMPION POOL & Model 35
CLOVER POOL & Model 35 • JUMBO POOL • ROTATION POOL

1725 West Diversey Blvd., Chicago 14, III.
A **Bally Game for Every Location**

**NIGHT-CLUB**

All the big money-making play-appeal of BROADWAY plus sensational new **BEFORE and AFTER** feature

- press buttons **BEFORE** shooting 4" ball
- press buttons **BEFORE** shooting 5" ball
- press buttons **AFTER** shooting 5" ball

Double, Triple and **Quadruple** scores

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.

---

**Magic Pool**

Fastest money-maker in FRONT PLAY pool-table class

**Deluxe ABC Bowler**

NEW IMPROVED MECHANISM

Now you can get delivery again on the greatest money-maker in bowler class. Order Deluxe ABC BOWLER from your Bally Distributor today.

---

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

for best deals on biggest money-makers $ $ $ $ $ $ 

$ $ $ $ $ SEE YOUR Bally DISTRIBUTOR
UNITED'S

SELECT PLAY

SHUFFLE ALLEY

NEW BONUS FEATURE

CARRY OVER BONUS
FRAME TO FRAME
☑ SPARES SCORE 10
☐ STRIKES SCORE 10-20

COLLECTS
BUILT-UP BONUS
in 4th, 7th, 10th
FRAMES

EXTRA SHOTS IN 10th FRAME CAN COLLECT BONUS 1, 2 or 3 Times

3 STRIKE VALUES

EASY SCORES 30
MEDIUM SCORES 40
HARD SCORES 50
PLAYER SELECTS EACH FRAME

EQUIPPED WITH
UNITED'S
FAMOUS
SLUG-
REJECTOR

KING-SIZE PINS
KING-SIZE PUCK
1, 2 OR 3
CAN PLAY

SEE
YOUR
UNITED
DISTRIBUTOR
TODAY

ALSO
AVAILABLE IN
DE LUXE MODEL
WITH
TRIPLE-MATCH
FEATURE

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 13, ILLINOIS

SOUTH SEAS • STAR SLUGGER • REGULATION Shuffle Alley • Complete line of POOL GAMES
proper programming
is the key to
greater
operating profits

**TWO TUNES PER SIDE!**

Proper programming means there's "music for everyone."
This, of course, includes standard music—show tunes,
all-time favorites, light classics and varieties.
This music should be on every phonograph. And,
because this kind of music is available principally
on two-tune Extended-Play records, the V-200
operator should be compensated for the
additional playing time required.

THE SEEBURG V-200...
the world's first dual music system!
The V-200 meets every requirement of modern music merchandising.
Its dual pricing system permits playing single records at one price
and Extended Play records at a proportionately higher price.

America's finest and most complete music systems...

DEPENDABLE MUSIC SYSTEMS SINCE 1902.
J. P. SEEBURG CORPORATION
Chicago 22, Illinois