

The Billboard



FEBRUARY 18, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Artists Play Record Company Hopscotch

Leap From Label to Label at Dizzy Pace; Object's to Pick Up Those Green Dollars

By REN GREVATT

NEW YORK, Feb. 11.—The ebb and flow of recurring talent, from obscurity to initial record contracts, as well as from one major company to another, is moving at near maximum speed, with more than a score of significant switches chalked up in recent months.

The marked talent trend stands out against a backdrop of more companies turning out more successful record sellers than ever.

From the companies' standpoint, it's become purely a competitive situation. In the past six months, the majors have signed more than 100 artists in the constant scramble to grab off more of the consumer dollar.

Talent Ranks

In the talent ranks, there's a restless movement as never before. Once hot artists who have gone cold seek greener pastures. Others who have never made it big continue to shuffle, hoping to hit pay-dirt on another label. With the young talent, there is an ever-present struggle for recognition with a record pact. And the talent is moving in the greatest number.

Recent major artist shifts are highlighted by moves of Ella Fitzgerald from Decca to Verve, Guy Lombardo from Decca to Capitol, Julius La Rosa from Cadence to RCA Victor, Billy Eckstine from M-G-M to RCA Victor, Vic Damone from Mercury to Columbia, Duke Ellington from Capitol to Bethlehem, Spike Jones from RCA Victor to Verve, Harry James from Columbia to Capitol and Les Brown from Coral to Capitol.

In the more distant past, traders still point to the Frank Sinatra shift from Columbia to Capitol as a prime example of how the movement strategy can click. On the other hand, the hazards of a switch are highlighted in the case of Kay Starr. More than a year after Miss Starr's move to RCA Victor came her first hit on the new label, the current top selling "Rock and Roll Waltz."

Lower Rungs

Other artists, too, at various lower levels on the ladder are also

on the move. Most heralded recent move was that of Elvis Presley from the Sun label to RCA Victor. And Gloria Mann, following a stand-out hit on the Sound label, has turned out her first disk for Decca. Recent months also saw shifts by Eydie Gorme from Coral to ABC-Paramount, Betty Johnson from RCA Victor to the new Bally label, Bill Darnell from Label "X" to London, Don Cherry from Decca to Columbia, Joe Loco from Tico to Columbia and Jimmy Wakely from Coral to Decca.

The rhythm and blues field, usually characterized by little movement among established performers, has seen its share of changes too. In recent months Mercury Records landed the Platters from De Luxe and the Penguins from Dootone, while just a month ago, Varetta Dillard switched from Savoy to Groove Records.

Others Coming

Also among the major artists, it is reported that various deals involving shifts have been or are now in the talking stage for Doris Day, Bing Crosby, Les Paul and Mary Ford, Errol Garner and others.

From the record company angle, the number of new pacts is substantial. Decca, for example, has recently signed at least 15 artists including the Dream Weavers, Ralph Young, the Mary Kaye Trio, the veteran Alvino Rey and Pat Kirby, star of the Steve Allen

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MARTHA RAYE FILLS BREACH FOR MARINES

NEW YORK, Feb. 11.—Martha Raye, who usually goes into seclusion for three days after each TV show to recuperate, next week will give up her rest to entertain 6,000 marines who will be going thru hard battle maneuvers on a small Caribbean isle. When efforts to build an entertainment troupe bogged down, Miss Raye volunteered to make the four-day trip, contributing her services gratis, despite the fact that she must leave two mornings after next week's TV show on Tuesday (14).

Also going on the trip to Vieques, island off Puerto Rico, will be Rocky Graziano, singer Paul Stewart, pianist Burt Bacharach, comedy duo Clara Cedrone and Damian Mitchell and eight Hartford Agency models, with Kirby Stone to supply music for the unit. Legit press agent Mike O'Shea is producing, and Nick Condos, Miss Raye's personal manager, is staging the four performances, to be done in two days under battle conditions.

The O'Shea production does not fall under USO auspices, and the difficulties in securing name talent to volunteer for military entertainment in peacetime is underlined by the difficulties encountered in setting up a unit for this trip. The Army's Special Services division foots costs, with Col. Joe Goetz, head of the Pro Entertainment Branch, traveling with the troupe to the isolated islet.

Stop-and-Shop Fun Centers Mushroom Across the Country

Offer Choice of Amusements in One Spot for Public's Outdoor Pleasure

By CHARLIE BYRNES

CHICAGO, Feb. 11.—A new type outdoor shopping center is springing up thruout the nation—establishments whose main commodity is fun.

Like their counterparts, the shopping centers—which are made up of many type stores and shops—the amusement centers include a wide variety of amusements designed to please varied amusement tastes and ages. Kiddielands, drive-in theaters, golf driving ranges, miniature golf courses, batting ranges, skating rinks, etc., are some of the features found in the new one-stop centers but any combination of these qualifies.

The development and growth of these centers stems from a number of reasons. There are more people with more money and more time to spend on amusements. Population in the U. S. is now 167 million. The move to the suburbs is phenomenal. Since 1950 the total population has increased 8 per cent. But growth of the suburbs of cities over 100,000 is up 28 per cent. Total spending amounts to upward of \$393 billion as compared with \$285 billion in 1950. And shorter hours—the five-day week is here, trend toward even a 35-hour week continues.

Of equal importance is the fact

that 4 million children are being born annually, a record number of cars are traveling on better highways, people are becoming shopping center conscious and each year more people are taking up one or more sports or hobbies.

Growth of kiddielands, a post-war development, has been big with close to 600 now operating thruout the country. Out of close to 20,000 motion picture theaters in the country, 4,000 or more are of the open-air variety. Miniature golf courses, currently estimated at 1,500, now out-number those in operation in 1929 when the craze swept the nation. Swimming pools are likewise on the boom, ice skating rinks are mushrooming and roller rinks are on the increase.

More significant, however, is the trend toward grouping of one or more of these at one location. Basic amusement elements are, in most cases, kiddielands or drive-in theaters. A recent survey by The Billboard indicates that kiddielands are no longer just kiddielands. Its collection of amusement rides now form the hub of at least three other types of entertainment features. And of the drive-in theaters surveyed, a whopping 32 per cent of them also operate a kiddieland.

New Plans

Plans for new, large-scaled amusement centers now are in the works. In most cases the planning holds to the established pattern with kiddielands or drive-in theaters as their hubs, but the layouts will integrate the various elements for greater effect than many existing locations. And the entry of big money into the field is bringing along with it careful planning—based on surveys of locations and entertainment features.

Typical of this is Claude Ezell, who operates a chain of 20 drive-in theaters in the Southwest. He visualizes the drive-in theater of the future as more than an entertainment center, altho this will always be its prime function. In addition to the motion pictures, it will offer supervised playgrounds, kiddielands, a swimming pool, bowling alley and other entertainment features.

Ezell points out that shopping (Continued on page 64)

NEWS OF THE WEEK

Independent Group to D. C. With Plea Vs. Network Domination . . .

Several important independent operators in the TV industry are moving on Washington with a plan to curb alleged network domination of station program schedules. One closely coordinated group of stations and film distributors will propose that the Federal Communications Commission disapprove the concept of network option time and direct network affiliated stations to reserve an hour of prime evening time each day for non-network programming. . . . Page 2.

Rep. Celler Strikes Again at What He Calls 'Gas Meter' Video . . .

Rep. Emmanuel Celler this week manifested more opposition to what he calls "gas meter" TV, his term for pay TV. The Congressman is urging early action on his bill to bar fee TV from ever becoming a reality. . . . Page 4

473G Toronto Exhibition Surplus Sets a New Record . . .

Canadian National Exhibition, Toronto, racked up a record \$473,225 operating surplus in 1955, it was revealed in the fair's annual report. Despite cool weather during the second week, 2,809,500 visitors came thru the turnstiles, and even a one-day attendance record of 303,500 was established September 3. . . . Page 88

Music Op Exec Group Shifts Plans for Self-Owned Diskery . . .

Music Operators of America's plan to enter the record business via a corporation owned by member operators, came tumbling down—at least temporarily—at a Chicago MOA executive meet. Paragon Records and National Juke Box Music, two principals in the proposed diskery, failed to come to agreement on the venture. . . . Page 18

SPA Execs to Study Publisher Cut-In on Cleffers' Royalties . . .

Songwriters' Protective Association executives this week indicated their intention to examine the matter of songwriters relinquishing a share of their royalties. It was stated that this practice makes a mockery of the standard publisher-writer agreement. . . . Page 17

DEPARTMENTS AND FEATURES

Amusement Games . . .	110	Music Charts . . .	28
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Music	17	Vending Machines . . .	105

The Television Industry Selects the Year's

TV FILM SERVICE AWARD WINNERS among Distributors . . . Stations . . . Laboratories

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Come to Us, Says Miller

CHICAGO, Feb. 11.—Mitch Miller, Columbia Records' pop artists and repertoire chief, made a public pitch Thursday morning for the record services of Capitol's Les Paul and Mary Ford over a CBS coast-to-coast radio hook-up yet!

Miller happened to be sitting in the WBBM studio here, while deejay Howard Miller was doing his regular long-distance artist interview, this particular day with the Paul family in Mahwah, N. J. "If Les and Mary were recording for me," said Miller, "they could record anything they wanted to, any way they wanted to, any time and any place."

Fun to Come: Fly-In Theater

URBANA, Ill., Feb. 11.—The outdoor fun-seeker of tomorrow may take to the air, and drive-in theaters could become fly-in theaters.

The Family Drive-In Theater here, which operates as the hub of a typical outdoor amusement-recreation center, also lists an adjacent airport as one of its features, in addition to a kiddieland, golf driving range and a miniature golf course.

GROUP TO BATTLE WEBS' HOLD ON PROGRAMMING

Independent Stations, Distributors to File
Plea With Senate Group and FCC

WASHINGTON, Feb. 11.—For the first time the battle against network programming domination is coming out into the open. Independent trade interests around the country are rising up to march on the Washington investigators with a bill of particulars on the alleged network monopoly and a sweeping proposal for its alleviation.

The group of leading independent stations and film distributors that has been meeting in New York the past two months will present a two-part plan to the government investigators here: 1) Disapprove the concept of network option time. 2) Direct network affiliated stations to reserve one hour in each segment of the broadcast day for non-network programming.

The group will thus rally behind at least some of the major points raised in the famous Plotkin memorandum of 1954. (Harry Plotkin was minority counsel to the Senate Interstate and Foreign Commerce Committee when it took its first steps to study TV networks two years ago.)

Senate and FCC

This group, which is understood to consist of about a half dozen stations backed by a lik number of distributors, intends to present its proposals to both the Senate committee headed by Sen. Warren Magnuson and the Federal Communications Commission. It considers them of equal importance in achieving its aims.

The group, which is apparently being sparked by Dick Moore,

president of KTTV, Los Angeles, has hired a firm of attorneys here to prepare its case. They have already had informal talks with Magnuson, with his committee counsel, with Dean Barrow, chairman of the FCC's Network Study Committee, and with other officials here.

The group is understood to have received some encouragement from

a number of network-affiliated stations. However, it does not expect any of those stations openly to align themselves with its presentations here.

Objectives

The principal objective of the claimants is to stake out an hour of prime evening time for syndicated film programs. For an indie like KTTV the enforcement of this plan has two possible benefits: 1) Principally, by bolstering the market for syndicated film, it will give such a station greater assurance of a continuing supply of good first-run product. 2) Secondly, by vacating network shows from a prime evening hour, it would put the independent station in a better position to pull audience against the competing network affiliates.

The spirit within the group is said to be determined and optimistic. While the members hardly dare expect their proposals to be accepted in toto, they feel the principles underlying their proposals are such that government cannot ignore them. They will argue that their plan will result in greater local autonomy in station programming and that it will enable independent and local program packagers and regional and local advertisers to compete with

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OWN FACTS

Dodge Thinks Ratings Are 'Malarkey'

NEW YORK, Feb. 11.—Unique example of a sponsor who thinks ratings are "a lot of malarkey" is Jack Minor. He is sales manager and head of advertising and merchandising for Dodge, which bankrolls three network shows—"Break the Bank," "Make Room for Daddy" and the Lawrence Welk show, all on ABC.

At a press conference here this week, Minor stoutly maintained that he doesn't believe in ratings. His criterion of whether a show is doing a good or bad job for Dodge are the reports that dealers send him mentioning what effect these shows have had in luring in customers. "Nielsen meters only tell you what shows people are seeing; the dealers tell you what cars

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Producers Sign With SCG After NLRB Uppercut

HOLLYWOOD, Feb. 11.—Nearly all of the Hollywood commercial producers have signed the new Screen Cartoonists' Guild contract after a National Labor Relations Board ruling earlier this week shattered the Commercial Film Producers' Association's month-old wall of resistance. NLRB refused to recognize the association as a bargaining unit and sanctioned SCG to negotiate contracts with the individual producers. At press time the sole holdouts to signing included TV Spots, Inc., first target of SCG's strike action, and Swift.

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'T-H-T' Shows Get Stamps

NEW YORK, Feb. 11.—NBC's "Today," "Home" and "Tonight" this week landed an important client, new to network TV, when Sperry & Hutchinson Green Stamps placed an order for about \$1,250,000 worth of participations on the three shows. S.&H. Green Stamps has used local TV only prior to this NBC purchase.

Most of the participations are for "Today," but a large number have also been placed for "Home" and "Tonight." S.&H. Green Stamps are sold to retailers who, in turn, give them to their customers for their purchases. With the stamps, the consumer can then get goods listed in the S.&H. catalog. The stamps are said to pay for themselves by upping the volume of the retailers.

The order was placed by Sullivan, Stauffer, Colwell & Bayles, Inc., which had had the account for only one month.

'Mickey' May Hike Tab 30%

NEW YORK, Feb. 11.—Bankrollers of ABC-TV's "Mickey Mouse Club" next season will have to shell out a reported 30 per cent more in program costs if they want to stay with the top-rated series.

The reason for the hike is that Disney is demanding more dough from ABC, pointing to the fact that he's lost money on the show this year. "Disneyland" is also slated for a rise in costs, tho the bankrollers have known all along of this fact, inasmuch as it was written into the contracts right from the start.

General Foods Puzzles Trade

NEW YORK, Feb. 11.—One of the most intriguing programming mysteries of the week, one which affects CBS' programming line-up on two nights, is the question of what plans General Foods has up its sleeve for its Thursday and Friday night time slots on CBS.

Tho the bankroller this week picked up alternate week sponsorship of CBS' Saturday morning "Mighty Mouse" show, it gave no hint of its intentions concerning the aforementioned evening time periods.

The only definite move it has made in those areas is the cancellation of the Johnny Carson show Thursday 10-10:30 p.m. effective in the next few weeks. Indications are that General Foods will hold on to that time slot and place a low cost show in it until the fall, when CBS will probably take the period over for "Playhouse 90," which General Foods apparently does not fancy.

So far as its Friday 8-9 p.m. time slots are concerned, General Foods is known to be toying with the idea of throwing in a Ray

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Web Winners

FAMOUS FILM FESTIVAL—ABC-TV

The latest Nielsen, the second report for January, gives this show a whopping 11.2 AA rating, which is almost double what it picked up in Nielsen's previous report. The latest rating is being greeted by the web joyfully, for it provides it with powerful evidence of the effectiveness, and exceedingly low cost per thousand, that advertisers can achieve thru participation buys of its feature film shows. Bankrollers who buy for 13 weeks, one spot a week on "Famous Film Festival" and five spots a week on "Afternoon Film Festival," will spend a total of \$16,000 a week. On the basis of the latest Nielsen ratings, they would be hitting a total of 9,943,000 viewers for that price, which is as many viewers as many prime time shows pull in for several times that amount in time and program costs.

GUNSMOKE—CBS-TV

The adult Western has justified the faith of CBS-TV, which slotted the program opposite the big hit of last season, George Gobel. In the January American Research Bureau ratings, the series drew a 21.1, making it the sixth most popular network adventure show. The program is first among men and second among women, with almost identical appeal in the adventure class. Kids aren't represented, but that's no doubt due to the fact that it airs in the 10-10:30 p.m. time period. The show has hurt the ratings of Gobel somewhat, but mainly it seems to have increased the total viewing audience in that particular half hour Saturday night because of the better over-all programming available.

ABC Features for Mon. 9 P.M. Boost

Readies 90-Min. Program; First Films From 'Aft. Festival'; New Ones Sought

NEW YORK, Feb. 11.—A major move by ABC-TV to juice up its Monday night programming schedule is imminent. The web is preparing to throw into its line-up, starting next month, a new 90-minute feature film show 9-10:30 p.m.

Tho the new program will initially go on the air with reruns of the J. Arthur Rank films that are being shown on "Afternoon Film Festival," the web is already out seeking new first-run features for the show for the fall. Its negotiations with Warner Bros. for part or all of that firm's library of pre-1948 features (The Billboard, January 28) have fallen thru. The web, however, is understood to be dickering with a number of other sources of feature film product. In all probability, among the firms ABC is talking with are General Teleradio, which has 150 top-caliber RKO features available for network showing, and Screen Gems, which is getting set to market to TV 104 Columbia features.

In addition to first-run product for the new Monday night feature film series, ABC-TV is seeking first-run features for its Sunday night "Famous Film Festival" and its daytime across-the-board "Afternoon Film Festival" for next season. By that time, of course, the 20 Rank films being aired on the Sunday night show, and the 104 Rank films shown on "Afternoon Film Festival" and on the upcoming Monday night show will

have outworn their welcome as programming material on these network programs.

The use of Rank reruns on Monday nights during the spring and summer, however, will be exceedingly economical for the web, inasmuch as these Rank features re-

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103 East 35 Street

AGENCIES' SCOREBOARD ON SHOWS GRABBING VIEWERS

HOLLYWOOD, Feb. 11.—Following is a breakdown of how the top advertising agencies stacked up, according to the success of their TV shows in attracting audiences. As explained in the accompanying story, ratings shown are both adjusted and non-adjusted:

More Than Five Shows

AGENCY	ADJ.	N.A.	AGENCY	ADJ.	N.A.
BBD&O	24.2	24.6	Sullivan, Stauffer, Colwell & Bayles	21.5	21.4
Young & Rubicam	23.2	24.3	Benton & Bowles	21.5	21.2
McCann-Erickson	22.6	23.7	J. Walter Thompson	16.6	16.5
			Biow	15.6	17.1

Two to Five Shows

AGENCY	ADJ.	N.A.	AGENCY	ADJ.	N.A.
Foote, Cone & Belding	30.3	30.3	Needham, Louis & Brorby	19.7	19.7
Kenyon & Eckhardt	29.3	29.2	Grant	19.5	19.5
North	27.6	27.5	Mac Manus	19.1	19.5
Wm. Esty	27.3	27.2	Warwick & Legler	19.0	19.3
Campbell-Mithun	27.2	27.2	Maxon	18.6	19.1
Campbell-Ewald	26.2	26.4	Weiss & Geller	18.0	19.7
Tatham-Laird	26.0	26.0	Ruthrauff & Ryan	18.0	17.8
Bates	25.1	26.1	Ludgin, Earle & Co.	17.0	17.0
Cunningham & Walsh	24.7	25.5	Seeds	15.9	18.3
Kudner	24.2	24.2	Dancer, Fitzgerald, Sample	15.3	16.3
Leo Burnett	24.2	23.2	Houston, Bryan, Inc.	13.9	13.9
Gardner	23.6	26.6	Kletter, Edward, Assoc.	11.6	13.7
Compton	20.5	20.5	Guild, Bascom & Bonfigli	10.5	10.5
Lennen & Newell	20.4	19.5			

One Show

AGENCY	ADJ.	N.A.	AGENCY	ADJ.	N.A.
Geyer	34.0	34.0	D. P. Brother & Co.	17.9	17.9
Brooke, Smith, French & Dorrance	34.0	34.0	Fuller & Smith & Ross	16.4	16.4
Raymond Spector	30.3	30.3	Buchanan & Co.	15.1	15.1
Erwin Wasey	27.0	27.0	Hackett & Co.	14.4	14.4
Maury, Lee & Marshall	26.3	26.3	Frank, Clinton E.	14.4	14.4
Richards, Fletcher D.	25.7	25.7	Mogul, Emil Co.	13.6	13.6
Best, Gordon	25.7	25.7	D'Arcy	13.3	13.3
Norman, Craig & Kummel	24.7	24.7	Calkins & Holden	11.2	11.2
Katz, Joseph	23.9	23.9	Grey Adv.	9.8	9.8
Perrin-Paus	22.4	22.4	Sweeney & James	9.4	9.4
Wherry, Baker & Tilden	20.4	20.4	Cohen, Harry B.	5.8	5.8

NBC SHOW SAVVY NIPS AT CBS LEAD

Gridcasts, Firmer Sunday, Daytime Help Move Up on Col's Billings Dominance

NEW YORK, Feb. 11. — The CBS-TV had the best year in its history during 1955, indications during the last quarter of the year were that NBC-TV was beginning to cut into its billings dominance. Aiding the NBC cause was its programming of college football this past fall, the commercial status of its Sunday afternoon schedule and the relative bettering of its daytime sponsorship position — all recent developments.

In 1955 CBS grossed \$189,018,121, as against NBC's \$163,384,794. In 1954 CBS grossed \$146,222,660 compared to NBC's \$126,074,597. This shows a CBS percentage gain of 29.3 and an NBC gain of 29.6 in 1955 over 1954. But in the last quarter of 1955 CBS grossed \$50,543,366 compared to NBC's \$47,118,861. During the last quarter of 1954 the CBS take was \$43,232,769 and NBC made \$37,774,780.

Consequently, the CBS fourth quarter lead of 14.7 per cent in 1954 over NBC was shaved to 7.3 per cent in 1955. And NBC showed a 24.7 increase in its fourth quarter billings as compared to CBS' 16.9 per cent. CBS, of course, has much less room for improvement in its billings picture

than NBC, because so much of its time is already sold out.

The best comparative showing was made by ABC-TV which increased its billings nearly 50 per cent from \$34,713,098 in 1954 to \$51,393,434. A great deal of this came from "Mickey Mouse Club" and other new shows such as "Warner Brothers Presents."

Together the three TV networks increased their combined billings nearly 33½ per cent, from \$307,010,355 in 1954 to \$403,796,351 the past year. All these figures are furnished by the Publishers' Information Bureau.

Foreign-Made 'Boone' Draws Council Boycott

HOLLYWOOD, Feb. 11.—The AFL Film Council landed its first actual blow against runaway production by declaring a nationwide consumer boycott against a theatrical movie, "Daniel Boone," made by Cannaway-Ver Halen Productions in Mexico. TV significance of the Film Council's action was obvious to producers who have been considering filming in labor-cheap foreign lands.

The Film Council consists of

(Continued on page 4)

'Game of Wk.' S.R.O. at CBS

NEW YORK, Feb. 11.—CBS-TV hoisted a "sold out" sign on its forthcoming "Game of the Week" Saturday afternoon baseball series. The web this week sold the remaining half of the package to Falstaff and American Safety Razor, each of which bought one-fourth of the bundle.

Falstaff previously had picked up the first half of the weekly event. Its latest buy provides it with three-fourths sponsorship of the 26-week package.

Madison Sets 'Mathias' Pilot

HOLLYWOOD, Feb. 11.—Madison Productions, Inc., will start the cameras rolling on its "Mathias" show pilot reel for NBC-TV Films, the former NBC Film Division. Madison has turned over actual filming to Filmaster Productions, currently producing the "Gunsmoke" series for CBS.

"Mathias" series will co-star Bob and Melba Mathias with Don McArt and Dub signed as permanent cast members. William Karn is the director. Madison Productions owns TV, motion picture, commercial and personal appearance rights to "Mathias." TV film deal with NBC-TV Films was set by Bob Stabler, president of Filmaster, and James Fallon, president of Madison Productions, with NBC Vice-President Carl Stanton and Ted Sisson, NBC film division director.

What Agencies Are Pickers Of Hits for Net Nighttime?

BB Survey Stacks Admen Against Ratings; BBD&O Leads the Group

By BOB SPIELMAN

HOLLYWOOD, Feb. 11.—How do the top ad agencies rate when it comes to picking the shows the TV public goes for? Are there significant differences in these ratings and, if so, what are the reasons?

A special study by The Billboard brings, for the first time this year, the picture into focus. The survey embraces all net nighttime programs of half hour or longer duration; Saturday it begins with shows starting at 6 p.m. or later, and Sunday at 5 p.m.

Agencies are divided into three groups: those with more than five programs; those with two to five, and those with only one. All ratings used are Nielsen Average Audience for January.

Two results are clear almost immediately. There are significant rating differences between the

In assessing the relative rating success of the advertising agencies in television, it is important to note that the agencies are not always responsible for shows being aired under their banner. In many cases, the sponsor has selected a program personally, and the agency merely performs a service function on behalf of the client. Thus, it is not always possible to either credit or blame an ad agency for the performance of some programs, selection of which was not made by the agency itself.

various agencies. The spread, however, becomes smaller the greater

the number of programs an agency has, a flop thus being more likely to cancel out a hit and vice versa.

BBD&O Leads Group

In the first group of agencies BBD&O leads the pack with an adjusted average of 24.2 for all of its programs. (The Adjusted Average weights the show according to its length and whether or not it has multiple or alternate sponsorship. The Non-Adjusted Rating, also given, is the program average without regard to these factors.)

A close second, at 23.2, is Young & Rubicam, with McCann-Erickson third at 22.6. Y&R led the list until Revlon moved its account to BBD&O, the "\$64,000 Question's" 46.6 rating boosting the latter firm into the top spot.

In Group 2, Foote, Cone & Belding garners first place with a rousing 30.3, challenged by Kenyon & Eckhardt with 29.3. Closely bunched, but a step behind, are the North Agency, 27.6; William Esty, 27.3, and Campbell-Mithun, 27.2.

In Group 3, where one show is make or break, Geyer, and Brooke, Smith, French & Dorrance are tied at 34.0 ("Disneyland"), with Raymond Spector third at 30.3 ("This Is Your Life").

The range in spread is self-evident. In Group 1 it's from 24.2 to 15.6. In Group 2 from 30.3 to 10.5, and in Group 3 from 34.0 to 5.8.

Interpretation

Caution should be used in any interpretation of these ratings. An agency with a low rating may actually be doing a better job for a sponsor in terms of sales and cost-per-thousand than one in the top

bracket. To a large extent, the differences are due to the fact that a good many sponsors cannot afford to aim at the high-cost high-rating programs; others are out for prestige rather than ratings, and some are simply faced with impossibly tough time slots.

It's interesting to note, for instance, that J. Walter Thompson, well down in Group 1, holds that position primarily because of the large number (six) of dramatic programs in the house, which draw steady but rarely spectacular audiences. In addition, JWT has three low-rated prestige series.

Biow, on the other hand, would be one of the top agencies if only its CBS and NBC ratings were counted, but half of its shows are on ABC, dropping it in the standings.

In Group 2, Foote, Cone & Belding draws its top rating from the fact that it doesn't have a dog in the house (it's programs are George Gobel, "People Are Funny," Perry Como and Red Skelton). Kenyon & Eckhardt, likewise, is a house of hits, with Ed Sullivan leading the pack.

NEW IDEA ADDED:

ABC-TV's Flexible Spec Programming

NEW YORK, Feb. 11.—ABC-TV has added something new to the concept of spectacular programs, or specials, as the web terms them. The ABC specials of next season will be programmed flexibly and not be anchored to any particular evening or time period.

They will be presented whenever and wherever ABC thinks it can do the most good for its clients and its programming. This will enable the web to pick its spots during the season and may give it an advantage over its competitors.

Currently being blueprinted as specials are six dramas which will be produced by the Theater Guild. Also cooking is a deal with the Metropolitan Opera which would offer between two and four of its top presentations as specials ex-

pressly staged for TV and containing some of its top names. The rest of the specials will probably be produced by the network or top indie producers who come up with good ideas. The series is for sale to one or several bankrollers but will not be produced unless sold.

L&M Account Shifts to DFS

NEW YORK, Feb. 11.—A long-time agency affiliation was severed this week when the Liggett & Myers Tobacco Company shifted its L&M filter tip cigarette account from Cunningham & Walsh to Dancer - Fitzgerald - Sample, possibly cueing a revamping of its programming line-up for next season. Cunningham & Walsh remains with the Chesterfield account, the Liggett & Myers name brand cigarette behind which the major portion of its advertising is placed.

The move was made, according to the trade, to see what another agency could contribute to the L&M advertising push. The filter brand, while doing relatively well this year, has not been as outstanding as Winston, the R. J. Reynolds filter cigarette.

In the cards for next season is a reshuffling of TV programming. Liggett & Myers is said to be disappointed over the showing of "Gunsmoke" and "Warner Brothers Presents." The Western is to be shifted from 10 p.m. on CBS-TV to another as yet undesignated time period, but it is not known whether Chesterfield will ride again.

Beirne to R&R As Exec V.-P.

NEW YORK, Feb. 11.—F. Kenneth Beirne, former president of Biow-Beirne-Toigo, now Biow Company, has joined Ruthrauff & Ryan as executive veepee in charge of plans and creative services.

Beirne, considered one of the top young executives in advertising circles, is expected to spark a drive on the part of R&R to come up with some new and solid accounts. His close affiliation with the American Home Products account while at Biow-Beirne-Toigo would seem to make that account a natural target for his attention, tho it since has left that agency to go to Ted Bates.

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STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York
Los Angeles

Chicago
San Francisco



Brief & Important

TO 'QUEEN FOR DAY' . . .

NBC-TV this week added Youngstown Kitchens, the American Radiator Company and Standard Sanitary subsidiary, to its list of "Queen for a Day" clients. Beginning April 10, the advertiser will sponsor Tuesdays 4:45-5 p.m. for 13 weeks on the daytime show. P.&G., Miles and Dixie Cup are now bankrolling the show, which is more than half sold out and is getting impressive ratings.

NBC-TV SETS REAL COLD WEATHER PROGRAM . . .

Sponsors interested in cold weather programming, with \$42,000 to spend for a show, may be interested in "Antarctica, Third World," the William Hartigan films of Byrd's expedition to the South Pole. The show will be aired Sunday (26) in the 4-5 slot on NBC-TV.

'LUX THEATER' EYES OSCAR-WINNING DIRECTORS . . .

"Lux Video Theater" is trying to promote its ratings by tying in with Academy Award film directors. Four Academy Award directors are being considered to meg the 10-11 p.m. dramatic show on NBC-TV Thursdays in March. Two of them will work jointly on one show. Frank Capra and William Perlberg are reported to be already pacted.

CIBA WEIGHS NBC'S SUN.

10:30-11 TIME SLOT . . .

Ciba Pharmaceutical Company is eying NBC's Sunday 10:30-11 p.m. spot, which was recently canceled by American Tobacco. Ciba, which is dropping its "Medical Horizons" program on ABC next month, is probably thinking of another show for the NBC slot.

CBS TO ADD PERRY MASON HOUR FILM IN FALL . . .

Another hour-long show, this one on film, is being added to the roster of CBS-TV properties for next season. The latest addition is a Perry Mason detective series, based on the Earle Stanley Gardner stories. CBS this week acquired TV rights to Gardner's catalog of 272 books and stories.

ABC PLANS 'TALENT PARADE' SUN. COUNTRY SHOW . . .

ABC-TV is planning to come up with another country and western show, "Talent Parade," for airing Sundays, 9-9:30 p.m., when "Chance of a Lifetime" switches over to Saturday night. RadiOzark, which packages "Ozark Jubilee," owns the "Talent Parade" property, which aired on the web a while back.

Rep. Celler Strikes Again at Fee Video

WASHINGTON, Feb. 11. — Viewers will never pay to see a television program if Rep. Emanuel Celler can help it. The Congressman said Thursday (9) that he intends writing Chairman Percy Priest, of the House Commerce Committee, to urge early consideration of the Celler Bill to bar toll TV.

A statement by Federal Communications Commissioner Robert E. Lee to the Senate Commerce Committee broadcast probes that he felt toll TV should be considered as a possible financial aid to UHF, is one of recent developments that have interested Representative Celler. At the Senate hearing, Commissioner Lee proposed confining the pay system to UHF only, but later agreed it would not be fair to exclude VHF stations from its use eventually.

Gas Meters

In introducing his anti-fee TV bill H.R. 6899 last June, Representative Celler said that "gas meter TV cannot guarantee good shows. He felt pay TV would "siphon off" the best shows and "divide TV audiences along economic lines."

Fee TV has also cropped up in the reply comments on the FCC's request for over-all allocation plans. Both Zenith and Skiatron suggested pay TV for hard-pressed UHF and VHF stations in their original comments. Only the redoubtable Zenith came back at the reply deadline Wednesday (8), asking the commission to "decide

immediately" to use pay TV to "save" UHF.

Answering Zenith, ABC went on record against tolls. The joint committee on toll TV warned that the FCC might not be able to control rates if it authorizes subscription, provided it has the right to permit it in the first place—which the committee doubts.

ABC Features

• Continued from page 2

quire no additional outlay of programming money.

The new Monday night feature film series, as yet untitled, will probably be sold along the same lines as the other two feature film programs, tho the cost per participation on the Monday show will no doubt be less than that on "Famous Film Festival" until next fall. This would be due, of course, to the fact that the features on the Monday night show will already have been aired a number of times on "Afternoon Film Festival."

The web no doubt feels, however, that these features will be first run to a vast number of men and women viewers who work during the day and haven't seen the features.

ABC's latest move demonstrates again its firm belief that feature films can provide it with a salable and profitable supply of network programming material, even in prime time hours.

Producers Sign

• Continued from page 2

Chaplin Productions, Kling Studios, still unsigned, reportedly had accepted SCG terms and was ready to sign.

New wage minimums will raise animators from \$160 per week to \$185, and apprentices from \$44.38 to \$72.50 per week with six-month periodic raises to reach a minimum of \$85 after two years. The shortage of skilled animators had forced te producers to pay the cartoonists substantially above the old \$160 weekly minimum so as to make the new \$185 demand acceptable. The producers, however, were opposed to the great boost in pay for apprentices, claiming that this would curb their chances of training new talent in a field already feeling an acute shortage of skilled hands.

The producers were able to beat down SCG's demands for residual payment. The Guild asked for 50 per cent of original payment for commercials used for 26 weeks after the first 13-week run and 25 per cent of original payment from 39 to 52 weeks. Under terms of the new contract SCG keeps the residual issue open, with the producers agreeing to continue exploring the problem. The producers must also pay back wages for all animators who were on strike or were layed off during the month-long dispute.

General Foods

• Continued from page 2

Bolger live variety show, which would displace "Mama" and "Our Miss Brooks." The latter could be given a slightly longer lease on life when and if General Foods moves it into the Thursday night spot, but indications are that this would not be done.

Trying to guess what General Foods will do was a favorite pastime among many TV execs this week. Chances are, however, that General Foods, itself, isn't yet quite sure.

Ratings 'Malarkey'

• Continued from page 2

people are buying," is the way Minor puts it.

Minor also has his own unique method of judging what's similar to cost-per-thousand. He knows, for instance, that a DeSoto dealer pays \$25 towards sponsorship of Croucho Marx on TV for every DeSoto he sells. A Dodge dealer, Minor says, pays only \$15 for sponsorship of all three ABC shows for every Dodge that's sold. The Lawrence Welk show has done a particularly outstanding sales job, Minor said.

Council Boycott

• Continued from page 3

unions and guilds representing more than 24,000 film industry employees. It has long threatened to take boycott action against runaway producers. The American Federation of Labor's national convention in New York three years ago unanimously approved a Film Council resolution aimed against foreign-made TV films produced abroad to save costs. The resolution cautioned sponsors against trying to escape paying American standard of living wages in advertising their products when those wages are necessary to buy their products. The threat of a consumer boycott at that time brought production of "The Schlitz Playhouse of Stars" back to Hollywood and later prompted the return of "China Smith" from its Mexican filming site.

The Film Council accepts the need for foreign locale as a legitimate reason to take filming abroad. It is understood that the Council has been eying the "Douglas Fairbanks Presents" series with disdain inasmuch as most of the footage, it feels, consists of interior filming and could be done in Hollywood. The Film Council holds a far bigger stick over TV film producers than the theatrical movie makers since the threat of a consumer boycott against a sponsor can be far more effective than a box-office boycott against a movie.

New TV Spot Campaigns

Future National Spot Drives— Contracts Being Signed Now

Deals Set During Two Weeks Ending February 4

This tabulation is the result of a survey made by The Billboard among all U. S. TV stations. It shows new national spot campaigns for which contracts were reported during the survey period listed above, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser

Appliances, General Electric
Captain's Choice Frozen Fish, Safeway
Carter's Pills, Carter Products
Colgate Dental Cream, Colgate-Palmolive
Crest Toothpaste, Procter & Gamble
Crown Zippers, Coats & Clark's
Folger's Coffee, J. A. Folger
Gleem Toothpaste, Procter & Gamble
Hacksaw, Grant Co.
Kellogg Special "K," Kellogg Co.
Leslie Salt, Leslie Salt Co.
Life Magazine, Time, Inc.
Lipton Tea & Bags, Thomas J. Lipton
Max Factor Cosmetics, Sales Builders
Maxwell House Coffee, General Foods
Nair Lotion, Carter Products

Product and Advertiser

Nytol Sleeping Tablets, Block Drug
Old Gold Cigarettes, P. Lorillard
Oldsmobile Cars, Oldsmobile Div.
Oxydol, Procter & Gamble
Phillips Milk of Magnesia, Chas. H. Phillips
Philip Morris Cigarettes, Philip Morris
Poll Parrot Shoes, Roberts, Johnson & Rand
Robin Hood Flour, International Milling
Shaler Rislone Oil Alloy, Shaler Co.
Speedy Ross Exerciser, Speedy Ross
Super Lanolin, Charles Antell
View Master Stereoscopes, Sawyer's, Inc.

REGIONAL SUMMARIES

Eastern

Bab-O, B. T. Babbitt
Bond Bread, General Baking
California-Oregon-Washington Pears, Pacific National Advertising
Candies, Pfizer Labs.
Capt. Choice Frozen Fish, Safeway
Cascopak Automatic Hot Compress, Casco Products
Colgate Dental Cream, Colgate-Palmolive
Crown Zippers, Coats & Clark's
Dog Biscuits, Keebler Biscuit
Dog Food, Kasco Products
Empire Cards, Empire Card
Fanny Farmer Candies, Fanny Farmer
Gallo Wines, E. J. Gallo
Gold Star Mattress, Gold Star Bedding
Hacksaw, Grant Co.
Instant Chase & Sanborn Coffee, Standard Brands
Instant Maxwell House Coffee, General Foods
Lava Soap, Procter & Gamble
Lipton Tea & Bags, Thomas J. Lipton

Lipton Soups, Thomas J. Lipton
Long Distance Lines, New York Telephone
Maxwell House Coffee, General Foods
Morton's Frozen Foods, Morton Packaging
Mrs. Filbert's Margarine, J. H. Filbert
Nabisco Wheat & Rice Honey, National Biscuit
Nytol Sleeping Tablets, Block Drug
Oxydol, Procter & Gamble
Power Blenders, Power Products
Reddi-Wip Cream, Reddi-Wip
Robin Hood Flour, International Milling
Roll-a-Ton, J. C. Branscombe
Salad Dressing, Pfeiffer
Super Lanolin, Product Services
Various Products, Taylor-Reed
View Master Stereoscopes, Sawyer's, Inc.
Welch's Grape Wine, Welch Grape Juice
Wine, United Vinters

Southern

Appliances, General Electric
Beer, Oertel Brewing
Bexel Vitamin B Complex Capsules, McKesson & Robbins
Carter's Pills, Carter Products
Crest Toothpaste, Procter & Gamble
Dash Soap & Flakes, Procter & Gamble
Decaf Coffee, Nestle Co.
Drene Shampoo, Procter & Gamble
Eveready Batteries, National Carbon
Friskies Dog Food, Carnation Co.
H & C Coffee, Wood Brothers
Hollingsworth Candies, Fine Products
Ivory Flakes, Procter & Gamble
Kellogg Special "K," Kellogg Co.
Kool Cigarettes, Brown & Williamson
Life Magazine, Time, Inc.
Louisiana State Rice, Louisiana State Rice
Luzianne Coffee, Wm. B. Reilly

Maxwell House Coffee, General Foods
Nadinola Cream, National Toilet Co.
Nunnally's Candy, Fine Products
Oldsmobile Cars, Oldsmobile Div.
Oxydol, Procter & Gamble
Phillips Milk of Magnesia, Chas. H. Phillips
Poll Parrot Shoes, Roberts, Johnson & Rand
Protex Soap, Manhattan Soap Co.
Reader's Digest, Reader's Digest Assn.
Robin Hood Flour, International Milling
Saginaw Steering, General Motors
Salad Mixer, Ratner Promotion
Shaler Rislone Oil Alloy, Shaler Co.
Super Lanolin, Charles Antell
View Master Stereoscopes, Sawyer's, Inc.

Midwestern

Antenna, Radio Art
Atlas Prayer Beer, Drewry's Atlas
Prayer
Brylcreem, Harold F. Ritchie
Carter's Pills, Carter Products
Chemicals, Chas. Pfizer
Colgate Dental Cream, Colgate-Palmolive
Comet, Procter & Gamble
Cream of Rice, Grocery Store Products
Crown Zippers, Coats & Clark's
Ellis Canning, Ted Levy Adv.
Folger's Coffee, J. A. Folger
Formula No. 9, Charles Antell
Gleem Toothpaste, Procter & Gamble
Hacksaw, Grant Co.
Hy-Line Poultry, Hy-Line Poultry Farms
Ivion Sponges, Simoniz Co.
Janny's Best Paints, Jannet-Hill
Kolyons, Whitehall Pharmacal
Kraft Miniature Marshmallows, Kraft Foods
Lan-O-Sheen Cleaner, Lan-O-Sheen, Inc.
LeHigh Acres, Arthur Meyerhoff
Lipton Tea & Bags, Thomas J. Lipton
Luden's Menthhol Cough Drops, Luden's, Inc.
Marlboro Cigarettes, Philip Morris
Max Factor Cosmetics, Sales Builders

Meadow Gold Ice Cream, Butter & Milk, Beatrice Foods
Nair Lotion, Carter Products
Northern Tissue, Northern Paper Mills
Nutrena Dog Food, Nutrena Mills
Nytol Sleeping Tablets, Block Drug
Oh Henry Candy, Williamson Candy
Old Gold Cigarettes, P. Lorillard
Pabst Blue Ribbon Beer, Pabst Brewing
Pepsi Cola Beverages, Pepsi-Cola Co.
Peter Paul Mound Candy, Peter Paul
Philip Morris Cigarettes, Philip Morris
Poll Parrot Shows, Roberts, Johnson & Rand
Red Ball Footwear, Mishawaka Rubber & Woolen
Rise Shave Lotion, Carter Products
Robin Hood Flour, International Milling
S.S.S. Tonic for Blood, S.S.S. Co.
Salad Mixer, Arthur Meyerhoff
Shaler Rislone Oil Alloy, Shaler Co.
Speedy Ross Exerciser, Speedy Ross
Spray Gun, T.A.A. Assoc.
Super Lanolin, Charles Antell
Veterinarian Products, Chas. Pfizer
View Master Stereoscopes, Sawyer's, Inc.
Westinghouse Electrical Appliances, Westinghouse
Wisk, Lever Brothers

Southwestern

Bird's-Eye Frozen Foods, General Foods
Brisk Flouride, Colgate-Palmolive
Carter's Pills, Carter Products
Crown Zippers, Coats & Clark's
Deftwood Finish, Desmond Brothers
Folger's Coffee, J. A. Folger
Grand Prize Beer, Gulf Brewing
Hacksaw, Grant Co.
Kellogg Special "K," Kellogg Co.
Leslie Salt, Leslie Salt Co.

Manischewitz Kosher Wine, Monarch Wine
Oldsmobile Cars, Oldsmobile Div.
Salad Mixer, Grant Co.
Shaler Rislone Oil Alloy, Shaler Co.
Speedy Ross Exerciser, Speedy Ross
Phillips Milk of Magnesia, Chas. H. Phillips
Super Lanolin, Charles Antell

Rocky Mountain & West Coast

Amm-I-Dent Toothpowder & Paste, Block Drug
Appliances, General Electric
Black Label Beer, Carling Brewing
Camay Soap, Procter & Gamble
Capt. Choice Frozen Fish, Safeway
Carter Oil, Carter Oil Co.
Carter's Pills, Carter Product
Charmin Toilet Tissue, Charmin Paper Mills
Charles Antell Cosmetics, Charles Antell
Cloverbloom Margarine, Armour & Co.
Conoco Super Gasoline, Continental Oil
Crest Toothpaste, Procter & Gamble
"Forever Darling" (movie), M-G-M
Folger's Coffee, J. A. Folger
Clamorene Carpet Cleaner, Glamorene, Inc.
Gleem Toothpaste, Procter & Gamble
Gravy Quik, Loma Linda Foods
Haley's M.O., Chas. H. Phillips
Hazel Bishop Cosmetics, Hazel Bishop, Inc.

Hep Oven Cleaner, Bostwick Lab.
Hormel Frankfurters, Geo. A. Hormel
Kellogg Special "K," Kellogg Co.
Kendall Dog Food, Standard Brands
Lamb, American Sheep Producers
Leslie Salt, Leslie Salt Co.
Life Magazine, Time, Inc.
M. J. B. Coffee, M. J. B. Co.
M & M Candy, Hawley & Hoops
Max Factor Cosmetics, Sales Builders
Nair, Carter Products
Old Gold Cigarettes, P. Lorillard
Phillips Milk of Magnesia, Chas. H. Phillips
Philip Morris Cigarettes, Philip Morris
Pillsbury Bakery Flour, Pillsbury Mills
Premium Salted Crackers & Cake Mix, National Biscuit
Shaler Rislone Oil Alloy, Shaler Co.
Tree Top Apple Juice, Charbonneau Packing
Undisclosed, Colgate-Palmolive
Viceroy Cigarettes, Brown & Williamson

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2 MAJORS NEAR BIG TV RELEASES

Top Caliber Features Aplenty; Screen
Gems Has 104; Hyman, Warners Talk

NEW YORK, Feb. 11. — Two moves on the part of two Hollywood majors this week brought into sharp focus the fact that plenty of top caliber first-run feature film product will be made available to TV shortly.

Screen Gems is getting set to sell a batch of 104 Columbia features within the next two weeks, which, judging from the 14 titles learned this week, will contain plenty of top stars and a goodly number of box-office smashes.

SERIES FOR U. S.

Towers Firm To Film List Of Properties

LONDON, Feb. 11.—After his resignation from Associated Television and Independent Television Programs, Harry Alan Towers came out this week with a list of his forthcoming commitments. The Towers of London group has been busy buying properties, many of which Towers plans to film independently. These include a series of 90-minute plays by such well-known scripters as James Bridie.

This series will be premiered over Associated-Rediffusion here shortly. Towers will negotiate its sale in America when he visits the States next month carrying the pilot of his half-hour costume drama, "Dick Turpin, Highwayman."

Third on Towers' list is the Horatio Hornblower property, which he owns with Peter Rathvon and Sol Lesser. Currently he is mulling a motion picture sequel to the projected TV series. Another major property is the Edgar Wallace African short stories, "Sanders of the River," for which Towers is planning a pilot in association with Television Programs of America.

Guild to Shoot 'Tobor' Series

NEW YORK, Feb. 11.—"Here Comes Tobor" will be the first 1956 vidfilm series to be produced by Guild Films. The half-hour program will detail the adventures of Tobor, the mechanical man who is the companion and instrument of a little boy.

It will be produced in conjunction with Carl Dudley, president of Dudley Pictures. Actual production supervision will be by Richard Goldstone, veteran motion picture producer, with Arnold Belgard doing the writing. Most of the 39 films will be produced in Hollywood and some on location. First print will be available in April.

Terrytoons for CBS Pix Sales

NEW YORK, Feb. 11.—CBS-TV Film Sales is placing 156 Terrytoon Cartoons on the market next week. The shorts, 7 to 8 minutes in length, are being sold on a two-year unlimited run basis.

Of the total, 52 are first run, the others having been seen previously on the Barker Bill show. Characters appearing in the syndicated cartoons will all be different from those which will air concurrently on the net, according to Fred Mahlstedt, CBS' director of operations. The shorts are part of the 1,000 which the web acquired from Paul Terry several weeks ago.

Meanwhile, Warner Bros. this week was deeply involved in negotiations with Eliot Hyman for the sale of the entire catalog of pre-1948 Warner Brothers' feature films, as well as a large quantity of shorts. Hyman, it's understood, would shell out approximately \$21,000,000 for the negatives of the Warner Bros. backlog for both theatrical and TV rights.

Among the Columbia features that Screen Gems is preparing to sell to TV are: "Adam Had Four Sons," starring Ingrid Bergman and Susan Hayward; "Commandos Strike at Dawn," starring Paul Muni; "Doctor Takes a Wife," Loretta Young and Ray Milland; "Fuller Brush Man," Red Skelton; "Guilt of Janet Ames," Rosalind Russell and Melvyn Douglas; "Let Us Live," Maureen O'Sullivan and Henry Fonda; "Music in My Heart," Rita Hayworth and Tony Martin; "Night to Remember," Loretta Young and Brian Aherne; "Pennies From Heaven," Bing Crosby; "Sahara," Humphrey Bogart; "The Desperados," Glenn Ford and Randolph Scott; "You'll

(Continued on page 8)

Stevens Signs Davis Show

HOLLYWOOD, Feb. 11.—First step in the expansion of the Mark Stevens TV Company was taken this week with the signing of a contract for the firm to produce the Joan Davis show. The pilot is being lensed for ABC-TV.

The aim of Stevens, who now confines his filming to "Big Town," is to furnish production for a half dozen different properties next fall.

Official Aims Four Star Films at Webs

NEW YORK, Feb. 11.—Official Films' initial effort on the product it acquired by its purchase of Four Star Productions will be for network summer replacement deals. It has not yet set its packaging or sales plans for syndication. It will not make these films available for station library deals at this time.

The immediate addition to the Official catalog is the group of 98 films of the first three years, "Four Star Playhouse," plus the 24 of "Stage 7." The "Four Star" group consists of 20 starring Dick Powell, 21 starring Charles Boyer, 23 star-

ring David Niven and about nine starring Ida Lupino.

The remaining 49 in the batch of 122 headline such stars as Merle Oberon, Ronald Colman, Joan Fontaine, Broderick Crawford and Edmond O'Brien.

About 30 of these films have already had their second run on network. Official also gets the 31 "Four Star" films in production for the current season, but about 13 of those are being rerun within the current "Four Star" show itself.

Thus, for summer sponsors Official has about 110 films which have had only one run so far.

Service Awards Poll Marks Ziv Pacing an Unstable Year

NEW YORK, Feb. 11. — In a year marked by a certain measure of instability for TV film syndicators generally because of increasing network demands on station time, The Billboard's Fourth Annual TV Film Service Awards continue to indicate a trend toward domination of the industry by its pacemaker in past competitions—Ziv Television Programs.

In spite of its strong showing, however, several other syndication firms, notably MCA-TV, have begun to make important challenges to its leadership. The same kind of domination is also revealed in an analysis of the stations winners—with KTTV, Los Angeles, the top dog—and in the competition among laboratories—where Consolidated Film Industries led the pack.

This year's Service Awards were notable for the strong industry participation in the balloting. The percentage return on ballots cir-

culated was 20.3 per cent. That is 2,273 ballots were sent and 463 returned. There were 168 cast by TV stations and networks, 121 by advertising agencies, 77 by TV sponsors, 60 by producers, labs and equipment firms, and 47 by film distributors. The ballots were tallied on The Billboard's mechanical computing equipment to assure complete accuracy and full secrecy of voting.

Consolidations

The voting in the syndication category in some measure reflected some of the changes that took place in the business during 1955. There was a trend toward consolidation which saw MCA-TV purchase United Television Programs and UM&M TV Corporation take over the vidfilm properties of Motion Pictures for Television. MPTV also turned over its old feature film catalog to C&C Super, with

stanzas of the "Ford Theater" available. (Ford itself re-uses 13 of the 39 over the summer.)

ABC Film Syndication is offering 18 segments from the "Schlitz Playhouse of Stars" for second-run deals.

The supply of half-hour dramatic films keeps growing, making a lush market not only for summer replacements but also for the many national spot sponsors, local sponsors and stations who favor such product.

Up to the beginning of this season a total of 1,282 dramas were on the syndication market. Of these, 457 came into syndication on a first-run basis. The remainder came in as reruns.

Official's addition of the existing "Four Star" and "Stage 7" makes a total of 1,404.

In the current season, four more groups of 39 enter first-run syndication, raising the total to 1,551.

JUICY PROGRAM PICKINGS

200 New Half-Hour Dramas Up for Summer's 2d Runs

NEW YORK, Feb. 11.—Shopping for dramatic reruns for network summer replacements has just begun, with sponsors finding juicier pickings than in any previous season. There are in excess of 200 new half-hour dramatic films available for second run, enough for 15 separate summer deals.

Official Films, by virtue of its deal this week with Four Star Productions, has the biggest collection of this product. Of the 143 dramas it gets out of "Four Star Playhouse" and "Stage 7," a little over 100 will be available on a second-run basis.

MCA-TV has the next largest collection. It is understood still to have 26 episodes of "Studio 57" that have never rerun and 22 films from last year's "Pepsi-Cola Playhouse" that have never been repeated.

Screen Gems will again have 26

able to reshuffle their schedules so that they are now turning out the film, in five and a half instead of six days. According to Sidney S. Van Keuren, veepee and production manager of Hal Roach Studios, this means that the cost of a half-hour film is increased by only about \$250.

A number of TV shows were not affected at all, since they had been on a one-per-week schedule thruout. Production on these began early in the summer, so that there was a safe backlog on hand by the time of the actual air date.

Traditionally, however, many programs are ordered late and must be rushed into production in order to get on the air in time. (On occasions they haven't made it, and the date has had to be set back.) It is sponsors of these who may be hurt seriously by excessive overtime payments.

Similarly, commercials which have to be rushed before the camera at the last minute will cost considerably more than they ever did before, since they are almost certain to need production beyond regular hours.

Other changes which Van Keuren believes the five-day week is leading to, or has already led to, are tighter writing with fewer sets and better transitions, better organization of production set-ups and premium demand for directors and crews who know how to work fast.

Then, the current season's "Four Star Playhouse," "Cavalcade Theater" and "Ford Theater" are virtual certainties to go into syndication next season. That would be another 96, raising the total to 1,647.

There are four other dramatic anthologies on network now that must be considered possibilities for rerun syndication next season. These are "General Electric Theater," "Alfred Hitchcock Presents," the Loretta Young show and the "Campbell Star Stage." At the end of this season these series among them will total about 234 films, which would raise the stock in syndication to 1,871. If the new "Stage 7" and the "Celebrity Playhouse" go into second years on first run syndication, the grand total next season would be 1,949 half-hour dramatic TV films.

WBNS' Local Filming Routs Rival Net Seg

COLUMBUS, O., Feb. 11. — WBNS-TV here is demonstrating that even the toughest network programming competition can be successfully combated thru use of local film programming.

The station, whose program director is Jerome R. Reeves, has succeeded in blocking ABC-TV's phenomenally high-rated "Mickey Mouse Club," which airs on WTVN here, by throwing up against it a solid two-hour line-up of kid shows, uniquely staggered and heavily promoted to provide maximum effectiveness in the crucial 5-6 p.m. Evidence of WBNS' success against "Mickey Mouse" is provided by American Research Bureau ratings, which over a period of four months has given "Mickey Mouse" an 18.5 average, while WBNS' competitive show, "Western Round-up," has pulled an average rating of 17.0.

WBNS' method of meeting the challenge of "Mickey Mouse" is to grab off the kid audience an hour before the ABC show hits the air. It does this thru a "live plus cartoons" show that airs 4-4:30 p.m. and "Little Rascals," which airs 4:30-5 p.m.

The former pulls close to three times as high a rating and the latter close to five times the rating that the WTVN local shows do in the 4-5 p.m. period. All during this hour WBNS continually promotes its 5-6 p.m. show, "Western Round-up," for which it especially purchased the Autry-Rogers features, in an effort to keep its audience from switching over to "Mickey Mouse" at 5 p.m. Another thing WBNS does is to run its 4-5 p.m. programs over or under the half-hour mark, so that their starting times vary from day to day.

Flamingo Has 100 Brit. Films

NEW YORK, Feb. 11.—Flamingo Films is taking over the distribution of 100 British features previously syndicated by Cinema-Vue and American-British Television and is putting the package on the market immediately. In addition, the company has signed an agreement with Eros Films of England to distribute future pix to the American TV market.

The new pictures will be released singly in the United States and may go either into TV or theatrical distribution, as the case dictates. It's expected that 18 will be filmed during the current year.

THE BILLBOARD'S 4th ANNUAL TV FILM SERVICE AWARDS

For outstanding service in TV film
programming and sales during 1955

DISTRIBUTORS

MCA Sales Noses Out Ziv; UTP Staff's Force a Factor

MCA-TV was voted the outstanding sales force in TV film in The Billboard's Fourth Annual Service Awards. This is the first time that anyone has beaten Ziv Television Programs in this voting category.

MCA's victory comes just one year after it absorbed United Tele-

vision Programs. It was the caliber of UTP's sales force that was said to be the principal motive in MCA's buy at the time the deal was made in December, 1954. In last year's voting, MCA was second to Ziv on "outstanding sales staff," and UTP was third.

Further confirmation of the current popularity of the MCA-TV sales force is the voting on individual salesmen. Four of the top 15 salesmen are MCA staffers. Two of those four (Hal Golden, fourth, and Jim Necessary, sixth) were inherited from UTP. The only other distributor that has more than one man among the top 15 salesmen is Official Films, with two. Last year, MCA had only one man among the top 10 salesmen, and UTP had two.

The race between MCA and Ziv on over-all salesmanship—242 to 212—was close, compared to the standing of the other distributors. How close they rank in the opinion of the industry-wide electorate is indicated in the voting on questions specifically related to sales to sponsors.

On this score, Ziv was still the leader. MCA ran a fair second.

In previous years' polls, distributors' sponsor-directed sales efforts were covered by one question: Which distributor supplied the most assistance in making and helping make sales? This year, in recognition of the fact that a sponsor gets on the air by either of two routes, this subject was covered by two separate questions: Which distributor helped stations and agencies sell their shows to advertisers? And which helped advertisers place their shows on stations?

Ziv won on both counts, and MCA was second on both counts. The results ran almost parallel all the way down, suggesting that a break down between the two categories may not have been necessary after all.

Two distributors broke into the front ranks in sales skill for the first time in this year's contest—Official and Television Programs of America.

Third, Fourth

These two firms took third and (Continued on page 8)

SALESMEN

146 Named; Voting Close For Best 15

Of almost 500 men and women currently engaged in selling TV film programming in the U. S., a total of 146 were named in The Billboard's Fourth Annual Service Awards in answer to the question: Which TV film salesman gave the best service? The majority of those 146 received only one mention, and most of those received only one point under the system of first to third choice.

The voting, naturally, was close. Only five points separate third from first place. Sixty points separated 15th place from first.

Most of the top 15 belonged to half-hour syndicators. Most of them were members of sales staffs of 20 men or more. Only two of the top 15 salesmen this year were among the top 10 in last year's poll: Bill Hooper of Ziv-TV and Dick Dinsmore of Screen Gems.

All of the top 15 are what anyone would consider industry veterans. Most of them have been with their present companies for more than a year.

The Midwest and West Coast were the most productive of votes for their territorial salesmen.

Jerry Lee

Jerry Lee, the winner, covers Southern California and the Southwest for Official Films. Henry Curth heads MCA-TV's Atlanta office. Jerry Hyams, the one feature film salesman among the top 10, is president of Hygo Television, and he holds the sales reins in the combined Hygo-Unity operation.

Hal Golden works out of MCA-TV's Buffalo office. Bill Hooper covers Eastern Pennsylvania for Ziv. Jim Necessary headquarters in Kansas City, Mo., for MCA. Hap Eaton was this year moved up to supervisor of Central division sales for the NBC Film Division.

Al LeVine works out of Chicago for Sportsvision. John Howell covers some of the major agencies in New York as well as Baltimore and Washington for CBS TV Film Sales. Bob Greenberg is Western division vice-president in charge of station sales for MCA-TV. Phil Mergener, who worked out of Chicago for Official thru 1955, quit the organization last month.

DISTRIBUTORS

Official, Ziv Carry Program Divisions

Top honors for program quality in this year's Service Awards again went to Ziv-TV and MCA-TV in that order, with the third and fourth places going to two firms which at last year's voting were preoccupied with national sales.

The voting on library plans resulted in a complete upset in comparison to previous year's standings.

Official Films, which a year ago ran in ninth place with a mere 11 votes, this year was winner. Motion Pictures for Television, the past winner in library plans, was out of the picture entirely this year. MCA-TV, which pioneered half-hour library sales, moved down a notch, making way for National Telefilm Associates, which started its pay-as-you-sell plan in the latter part of 1954.

Ziv opened 1955 riding the "Eddie Cantor Comedy Theater." In the spring it shifted to the open-air adventure format, which it pioneered and perfected with "I Led Three Lives" and "Mr. District Attorney." First it introduced "Science Fiction Theater," which is just now going into a second year of production. In the fall came "Highway Patrol" with Broderick Crawford. It has just launched "The Man Called X" with Barry Sullivan.

Renewed Efforts

MCA-TV's first-run syndication efforts were concentrated last year on "Dr. Hudson's Secret Journal."

It also continued to bring in such reissues as "Headline" and the Ray Milland show. Screen Gems, which ran a weak sixth place on program quality last year while operating most successfully in national sales, moved into first-run syndication bigger than ever in 1955 with "Celebrity Playhouse" and "Jungle Jim." Television Programs of America also re-emerged in first-run syndication with "The Count of Monte Cristo" and is pursuing solid rerun sales on "Susie."

Official's victory in library plans concludes a year in which its aggressive program acquisitions and creative selling schemes made top industry news. The size of such rerun series as "My Little Margie" (126 episodes) and "Foreign Intrigue" (156 episodes) made possible daytime programming plans that syndication had been hard pressed to fulfill. The daytime stripping promotion on "Margie" proved a national spot bonanza. Official last year also experimented with percentage payment schemes on the pattern of the motion picture business.

NTA was one of two feature-film distributors among the library-plan winners this year, reflecting the new look in TV movies. The previous year there were four feature houses among the library winners. Ziv, in launching Economy TV this past year, became a factor in the library category, moving from seventh to fourth place.

Winning Distributors

• WHICH TV FILM DISTRIBUTOR EXCELLED IN OVERALL QUALITY OF ITS PRODUCT?

Place	Company	Points
1.....	Ziv TV Programs.....	266
2.....	MCA-TV.....	247
3.....	Screen Gems.....	126
4.....	Television Programs of America.....	92
5.....	NBC Film Division.....	84
6.....	CBS TV Film Sales.....	77
7.....	Official Films.....	65
8.....	Guild Films.....	60
9.....	National Telefilm Associates.....	48
10.....	ABC Film Syndication.....	44

• WHICH TV FILM DISTRIBUTOR'S SALES STAFF DID THE MOST OUTSTANDING JOB, REGARDLESS OF THE QUALITY OF ITS FILM PRODUCT?

Place	Company	Points
1.....	MCA-TV.....	242
2.....	Ziv TV Programs.....	212
3.....	Official Films.....	115
4.....	Television Programs of America.....	91
5.....	Guild Films.....	83
6.....	NBC Film Division.....	81
7.....	ABC Film Syndication.....	67
8.....	CBS TV Film Sales.....	66
9.....	Screen Gems.....	52
9.....	National Telefilm Associates.....	52

• WHICH DISTRIBUTOR'S LIBRARY TYPE SALES PLAN DO YOU CONSIDER BEST?

Place	Company	Points
1.....	Official Films.....	115
2.....	National Telefilm Associates.....	97
3.....	MCA-TV.....	88
4.....	Ziv TV Programs.....	70
5.....	Guild Films.....	66
6.....	Screen Gems.....	42
7.....	Sterling Television.....	36
8.....	NBC Film Division.....	24
9.....	Television Programs of America.....	23
9.....	Hollywood TV Service.....	23

• WHICH TV FILM SALESMAN GAVE THE BEST SERVICE?

Place	Salesman—Company	Points
1.....	Jerry Lee—Official Films.....	83
2.....	Henry Curth—MCA-TV.....	79
3.....	Jerry Hyams—Hygo Television.....	78
4.....	Hal Golden—MCA-TV.....	66
5.....	Bill Hooper—Ziv TV Programs.....	64
6.....	Jim Necessary—MCA-TV.....	57
6.....	Hap Eaton—NBC Film Division.....	57
8.....	Al LeVine—Sportsvision.....	51
9.....	John Howell—CBS TV Film Sales.....	44
10.....	Bob Greenberg—MCA-TV.....	39
10.....	Phil Mergener—Official Films.....	39
12.....	Dick Dinsmore—Screen Gems.....	36
13.....	Bob DeVinny—Guild Films.....	32
14.....	Howard Anderson—ABC Film Syndication.....	28
15.....	Ed Gray—National Telefilm Associates.....	23
15.....	Bob Newgard—Interstate TV.....	23

• WHICH DISTRIBUTOR DID MOST TO HELP TV STATIONS OR ADVERTISING AGENCIES PLACE FILM SERIES WITH ADVERTISERS?

Place	Company	Points
1.....	Ziv TV Programs.....	207
2.....	MCA-TV.....	159
3.....	Television Programs of America.....	113
4.....	Official Films.....	83
5.....	Guild Films.....	71
6.....	CBS TV Film Sales.....	58
7.....	NBC Film Division.....	54
8.....	ABC Film Syndication.....	43
9.....	Screen Gems.....	33
10.....	National Telefilm Associates.....	32

• WHICH DISTRIBUTOR PROVIDED THE MOST ASSISTANCE IN SECURING OR CLEARING TIME PERIODS ON TV STATIONS?

Place	Company	Points
1.....	Ziv TV Programs.....	198
2.....	MCA-TV.....	166
3.....	Television Programs of America.....	146
4.....	Guild Films.....	125
5.....	NBC Film Division.....	108
6.....	Official Films.....	90
7.....	CBS TV Film Sales.....	78
8.....	Screen Gems.....	74
9.....	ABC Film Syndication.....	63
10.....	Flamingo Films.....	51

• WHICH DISTRIBUTOR PROVIDED THE BEST AND MOST PROMPT TECHNICAL AND SERVICE BACKING TO ITS PRODUCT (INCLUDING FILM IN BEST CONDITION, BEST LABELING AND FILM LEADERS, AND MOST DEPENDABLE SHIPPING SERVICE)?

Place	Company	Points
1.....	Ziv TV Programs.....	174
2.....	MCA-TV.....	129
3.....	CBS TV Film Sales.....	78
4.....	Screen Gems.....	68
5.....	Official Films.....	52
6.....	Hollywood TV Service.....	48
7.....	Guild Films.....	43
8.....	NBC Film Division.....	31
9.....	Television Programs of America.....	30
10.....	ABC Film Syndication.....	24

Winning Stations

• WHICH TV STATIONS PROGRAMMED ITS TV FILM SHOWS MOST EFFECTIVELY AND IMAGINATIVELY?

Place	Station	Points
1.....	KTTV, Los Angeles	194
2.....	WPIX, New York	166
3.....	WBNS-TV, Columbus, O.	121
4.....	WOR-TV, New York	110
5.....	KRON-TV, San Francisco	81
6.....	WGN-TV, Chicago	74
6.....	WABD, New York	74
8.....	KPHO-TV, Phoenix, Ariz.	66
9.....	KLZ-TV, Denver	53
10.....	KTLL, Los Angeles	46
10.....	KING-TV, Seattle	46

• WHICH TV STATION DID THE MOST OUTSTANDING JOB OF SELLING NATIONAL ADVERTISERS ON USE OF ITS TV FILM PROGRAMMING?

Place	Station	Points
1.....	KTTV, Los Angeles	182
2.....	WPIX, New York	136
3.....	WOR-TV, New York	108
4.....	WGN-TV, Chicago	91
5.....	KRON-TV, San Francisco	77
6.....	WCBS-TV, New York	75
7.....	KLZ-TV, Denver	56
8.....	KPHO-TV, Phoenix, Ariz.	54
9.....	KING-TV, Seattle	42
10.....	WISH-TV, Indianapolis	38
10.....	WBNS-TV, Columbus, O.	38

• WHICH TV STATION DID THE MOST OUTSTANDING JOB OF SELLING LOCAL AND REGIONAL ADVERTISERS ON USE OF ITS TV FILM PROGRAMMING?

Place	Station	Points
1.....	WPIX, New York	185
2.....	KTTV, Los Angeles	141
3.....	WOR-TV, New York	128
4.....	KLZ-TV, Denver	105
5.....	KPHO-TV, Phoenix	94
6.....	KRON-TV, San Francisco	81
6.....	KTLL, Los Angeles	81
8.....	KING-TV, Seattle	67
9.....	WYET-TV, Rochester, N. Y.	54
10.....	WCPO-TV, Cincinnati	46

• WHICH TV STATION WAS MOST CAREFUL AND CONSCIENTIOUS IN HANDLING TV FILM PROGRAMS AND/OR COMMERCIALS, AND MOST PROMPT IN RETURNING PRINTS?

Place	Station	Points
1.....	WGN-TV, Chicago	132
2.....	KTTV, Los Angeles	91
3.....	WRCV-TV (WPTZ), Philadelphia	86
4.....	WBZ-TV, Boston	74
5.....	KRON-TV, San Francisco	63
6.....	WBIS-TV, Columbus, O.	60
7.....	KING-TV, Seattle	58
8.....	KRCA-TV, Los Angeles	52
9.....	WEWS, Cleveland	49
10.....	KTLL, Los Angeles	44
10.....	WPIX, New York	44

Winning Laboratories

• WHICH LAB EXCELLED IN QUALITY OF ITS WORK?

Place	Company	Points
1.....	Consolidated Film Industries	151
2.....	Movielab	126
3.....	Pathe Labs	94
4.....	Precision Film Labs	89
5.....	DeLuxe Labs	75
6.....	General Film Labs	59
7.....	Acme Film Labs	56
8.....	Guffanti Film Labs	43
9.....	Film Associates	43
10.....	Du-Art Film Labs	36

• WHICH LAB EXCELLED IN SPEED OF ITS PERFORMANCE?

Place	Company	Points
1.....	Consolidated Film Industries	137
2.....	Pathe Labs	114
3.....	Precision Film Labs	93
4.....	Movielab	80
5.....	DeLuxe Labs	74
6.....	Acme Film Labs	69
7.....	General Film Labs	56
7.....	Guffanti Film Labs	56
9.....	Film Associates	51
10.....	Mecca Film Labs	40
10.....	Hollywood Film Enterprises	40

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

Place	Company	Points
1.....	Consolidated Film Industries	149
2.....	DeLuxe Labs	137
3.....	Precision Film Labs	123
4.....	Pathe Labs	98
5.....	Movielab	85
6.....	Guffanti Film Labs	73
7.....	Du-Art Film Labs	65
8.....	Film Associates	63
9.....	Acme Film Labs	54
10.....	Film Service Labs	47
10.....	Mecca Film Labs	47

STATIONS

KTTV's Imagination, WPIX's Sales Savvy Earn Honors

Two independent stations, KTTV, Los Angeles, and WPIX, New York, topped top honors for their imaginative and effective programming of TV film and for outstanding sales of their film shows to national, regional and local advertisers, according to The Billboard's Fourth Annual TV Film Service Awards poll.

KTTV has won first place for effective and imaginative programming and for an outstanding job of selling TV film to national advertisers. It also won second place for outstanding sales efforts aimed at regional and local advertisers. These winnings serve as continued recognition of the role the station has been playing for many years as a leader in the use of TV film programming. Thru film shows, KTTV's Dick Moore has been able to establish and maintain his station's position as a successful independent outlet in his highly competitive seven-station market,

where network competition is at its height. Last year, KTTV won first place in The Billboard's poll for its programming and sales of TV film.

WPIX took first place for outstanding sales to local and regional advertisers, second place for outstanding sales to national advertisers and second place for effective and imaginative programming. These awards catapult this station for the first time into the charmed circle of TV stations recognized as leaders in the field of programming and sales.

Another station that did quite well in the balloting was WOR-TV, General Tele-radio's New York independent, which rocked the industry in 1954 by the establishment of the "Million-Dollar Movie" concept, one that has been exceedingly successful. WOR-TV copped third place in this year's balloting for an outstanding sales job on national advertisers and also third place in the sphere of sales to regional and local sponsors.

The station this year increased the number of participating sponsors in "Million-Dollar Movie" from eight to nine. Of these nine, many of them top national advertisers, eight renewed after the first 13 weeks and the ninth was immediately replaced by another bankroller to keep "Million-Dollar Movie" on a sold-out basis. In the area of effective and imaginative programming, WOR-TV won fourth place. The station is headed by Gordon Gray. Its film director is Milford Fenster.

WBNS Shows

The outlet that won third place for effective and imaginative programming of TV film was WBNS-TV, Columbus, O. Under the leadership of program director Tad Reeves, the outlet, a CBS affiliate, has relied heavily on film to bolster its local programming and has gone to great pains to come up with the best film shows and the best ways of utilizing them. One of its most successful efforts, launched at the beginning of this season, was the replacement of music and news shows 6:30-7 p.m. across the board with a block of adventure and situation comedy series of family-wide appeal.

WPIX's newly realized status as

leader in TV film programming and sales is the direct result of the station's decision early last year to de-emphasize feature film programming, in view of WOR-TV's and WCBS-TV's success in that sphere, and to concentrate on building up its roster of half-hour syndicated shows. Thru shrewd buying tactics, the outlet's chief, Fred Thrower, succeeded in acquiring quite a few excellent half-hour shows at enviable prices and also enticed several sponsors of spot-booked series to air their shows on WPIX. The station, which last month was able to raise its rates, is still busily engaged in acquiring additional half-hour series and selling them almost as fast as they come in.

Other Winners

Other fourth and fifth place station winners in The Billboard's poll included KRON-TV, San Francisco, which picked up fifth place for effective and imaginative programming and a second fifth place position for sales to national advertisers.

WGN-TV, Chicago, came in fourth for the job it did in selling national advertisers. Stations that took fourth and fifth spots for their performance in selling to local and regional advertisers were KLZ-TV, Denver, and KPHO-TV, Phoenix, Ariz., respectively.

PIX HANDLING

Ziv, WGN Operations Win Again

The most significant fact about the awards for film handling is that the same two outfits keep winning them. Among the distributors, Ziv-TV; among the stations, WGN-TV, Chicago. The second most significant fact is that the winners on both the distributor and station side undoubtedly traffic the largest volume of prints in their classifications. Ziv and MCA-TV, WGN and KTTV, Los Angeles, these companies have for years been the busiest depots for TV film and thus have long been aware of the necessity to gear for the most efficient operation possible.

Elizabeth Bain's film department in Chicago is an industry legend and living proof of the motto, "Never underestimate the power of a woman." (It has usually been an all-female department.) Ziv does the bulk of its shipping out of its Cincinnati headquarters, where it is understood to have close to 50 employees assigned to print handling.

Traffic Firms

In connection with film servicing, mention should be made of two trafficking organizations that handle the prints for some of the large multi-market deals of the three winning distributors. Modern Talking Picture Service traffics the prints of "Mr. District Attorney" for Carters, "Highway Patrol" for Ballantine, "Studio 57" and "Soldiers of Fortune" out of MCA, and "Amos 'n' Andy" for Duffy-Mott. Bonded TV Film Service traffics the large deals on "Ann: Oakley."

NODS DUE SPOT REP COMPANIES

A nod must go to the spot sales representatives of the stations that won top honors for selling their film programming to national and regional advertisers. So here are the winners' reps:

KTTV, Los Angeles—Blair TV
WPIX, New York—Free & Peters
WOR-TV—H-R Representatives

Ziv Sets Pace In Fluctuating Syndicator Yr.

• Continued from page 5

of its library sales and because of the efforts of its award-winning salesman, Jerry Lee.

Aside from the victories won by KTTV, the next best showing was made by WPIX, here, which topped the voting for sales results with regional and local advertisers. And WGN-TV, Chicago, continued to rack up another victory for the handling of film programs and commercials.

Among the laboratories, Consolidated Film Industries held sway with three top awards. Second place victories were scored by three well-known names, Movie-labs, Pathe and De Luxe, all of whom have impressed in past years.

To sum up, the voting this year does not indicate any major changes from Service Awards of the past. It does, however, indicate a need for most of the winners to keep on their toes and not to rest on their laurels.

LABORATORIES

Consolidated Repeats 3-Way Win for Labs

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

New strength was shown this year, however, by Pathe Labs, which won third place for the quality of its work, second place for the speed with which it serves its customers and fourth place for economy of its service. Last year, Pathe, which is the largest of the independent labs in the East, was judged relatively weak in all three of these categories, polling no better than fifth place position in each category.

Pathe Showing

Pathe's showing this year proves again that the industry is a dynamic, ever-changing one wherein firms can, by constant successful efforts to improve their service,

jump ahead in comparison to their past performance and the standing of their competitors.

Movielab, another independent processing firm, also improved its industry position in the quality of the work it turns out, as indicated by the fact that this year it copped second place in that category. Last year, it was in third place.

The top three winners for economy of lab service costs remained unchanged during the year. Consolidated, De Luxe and Precision copped first, second and third-place awards for economy this year, just as they did in 1955. Precision, which is owned by John A. Maurer, also won third-place honors this year for the speed with which it turned out its processing work.

All film labs, it should be noted, have stepped up tremendously their film processing activities to keep pace with the increased demands occasioned by the steady expansion in the amount of film programming being aired on TV. Consolidated, for example, last week opened up a brand new million-dollar processing plant in New York to help handle the growing need of such facilities on the East Coast.

Profiles of First-Place Winners

The Billboard's Fourth Annual TV Film Service Awards

Ziv Television Programs



FREDERIC W. ZIV
Chairman of the Board

Out of six distributor categories in this year's Service Awards, Ziv-TV won first place in four and was second in one. Thus, as far as this poll is concerned, Ziv-TV in 1955 maintained its leadership in TV film syndication. In this year Ziv put three new shows into first-run sales, repeating its release pattern of 1954. But in 1955 Ziv also broadened its sales operation more than any previous year. It established a separate national sales department under Walter Kingsley. It launched a sales development program for national spot, spearheaded by Bernard Musnick. It opened a big Chicago office, its fourth sales base, under Alvin Unger. And it starts a separate subsidiary, Economy TV, for rerun library sales, under Stan Florshiem.

A couple of weeks ago Ziv announced that for the first time it will handle distribution of outside shows on a percentage basis if the producers use its studios and facilities.

MCA-TV, Ltd.



DAVID V. SUTTON
Vice President

For MCA-TV, this year has been a very successful one. It was the first year that the film syndication firm has had a chance to capitalize on its purchase of United Television Programs. The film distributor's showing in The Billboard's Fourth Annual TV Film Service Awards is ample evidence that it has done just that, both financially and in terms of service to the industry.

A mainstay of the MCA-TV operation is its library sales plan which is used by a large number of stations throughout the country. Firm also moved an important body of product into TV this year when it purchased the Autry-Rogers features from Republic. And it has done well with individual half-hour programs this fall, notably "Dr. Hudson's Secret Journal," which is now playing in more than 100 markets. In addition to Dave Sutton's notable contribution to MCA-TV's fortunes, Wynn Nathan, vice president in charge of syndication sales, and Lou Friedland, vice president in charge of station sales, have been major factors in the firm's success.

Official Films



HAROLD L. HACKETT
President and Chairman
of the Board

Official Films' rise to the winning ranks in the present Service Awards is meteoric. In the 1954 poll, the best Official did in any of the distributor categories was ninth place. In the present poll, it won first place for library sales plans, third for over-all salesmanship and fourth for sales assistance to stations and agencies. This remarkable climb reflects the rooting of the sales organization and the flowering of its production interests that took place in 1955. Hal Hackett, who became president of Official in 1953, was also elected board chairman in July, 1955. Herb Jaffe, who had joined as sales vice-president in 1954, was promoted to executive v.p. in August. At the same time, Vice-President Herman Rush took over sales supervision.

Official acquired a couple of top rerun series such as "My Little Margie" and "The Hunter," on which it had spectacularly fast sales returns. It effected a production tie-in with the Independent TV Programme Company, Ltd., in England. Last week Official was reported to be close to another major production tie-in, this time with Four Star Films.

KTTV, Los Angeles



RICHARD A. MOORE
President

KTTV, one of the leading independent stations in the nation is also one of the heaviest users of TV film throughout the prime nighttime hours. The station consumes almost twice as much film as any of the other Los Angeles outlets.

During the afternoons and late evenings, the station relies heavily on half-hour reruns across the board. It buys the best first-run programs available and pits its best against the weaker spots of its competition. Slotting film back to back is routine procedure.

Besides outright buys of complete programs, sponsors can also make use of the station's "triple-play plan." This plan offers spots in three different programs in Class A time. A hustling operation, KTTV has also been known to buy regional rights to a particular show, and sell it regionally to a sponsor who puts it on the Los Angeles outlet.

WPIX, New York



FRED M. THROWER
Vice President

The year 1955 was a great one for WPIX. The Daily News-owned independent. It dropped feature films out of prime week nighttime and began building up individual evening schedules with syndicated half-hour shows, following up on the success of the Sunday night mystery block, which it had started in the fall of 1954. Fred Thrower himself is credited with some of the shrewdest film purchases in this market. Only a couple of weeks ago he made news when he bought "The Man Called X" from under the nose of a competing station.

Spot and sponsorship sales have been mounting. WPIX brought in such national sponsors as Seven Up and Heinz this season. It got such important regional business as Balantine on "Highway Patrol." The station's resulting audience build-up has been spectacular. In December its average share was up 16 per cent from the previous year.

Hence, it should be no surprise that WPIX, which placed no higher than sixth in last year's poll, fought KTTV for top honors this year, winding up a close second on effective programming and national sales and topping the list for regional and local sales.

Last month, WPIX raised its rates for the first time in several years.

WGN-TV, Chicago



ELIZABETH BAIN
Film Director

WGN-TV is an old hand at winning honors in The Billboard's annual voting. Again the station has earned top honors for efficient handling of film.

Elizabeth Bain, the station's film director, has been keeping her operation well oiled for the past seven years. In fact, she organized the department back in 1948, when the station's equipment amounted to only one 16-mm. projector for screening purposes.

The multi-winning Miss Bain was traffic director of WCFL, Chicago, and music librarian at KFI, Los Angeles, before joining WGN-TV.

Consolidated Film Industries



HERBERT J. YATES
President, Republic Pictures

Consolidated Film Industries, the Republic Pictures subsidiary, has been much in the news lately because of the opening of its new \$1,000,000 plant in New York which contains the latest in film processing equipment. The firm made more news this week when it topped three categories in The Billboard's Fourth Annual TV Film Service Awards.

Consolidated Film Industries, growth, in a sense, has paralleled that of TV, and it has reaped a bountiful harvest from the processing it has provided the medium, expanding both in New York and Hollywood in recent years. Veteran Filmmaker Herbert J. Yates heads up Republic Pictures and is the guiding genius behind Consolidated. Douglas J. Yates, his son, will take charge of the new film processing plant in New York.

Official Films



JERRY LEE

What makes a top TV film salesman? Jerry Lee, who edged out the competition for the service award this year, started in radio. He joined the Hollywood staff of NBC as an announcer-producer in 1940. After three years in the Navy, he went to ABC, Hollywood, until 1946. Then he joined WOAI, San Antonio, as commercial manager. TV came into Lee's life in 1949, when WOAI started its video operations. Lee was commercial manager of KBTU, Denver, when it went on the air in October, 1952. He returned to Hollywood in May, 1954, to work at KABC-TV until he joined Official Films in August of that year.

WPIX's 'Manchu' Buy From H'wood TV Puts Tally at 6

NEW YORK, Feb. 11.—WPIX bought still another first-run film series this week, "The Adventures of Dr. Fu Manchu," from Hollywood TV Service. That's six syndicated shows that the station has bought in the past three weeks.

A major share of the station's sales is on spot announcements, on which it offers an excellent cost per thousand. Maxwell House Coffee, for instance, runs 15 IDs per week on WPIX, mostly nighttime. The station's researcher finds that the client thus reaches 32 per cent of New York's TV homes, 1.8 times per week, at a cost of 35 cents per thousand homes.

MCA Tops Ziv

• Continued from page 6

fourth positions, respectively, in over-all salesmanship. In the previous year, these two positions were taken by UTP and the NBC Film division in an extraordinarily close battle. In that competition, Official ran ninth and TPA 10.

Official had been going thru a period of readjustment under its new management in 1954. In 1955, the sales reins were turned over to Vice-President Herman Rush, who expanded and rallied the corps on a group of choice rerun series. Official's unique sales plan on "My Little Margie," in which it had one salesman pitching participations in the daytime strips to national spot advertisers, was undoubtedly instrumental in bringing home Official in fourth place for sales assistance to stations.

TPA's National

In the second half of 1954, TPA had turned its attention so thoroughly to national sales, that its syndication activities became virtually a hobby. Thus, in last year's poll, TPA was 10th for over-all salesmanship, eighth for sales assistance. In the spring of 1955 its newest syndicated series was "Elery Queen," which had then been on the market a full year. But in the interim it had landed national sponsors for "Halls of Ivy," "Lassie," "Captain Callant of the Foreign Legion" and "Fury."

Then, last summer, TPA moved back into syndication with "The Count of Monte Cristo" followed closely by "Susie." The skill of the TPA sales staff in tying all the strings of a deal together brought it third-place accolades on both counts of sales assistance, an area in which it ran ninth last year.

Warner-Gems

• Continued from page 5

Never Get Rich," Rita Hayworth and Fred Astaire; "It Had to Be You," Ginger Rogers and Cornell Wilde, and "Once Upon a Time," co-starring Cary Grant and Janet Blair.

Batches of 13

Screen Gems, it's understood, is making the 104 features available in packages of 13, so that stations which cannot absorb the entire bundle of 104 would be able to buy quantities to fit their budgets and needs. The number of runs involved in the deal would also be flexible and may range from a minimum of one run per feature to unlimited play deals.

If consummated, the sale of the Warner Bros.' backlog would be the largest Hollywood to TV transaction of feature films, eclipsing momentarily Matty Fox's purchase from General Teleradio of TV and overseas theatrical rights to the RKO library, which involved a commitment by Fox of \$15,000,000.

Warner Advantage

The purchase of the Warner Bros.' library by Hyman—or whoever gets it—would give the buyer several important advantages over Fox's RKO buy.

For one thing, the Warner Bros. features would be cleared, according to the reports, for TV use before they are turned over to the buyer. They also would be available for domestic theatrical distribution, as well as overseas sale.

In addition, Warner Bros. would not retain any TV rights to the package. General Teleradio tied up the RKO features for airing by its own stations in the six markets, including New York and Los Angeles, where it owns and operates TV stations. Also it retained the right to sell for one-run network airing 150 of the best RKO features.

Harris Joins TPA As Ad Director

NEW YORK, Feb. 11.—Elihu Harris this week joined Television Programs of America as director of advertising, a new post.

Pete Zampfir will continue to serve as advertising consultant, as he has since the firm's formation two and a half years ago. Harris was formerly advertising and promotion director of Screen Gems.

Films to Watch

MAYOR OF THE TOWN—MCA-TV

A high-rated series for the past 15 months that reached its top audience last summer, this Thomas Mitchell starrer may show a considerable rating climb as result of its West Coast regional debut for Richfield Oil. Richfield has owned but kept the show off the air in the West for the past year and a half in order to use it for an oil conservation campaign which it kicked off a few weeks ago. An added factor in a probable rating climb is the fact that the company is giving the series the biggest promotional splash any syndicated program has ever had.

The program is currently 25th among syndicated series with a national average Pulse rating of 10.8. Last year it was first among non-net programs in Chicago and among the top three in the nation. In the annual Billboard TV Film Awards Mitchell was chosen as best actor in the syndicated field.

THE MAN CALLED "X"—ZIV-TV

No general ratings are available for this new mystery-adventure series but it's already obvious that it's a show to watch. In a special coincidental survey conducted by the American Research Bureau in the Los Angeles, the program rated 16.3 on KHJ-TV (the No. 6 station in a seven-station market) in the 8:30-9 p.m. time period, Monday. The rating placed the show No. 1 in its half hour.

NATFD RELEASES FILM BUYER POLL

Station Survey Finds Mysteries Tops in Syndication; Quality Is Key to Success

PITTSBURGH, Feb. 11. — The National Association of TV Film Directors this week released its definitive survey of station film buyers.

Its conclusions on the programming aspects of film buying were: Mystery is the most popular format in syndicated series, adventure is second, Westerns third, comedy fourth. The primary factor in the success of a show is its quality, promotion is the second most important factor and the time slot is third. Slightly over 50 per cent find that across-the-board scheduling of syndicated film is increasing. Sixty-three per cent find that feature films are increasing in importance. Sixty-eight per cent find that quarter-hour series are fading away.

On buying practices, the station film men indicated that cost was the most important factor in buying syndicated series. But in buying feature films, cost is a relatively minor factor. More important in a feature film package is its quality, its age and its star value. In syndicated series, quality was second to cost.

Straight Series

On syndicated series, stations prefer straight series booking to multiple-run or unlimited-run deals.

On pricing, the stations had no particular argument with the usual practices. They think the prevailing price level should be the principal factor in setting the price on a show, and they think that the second run should sell for half the first run.

Half the respondents said reruns were well received in their cities.

A majority favored a one-year hiatus between first and second run.

Two-thirds were against barter deals. Four-fifths were against percentage deals.

The results were released by Dick Dreyfuss of KDKA-TV here. He's chairman of the NATFD's film procurement committee.

4 Ziv Series Get Regionals

HOLLYWOOD, Feb. 11. — Ziv-TV this week came up with four regional deals for two of its series. Two renewals were ordered for "Science Fiction Theater," and two new sponsors bought "The Man Called X."

"Science Fiction" was re-ordered by Olympia Brewing for 21 West Coast markets, and by Arizona Public Service Company for a number in that State. Original re-signing for the series was by Emerson Drug Company for Bromo-Seltzer for 17 cities in the East and Midwest (The Billboard, January 21).

Cities Service Oil Company will sponsor "X" in Washington and Baltimore, plus several other Eastern markets as soon as they can be cleared. Second regional is by the Hamm Brewing Company for the North-Central area.

Single market buys of the show are by Piel's Beer and General Cigar for Schenectady and by stations WXEL-TV, Cleveland; KARK-TV, Little Rock; WREX-TV, Rockford, Ill., and KTTS-TV, Springfield, Mo.

Ziv also garnered eight single-market renewals for "Science Fiction."

CBS Film Talks 'Showcases'

NEW YORK, Feb. 11.—Stuart Reynolds reportedly has started negotiations with CBS-TV Film Sales for the distributor to take over "Your Star Showcase." Reynolds' contract with Television Programs of America, the present syndicator, expires March 1.

Included in the package are 26 old "G. E. Theater" reruns produced by Reynolds, 19 of "Your Jeweler's Showcase," two other Reynolds half-hours and five films originally obtained from Gil Ralston. The 52-segment package is hosted by Edward Arnold, who lensed special footage for the series.

50G CUT FOR 10 FILMS

Stations Get 'TNT' 15% Off, If NTA Delivers 1st-Run Selznick Sponsor

NEW YORK, Feb. 11. — If National Telefilm Associates brings in a national sponsor for the first-run of the 10 David O. Selznick pictures, its station customers will get a reduction of about 15 per cent in their over-all price for the 40-title "TNT" package. This was reported to be the formula by which NTA will "buy back" the first runs of the Selznicks for playing as national spot spectaculars.

Even with the 15 per cent differential, the market prices that NTA has set on "TNT" are understood to be a record high. But, according to seasoned observers here, they are not inordinately high in view of the quality of the Selznick product.

For instance, in Los Angeles NTA is reported to be asking \$350,000 for the entire package. That's \$8,750 per picture. If NTA gets a national sponsor for the first run of the Selznicks, the price will drop to \$300,000. That's \$7,500 per picture. NTA would thus be buying back the first run of the Selznicks for \$5,000 apiece.

Tops So Far

It's understood that the top price that has been paid in Los Angeles heretofore is \$6,500. That was on

the open market. It is not known how much General Teleradio's KHJ-TV paid for General Teleradio's 30 big "Bank of America" pictures, but it was reported to have been written on the GT books at about \$7,500 per picture.

In another example, Terre Haute, Ind., which has paid up to \$100 for a good picture, is being asked about \$250 per picture for the "TNT" package.

The package is reported to be selling nicely. Some 15 stations have signed up already, with the Selznicks in the contract. There was no deal in Los Angeles yet this week, but the top NTA executives were out on the West Coast on production problems, and it was considered probably that they would come back with a sale.

KHJ-TV Cops Rating Honors With 'X' Series

HOLLYWOOD, Feb. 11. — The fact that it's the show, not the station, that counts in regard to viewer preference was demonstrated here again this week when KHJ-TV, traditionally the No. 6 of 7 station in a seven-outlet market, copped rating honors in a prime nighttime slot.

The General Teleradio station performed the feat with "The Man Called X," new Ziv-TV property. In a special ARB coincidental January 30 "X" scored 16.3 in the 8:30-9 p.m., Monday time period. What's more, another indie, KTTV, was second with 15.3 ("Life of Riley"), CBS-TV ("Godfrey's Talent Scouts") coming in third at 12.4, and the other web outlets trailing far behind. (ARB lists stations as A, B, C, etc., but these can be identified thru knowledge of the local situation and past ratings.)

For KHJ-TV it marks a distinct triumph of its new policy of programming syndicated film. The only other times the channel has scored so high is on the premiere nights of a number of the top features in the Million Dollar Movie package, which the station stripped.

Third Plateau

Oliver Unger, executive vice-president of NTA, said recently that he thought TV stations have now reached a third historical plateau in their feature film programming. Henceforth, he asserted, they will have to pay more for pictures, will have to slot them better and merchandise them better. Otherwise, he said, they will have to take a back seat or exit entirely from feature film programming.

His explanation was that there were no longer any foreclosed or distressed pictures that could be picked up for a bargain. Producers will let product go into TV only if the money is attractive. He conceded that movies are coming into TV in greater quantity than ever, but he noted that in most every case they are being wedged in by top pictures that are demanding top dollars.

Osgood Heads KTLA Studios

HOLLYWOOD, Feb. 11. — Stanton Osgood this week was named to head up the new Paramount-KTLA studios being expressly refurbished for TV production. Osgood leaves Theater Network TV where he was head of production. Before that he was with the NBC Film division for several years, where he was in charge of production.

He will have complete charge of the multi-million-dollar studio lot which is being readied for TV production beginning sometime in May.

GE May Okay 'Turning Point'

NEW YORK, Feb. 11.—General Electric's spot-booked dramatic series will probably be called "The Turning Point." The sponsor had not yet approved the title, but this is said to have gained its favor.

The series bows on some 60 stations in two weeks. The 13 films were bought from MCA-TV. Young & Rubicam is the agency placing the business.

Integration of RKO and GT

NEW YORK, Feb. 11. — RKO Teleradio Pictures is preparing to integrate the General Teleradio Film division to a considerable degree with RKO Radio's theatrical distribution operation. The GT Film division will maintain its own identity, it is understood, and will continue under the management of Pete Roebuck, who will henceforth headquarter here in New York. However, it will begin to make extensive use of RKO's 31 exchanges across the country. To this extent it will resemble the co-ordination between Hollywood TV Service and Republic Pictures.

Completion of the integration is apparently still about a month away. This will prepare Teleradio for re-entry into half-hour TV film production.

Screen Gems Names Levitt

NEW YORK, Feb. 11.—Screen Gems this week bolstered its national sales operation with the appointment of a new director of national sales, Robert D. Levitt, who up to now has been publisher of Hearst's American Weekly and Puck.

Levitt's background includes 20 years with the Hearst organization as reporter, columnist and advertising promotion manager for the New York Journal American. He spent seven months as Eastern director of advertising and publicity for Selznick Productions after World War II before rejoining Hearst.

Levitt will report to John Mitchell, Screen Gems' sales vice-president.

WPIX Buys AAP 'Holmes' Features

NEW YORK, Feb. 11.—WPIX here has bought the 12 "Sherlock Holmes" features from Associated Artists Productions.

It is the 114th station to sign for the group, which has been on the market close to two years. WCBS-TV had them here previously.

Hollywood TV, after a one-week sales effort, has also sold "Fu" in Boston and San Francisco.

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TV Program and Time-Buying Guide

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

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Network Adventure Shows

JANUARY RATINGS			AMONG WOMEN		
Rank	Show, Sponsor & Web	Rating	Rank	Show, Sponsor & Web	Women Per Set
1.	Rin-Tin-Tin, National Biscuit (ABC)	26.7	1.	Warner Bros. Presents, Gen'l Electric, Monsanto Chemical, Liggett & Myers	1.07
2.	Vyatt Earp, Parker Pen. Gen'l Mills (ABC)	24.1	2.	Gunsmoke, Liggett & Myers (CBS)	1.02
3.	Roy Rogers, General Foods (NBC)	22.7	2.	Frontier, R. J. Reynolds (NBC)	1.02
4.	Big Town, Lever Bros., Gen'l Motors (NBC)	22.6	4.	Big Town, Lever Bros., Gen'l Motors (NBC)	.96
5.	Frontier, R. J. Reynolds (NBC)	21.2	5.	Brave Eagle, Sustaining (CBS)	.91
6.	Gunsmoke, Liggett & Myers (CBS)	21.1	6.	Vyatt Earp, Parker Pen, Gen'l Mills (ABC)	.89
7.	Sgt. Preston of the Yukon, Quaker Oats (CBS)	20.5	7.	Sgt. Preston of the Yukon, Quaker Oats (CBS)	.85
8.	Tales of the Texas Rangers, Gen'l Mills, Curtis Candy (CBS)	18.3	3.	Robin Hood, Wildroot (CBS)	.84
9.	Warner Bros. Presents, Gen'l Electric, Monsanto Chemical, Liggett & Myers	16.9	8.	Adventures of Champion, Sustaining (CBS)	.84
10.	The Lone Ranger, Gen'l Mills American Dairy (ABC)	16.0	10.	Captain Callant, H. J. Heinz (NBC)	.76
AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Men Per Set	Rank	Show, Sponsor & Web	Children Per Set
1.	Gunsmoke, Liggett & Myers (CBS)	1.01	1.	Fury, Gen'l Foods (CBS)	1.72
2.	Frontier, R. J. Reynolds (NBC)	.94	2.	Tales of the Texas Rangers, Gen'l Mills, Curtis Candy (CBS)	1.56
3.	Vyatt Earp, Parker Pen, Gen'l Mills (ABC)	.87	2.	Rin-Tin-Tin, National Biscuit (ABC)	1.56
4.	Warner Bros. Presents, Gen'l Electric, Monsanto Chemical, Liggett & Myers	.84	4.	Captain Midnight, Wander (CBS)	1.55
4.	Big Town, Lever Bros., Gen'l Motors (NBC)	.84	5.	Wild Bill Hickok, Kellogg (CBS)	1.50
6.	Brave Eagle, Sustaining (CBS)	.81	6.	Roy Rogers, Gen'l Foods (NBC)	1.48
7.	Robin Hood, Wildroot (CBS)	.78	7.	Lone Ranger, Gen'l Mills (CBS)	1.31
8.	The Lone Ranger, Gen'l Mills, American Dairy (ABC)	.74	8.	Gene Autry, Wrigley (CBS)	1.24
9.	Wild Bill Hickok, Kellogg (CBS)	.72	9.	The Lone Ranger, Gen'l Mills, American Dairy (ABC)	1.21
10.	Sgt. Preston of the Yukon, Quaker Oats (CBS)	.71	10.	Captain Callant, H. J. Heinz (NBC)	1.20

LATEST NETWORK RATINGS

Nielsen Top 10 TV Web Shows

(2 Weeks Ending Jan. 7)

(*Indicates Film)

Total Audience/Show

Rank	Program & Web	Homes %
1.	Rose Bowl Football Game (NBC)	58.5
2.	\$64,000 Question (CBS)	49.3
3.	*I Love Lucy (CBS)	45.7
4.	*Disneyland (ABC)	43.6
5.	Orange Bowl Game (CBS)	42.6
6.	Ed Sullivan Show (CBS)	41.7
7.	Chevy Show-Bob Hope (NBC)	41.3
8.	*The Millionaire (CBS)	40.0
8.	National Football Champ. Game	40.0
10.	Perry Como Show (NBC)	39.5

Average Audience/Minute

Rank	Program & Web	Homes %
1.	\$64,000 Question (CBS)	46.6
2.	*I Love Lucy (CBS)	43.5
3.	Rose Bowl Football Game (NBC)	41.8
4.	*The Millionaire (CBS)	37.5
5.	*Dragnet (NBC)	35.7
6.	*You Bet Your Life (NBC)	35.4
7.	I've Got a Secret (CBS)	35.2
8.	*December Bride (CBS)	35.1
9.	*Disneyland (ABC)	34.0
9.	Ed Sullivan Show (CBS)	34.0

• ARB Top 25 Network Shows

January Ratings of Leading Web Programs

This breakdown of network program ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. For additional information on audience size and coverage, please consult ARB, National Press Building, Washington, D. C.

(*Indicates Film)

Rank	Show, Sponsor & Web	Jan Rating
1.	\$64,000 Question, Revlon (CBS)	54.8
2.	Producers' Showcase, RCA, Ford (NBC)	45.4
3.	Ed Sullivan, Lincoln-Mercury (CBS)	44.8
4.	*Disneyland, Partic. (ABC)	43.1
5.	You Bet Your Life, DeSoto-Plymouth (NBC)	42.9
6.	*I Love Lucy, General Foods (CBS)	40.9
7.	George Gobel, Pet Milk, Armour (NBC)	39.9
8.	*Dragnet, Liggett & Myers (NBC)	39.8
9.	I've Got a Secret, R. J. Reynolds (CBS)	38.6
10.	Your Hit Parade, Lucky Strike, Hudnut (NBC)	36.4
11.	*December Bride, General Foods (CBS)	36.0
12.	Climax Chrysler (CBS)	35.5
13.	*Honeymooners, Buick (CBS)	35.3
13.	Red Skelton, Pet Milk, S. C. Johnson (CBS)	35.3
13.	What's My Line? Jules Montenier, Remington Rand (CBS)	35.3
16.	Perry Como, Armour, Gold Seal, Dormeyer, Int'l. Cellucotton (NBC)	34.7
16.	*Phil Silvers, Amana, R. J. Reynolds (CBS)	34.7
18.	*Loretta Young, Procter & Gamble (NBC)	33.9
19.	G. E. Theater, General Electric (CBS)	33.2
19.	Person to Person, Elgin, Hamm, Amoco (CBS)	33.2
21.	Lux Video Theater, Lever, (NBC)	33.0
22.	*Private Secretary, American Tobacco (CBS)	32.8
22.	This Is Your Life, Hazel Bishop, Procter & Gamble (NBC)	32.8
24.	*The Millionaire, Colgate (CBS)	32.4
25.	*Our Miss Brooks, General Foods (CBS)	31.7

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Adventure Shows

DECEMBER RATINGS			AMONG MEN			AMONG TEENS		
Rank	Show & Distributor	Avg. Dec. Rtg.	Rank	Show & Distributor	Men Per 100 Homes Tuned In	Rank	Show & Distributor	Teens Per 100 Homes Tuned In
1.	Superman (Flamingo)	14.4	1.	I Led Three Lives (Ziv)	.85	1.	Superman (Flamingo)	.28
2.	Waterfront (MCA)	13.2	2.	Highway Patrol (Ziv)	.84	2.	I Search for Adventure (Geo. Bagnall)	.25
3.	I Led Three Lives (Ziv)	13.0	3.	China Smith (NTA)	.82	2.	Foreign Intrigue (Official)	.25
4.	Highway Patrol (Ziv)	12.8	3.	The Falcon (NBC)	.82	4.	Long John Silver (CBS)	.24
5.	Passport to Danger (ABC)	12.5	5.	Dangerous Assignment (ABC)	.79	4.	Count of Monte Cristo (TPA)	.24
6.	Count of Monte Cristo (TPA)	10.5	6.	Waterfront (MCA)	.78	6.	Soldiers of Fortune (MCA)	.23
7.	Soldiers of Fortune (MCA)	10.3	7.	Passport to Danger (ABC)	.77	7.	Waterfront (MCA)	.22
8.	Jungle Jim (Screen Gems)	9.8	8.	Secret File, U.S.A. (Official)	.75	7.	Jungle Jim (Screen Gems)	.22
9.	Ramar of the Jungle (TPA)	8.0	9.	Soldiers of Fortune (MCA)	.70	7.	Passport to Danger (ABC)	.22
6.	I Search for Adventure (Geo. Bagnall)	8.0	10.	Count of Monte Cristo (TPA)	.67	10.	Highway Patrol (Ziv)	.20
VIEWERS/100 HOMES			AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distributor	Viewers Per 100 Homes Tuned In	Rank	Show & Distributor	Women Per 100 Homes Tuned In	Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	224	1.	Foreign Intrigue (Official)	.94	1.	Ramar of the Jungle (TPA)	.96
2.	I Led Three Lives (Ziv)	223	2.	Dangerous Assignment (ABC)	.90	1.	Superman (Flamingo)	.96
3.	Soldiers of Fortune (MCA)	221	3.	I Led Three Lives (Ziv)	.88	3.	Long John Silver (CBS)	.94
4.	Foreign Intrigue (Official)	220	4.	Waterfront (MCA)	.85	4.	Jungle Jim (Screen Gems)	.79
5.	China Smith (NTA)	214	5.	Count of Monte Cristo (TPA)	.81	5.	Soldiers of Fortune (MCA)	.65
6.	Dangerous Assignment (ABC)	205	6.	Highway Patrol (Ziv)	.79	6.	Highway Patrol (Ziv)	.41
7.	Secret File, U.S.A. (Official)	194	7.	The Falcon (NBC)	.78	7.	China Smith (NTA)	.37
8.	Count of Monte Cristo (TPA)	192	8.	China Smith (NTA)	.77	8.	I Led Three Lives (Ziv)	.31
9.	The Falcon (NBC)	191	9.	Passport to Danger (ABC)	.75	9.	Count of Monte Cristo (TPA)	.30
10.	Passport to Danger (ABC)	187	10.	Secret File, U.S.A. (Official)	.73	10.	Secret File, U.S.A. (Official)	.27

• Pulse Top 25 Non-Net Shows

December Ratings of Leading Film Shows

This breakdown of non-network film ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Avg. Dec. Rating

Rank	Show & Distributor	Avg. Dec. Rating
1.	Mr. District Attorney (Ziv)	17.7
2.	Life of Riley (NBC)	17.0
3.	Douglas Fairbanks Jr. Presents (ABC)	16.4
4.	Man Behind the Badge (MCA)	16.1
5.	Celebrity Playhouse (Screen Gems)	15.8
6.	The Ruggles (Tom Corradine)	14.8
7.	Superman (Flamingo)	14.4
8.	Badge 714 (NBC)	14.1
9.	Little Rascals (Interstate)	13.9
10.	Range Rider (CBS)	13.5
11.	Stai & the Story (Official)	13.2
11.	Waterfront (MCA)	13.2
13.	I Led Three Lives (Ziv)	13.0
14.	Highway Patrol (Ziv)	12.8
15.	Amos 'n' Andy (CBS)	12.7
16.	Passport to Danger (ABC)	12.5
17.	Eddie Cantor (Ziv)	12.3
17.	City Detective (MCA)	12.3
19.	Dr. Hudson's Secret Journal (MCA)	12.2
20.	Annie Oakley (CBS)	12.0
21.	Confidential File (Guild)	11.9
21.	Wild Bill Hickok (Flamingo)	11.9
23.	Cisco Kid (Ziv)	11.6
24.	Science Fiction Theater (Ziv)	11.2
25.	Mayor of the Town (MCA)	10.8

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The Billboard Scoreboard

PULSE LOCAL RATINGS

THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN EVERY LOCAL MARKET

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly shows in each local market studied, regardless of whether these programs are network or local, live or film. It also provides ratings for the top 30 film series aired locally in each market, in rank order according to ratings.

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" shows that a program originates in another city, but has scored a rating of 3.0 or more. Complete ratings are published over a span of one month's weekly

issues, beginning with the issue of The Billboard dated the third Friday of each month.

For complete information on audience size, coverage, opponent programs, audience composition and other details not included in chart, please consult The Pulse, Inc., 15 West 46th Street, New York

BUFFALO

3 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

1. \$64,000 Question, WBN, T.51.7	8. Perry Como, WGR, S.37.8
2. Ed Sullivan Show, WBN, Su.43.5	9. Godfrey and His Friends, WBN, W.37.4
3. George Gobel, WGR, S.40.5	10. Climax, WBN, Th.36.3
4. Jack Benny, WBN, Su.40.4	11. Robert Montgomery, WGR, M.36.2
5. Lux Video Theater, WGR, Th.39.9	12. I Love Lucy, WBN, M.35.5
6. Phil Silvers, WBN, T.38.4	13. I've Got a Secret, WBN, W.35.2
7. Groucho Marx, WGR, Th.37.9	14. Texaco-Theater, WGR, S.35.2
	15. Person to Person, WBN, F.34.9

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. Mickey Mouse Club, WGR, M-F.29.9	6. *News, Weather (11 p.m.), WGR, M-F.15.3
2. Eddie Fisher, WGR, W, F.16.4	7. CBS News, (6:45 p.m.), WBN, M-F.15.1
3. Guiding Light, WBN, M-F.16.0	8. *News (11 p.m.), WBN, M-F.14.7
4. Range Rider, WBN, M, W, F.15.8	9. Love of Life, WBN, M-F.14.6
4. Search for Tomorrow, WBN, M-F.15.8	10. News Caravan, WGR, M-F.14.5

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Rank	Title (Distributor) Station, Day-Time	Rating	Rank	Title (Distributor) Station, Day-Time	Rating
1.	Annie Oakley (CBS), WBN, T-7:00	27.7	16.	Steve Donovan, Western Marshal (NBC), WBN, S-10:00 a.m.	15.9
2.	Cisco Kid (Ziv), WBN, Th-7:00	24.9	17.	Soldiers of Fortune (MCA), WBN, M-7:00	15.9
3.	Superman (Flamingo), WBN, W-7:00	24.2	18.	Range Rider (CBS), WBN, M, W, F-6:15	15.8
4.	Mr. District Attorney (Ziv), WGR, F-7:00	23.9	19.	Ramar of the Jungle (TPA), WGR, S-12:30	14.7
5.	Dr. Hudson's Secret Journal (MCA), WGR, S-10:30	23.5	20.	Confidential File (Guild), WGR, Su-10:30	14.2
6.	Sherlock Holmes (UM&M), WBN, M-9:30	22.0	21.	†Andy's Gang (Brown), WGR, S-9:30 a.m.	14.2
7.	I Led Three Lives (Ziv), WGR, M-10:30	21.7	22.	†Patti Page (Oldsmobile), WBN, T, Th-6:30	14.0
8.	Man Behind the Badge (MCA), WGR, W-8:00	21.5	23.	†Sky King (Nabisco), WBN, S-5:00	13.7
9.	Waterfront (MCA), M-7:00	20.2	24.	Mayor of the Town (MCA), WGR, Th-7:00	13.5
10.	Liberace (Guild), WGR, Su-6:30	19.5	25.	Gene Autry (CBS), WBN, M-F-5:30	12.4
11.	Count of Monte Cristo (TPA), WBN, F-7:30	17.4	26.	Little Rascals (Interstate), WBN, M-F-5:15	12.0
12.	D. Fairbanks Jr. Presents (ABC), WBN, Th-10:30	16.7	27.	Championship Bowling (W. Schwimmer), WBN, S-2:00	11.5
13.	Wild Bill Hickok (Flamingo), WBN, S-1:00	16.5	28.	Studio 57 (MCA), WGR, F-6:30	10.7
14.	Buffalo Bill Jr. (CBS), WBN, S-11:00 a.m.	16.4	29.	Amos 'n' Andy (CBS), WBN, Su-1:30	9.8
15.	Highway Patrol (Ziv), WGR, T-10:30	16.2	30.	Mr. and Mrs. North (ATPS), WGR, T-10:00	9.5
			30.	Science Fiction Theater (Ziv), WBN, S-7:00	9.5

SPRINGFIELD, MASS.

2 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

1. \$64,000 Question, WHNC 23.8, WHYN 23.3	8. Honeymooners, WHYN 23.8
2. Ed Sullivan, WHNC, Su.45.4	9. George Gobel, WWLP, S.36.5
3. Groucho Marx, WWLP, Th.43.5	10. Private Secretary, WHNC 19.3
4. Boxing, WWLP 26.0, WHNC 16.5, W.42.5	11. Whyn 16.3, Su.35.6
5. Make Room for Daddy, WWLP 28.3, WHNC 14.0, T.42.3	12. Dragnet, WWLP, Th.35.5
6. Big Story, WWLP, F.42.0	13. Lux Video Theater, WWLP, Th.35.4
7. Your Hit Parade, WWLP, S.37.5	14. Perry Como, WWLP, S.33.3
	15. Studio One, WHNC 16.1
	16. Whyn 15.9, M.32.0
	17. Boxing, WWLP, F.30.7

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. News Caravan, WWLP, M-F.21.6	6. *Edition, Sports, Weather (11 p.m.), WWLP, M-F.14.5
2. Eddie Fisher, WWLP, W, F.17.0	7. *Highlights (7:15 p.m.), WWLP, M-F.13.7
3. Mickey Mouse Club, WHNC, M-F.16.9	8. *Channel 22 News (6:45 p.m.), WWLP, M-F.13.5
4. Dinah Shore, WWLP, T, Th.14.8	9. *Weather, Spotlight-Music (7 p.m.), WWLP, M-F.13.1
4. *Hopalong Cassidy, Misc., WWLP, M, W, F.14.8	10. *Sports, Misc. (6:30 p.m.), WWLP, M-F.12.9

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. The Whistler (CBS), WWLP, Th-9:00	17. Capt. Gallant of the Foreign Legion (TPA), WHNC, W-7:00
2. Highway Patrol (Ziv), WWLP, Th-8:30	18. D. Fairbanks Jr. Presents (ABC), WHNC, M-11:00
3. Steve Donovan, Western Marshal (NBC), WWLP, Su-5:30	19. †Death Valley Days (Pacific Borax), WHNC, S-7:00
4. Badge 714 (NBC), WHYN, W-9:00	20. Mr. District Attorney (Ziv), WHNC, M-7:00
5. Waterfront (MCA), WHNC, T-10:30	21. China Smith (NTA), WWLP, T, Th-6:00
6. Annie Oakley (CBS), WHYN, M-7:30	22. Great Gildersleeve (NBC), WHNC, F-10:30
7. Lone Wolf (MCA), WHYN, S-8:00	23. I Led Three Lives (Ziv), WHYN, F-9:00
8. Cisco Kid (Ziv), WHYN, S-6:30	24. Amos 'n' Andy (CBS), WHNC, S-6:00
9. Hopalong Cassidy (NBC), WWLP, M-6:00	25. Man Behind the Badge (MCA), WHNC, Su-5:30
10. Passport to Danger (ABC), WHNC, Th-10:30	26. Star and the Story (Official), WHNC, S-11:00
11. Mr. District Attorney (Ziv), WHYN, Th-10:00	27. Favorite Story (Ziv), WHYN, W-7:30
12. Play of the Week (NTA), WWLP, M-10:30	28. Jet Jackson, Flying Commando (Screen Gems), WHNC, S-7:00
13. Highway Patrol (Ziv), WHNC, Th-11:00	29. I Led Three Lives (Ziv), WHNC, F-11:00
14. Superman (Flamingo), WHNC, T-7:00	30. Sherlock Holmes (UM&M), WHNC, Su-11:15
15. Liberace (Guild), WWLP, T-10:00	
16. Studio 57 (MCA), WHNC, Su-6:00	

BINGHAMTON, N. Y.

1 STATION

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

1. Ed Sullivan, WBNF, Su.68.3	7. Groucho Marx, WBNF, Th.64.0
2. Honeymooners, WBNF, S.67.3	8. Playhouse of Stars, WBNF, F.63.8
3. Mama, WBNF, F.66.3	9. Burns and Allen, WBNF, M.63.5
4. I Love Lucy, WBNF, M.66.0	10. Crusader, WBNF, F.63.3
5. G. E. Theater, WBNF, Su.65.3	11. Fireside Theater, WBNF, T.63.3
6. Our Miss Brooks, WBNF, F.65.0	12. Four Star Playhouse, WBNF, Th.62.8
7. Climax, WBNF, Th.64.0	13. \$64,000 Question, WBNF, F.62.8
	14. Two for the Money, WBNF, S.62.8

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. News Caravan, WBNF, M-F.52.2	6. *Patti Page, WBNF, T, Th.38.3
2. Dinah Shore, WBNF, T, Th.51.5	7. *Short Show, WBNF, T, Th.37.8
3. Eddie Fisher, WBNF, W, F.49.3	8. Mickey Mouse Club, WBNF, M-F.34.7
4. *Carroll Caravan, Misc., WBNF, M-F.39.3	9. *Late News, Misc. (11 p.m.), WBNF, M-F.33.6
5. *News, Misc. (6 p.m.), WBNF, M-F.39.1	10. *TV Ranch Club, WBNF, M-F.27.9

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Highway Patrol (Ziv), WBNF, W-9:00	7. Wild Bill Hickok (Flamingo), WBNF, F-6:30
2. Stories of the Century (Hollywood), WBNF, S-9:30	8. Soldiers of Fortune (MCA), WBNF, M-6:30
3. Range Rider (CBS), WBNF, F-7:00	9. †Patti Page (Oldsmobile), WBNF, Th-6:45
4. Studio 57 (MCA), WBNF, T-7:00	10. Buffalo Bill Jr. (CBS), WBNF, S-11:30
5. Waterfront (MCA), WBNF, W-7:00	11. D. Fairbanks Jr. Presents (ABC), WBNF, Th-11:15
6. Col. March of Scotland Yard (Official), WBNF, Th-10:30	

CHARLESTON, S. C.

2 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

1. \$64,000 Question, WCSC, T.54.3	8. Climax, WCSC, Th.50.9
2. Ed Sullivan, WCSC, Su.50.9	9. Meet Millie, WCSC, T.50.9
3. I've Got a Secret, WCSC, W.49.5	10. Burns and Allen, WCSC, M.50.9
4. Millionaire, WCSC, W.49.3	11. Disneyland, WCSC, Su.50.9
5. Godfrey and His Friends, WCSC, W.46.8	12. G. E. Theater, WCSC, Su.50.9
6. Jack Benny, WCSC, Su.46.5	13. Navy Log, WCSC, M.50.9
7. I Love Lucy, WCSC, M.45.8	14. *Power Playhouse, WCSC, T.50.9
	15. Boxing, WCSC, W.45.8

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. Mickey Mouse Club, WCSC, M-F.28.7	5. *Esso Reporter (6:45 p.m.), WCSC, M-F.28.7
2. *Howdy Wagon, WCSC, M, W.26.5	6. *Friends Bob Time, WCSC, M-F.26.5
3. News-John Daly, WCSC, M-F.26.3	7. *Weather, Sportscope (6:30 p.m.), WCSC, M-F.26.3
4. *Looney Tunes, Misc., WUSN, M-F.24.5	8. Secret Storm, WCSC, M-F.24.5
5. *Club 15, WCSC, T, Th.23.0	9. On Your Account, WCSC, M-F.23.0

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Waterfront (MCA), WCSC, Th-7:30	12. Highway Patrol (Ziv), WUSN, Su-9:30
2. I Am the Law (MCA), WCSC, Su-9:30	13. Looney Tunes (Guild), WUSN, M-F-6:00
3. Kit Carson (MCA), WCSC, Su-5:30	14. Soldiers of Fortune (MCA), WUSN, F-7:30
4. Eddie Cantor (Ziv), WCSC, W-7:30	15. Annie Oakley (CBS), WUSN, T-7:00
5. Hopalong Cassidy (NBC), WCSC, Su-6:00	16. †Andy's Gang (Brown), WCSC, S-10:00 a.m.
6. Amos 'n' Andy (CBS), WCSC, Th-8:00	17. Follow That Man (MCA), WCSC, F-8:00
7. Sherlock Holmes (UM&M), WCSC, Th-9:30	18. Superman (Flamingo), WCSC, Su-12:30
8. Heart of the City (TPA), WCSC, S-9:30	19. Buffalo Bill Jr. (CBS), WCSC, S-11:30 a.m.
9. Secret File, U.S.A. (Official), WUSN, S-9:30	20. The Pendulum (Koch), WCSC, T-11:00
	21. Oral Roberts (Kling), WUSN, Su-2:00
	22. Looney Tunes (Guild), WUSN, Th-8:30
	23. Looney Tunes (Guild), WUSN, Su-6:00
	24. Soldiers of Fortune (MCA), WUSN, S-1:00

GREENVILLE, S. C.

4 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

1. Boxing, WFBC 34.8, WBTB 17.8, F.52.6	8. Life of Riley, WFBC, F.41.5
2. George Gobel, WFBC, S.41.5	9. Big Story, WFBC, F.41.5
3. Groucho Marx, WFBC, Th.40.3	10. Your Hit Parade, WFBC, S.41.5
4. Texaco Theater, WFBC, S.39.8	11. Perry Como, WFBC, S.39.8
5. Caesar's Hour, WFBC, M.39.4	12. *Great Gildersleeve, WFBC, T.39.8
6. People Are Funny, WFBC, S.38.5	13. *Amos 'n' Andy, WFBC, F.39.4
7. Dragnet, WFBC, Th.38.3	14. Fireside Theater, WFBC, T.38.5
	15. Medic, WFBC, M.38.3

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. Dinah Shore, WFBC, T, Th.33.5	5. *Little Rascals, WFBC, M, W, F.29.1
2. News Caravan, WFBC, M-F.29.1	6. *Kid's Korral, WFBC, T, Th.29.1
3. *Esso Reporter (6:30 p.m.), WFBC 23.2	7. Sports, Misc. (6:45 p.m.), WFBC, M-F.29.1
4. Howdy Doody, WFBC, M-F.26.7	8. Modern Romances, WFBC, M-F.29.1
	9. World of Mr. Sweeney, WFBC, M-F.29.1
	10. *My Little Margie, WFBC, M-F.26.7

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Great Gildersleeve (NBC), WFBC, T-7:00	19. My Little Margie (Official), WFBC, M-F-4:00
2. Amos 'n' Andy (CBS), WFBC, F-9:30	20. Greatest Drama (Gen. Teleradio), WFBC, F-10:30
3. Studio 57 (MCA), WFBC, Su-7:00	21. Johnny Jupiter (Assoc. Art), WFBC, Th-6:00
4. Long John Silver (CBS), WFBC, Su-5:30	22. Stories of the Century (Hollywood), WBTB, T-9:30
5. Steve Donovan, Western Marshal (NBC), WFBC, Su-6:00	23. Grand Ole Opry (Flamingo), WLOS, S-8:00
6. Meet Corliss Archer (Ziv), WFBC, F-7:00	24. D. Fairbanks Jr. Presents (ABC), WBTB, T-9:00
7. Highway Patrol (Ziv), WFBC, W-8:00	25. Waterfront (MCA), WBTB, T-8:30
8. Ellery Queen (TPA), WFBC, W-9:00	26. I Am the Law (MCA), WLOS, Su-6:30
9. Your All Star Theater (Screen Gems), WFBC, S-11:00	27. Amos 'n' Andy (CBS), WBTB, Su-1:00
10. Liberace (Guild), WFBC, Th-7:00	28. Johnny Jupiter (Assoc. Art), WFBC, S-1:30
11. Flamingo Theater (Flamingo), WFBC, M-7:00	29. Highway Patrol (Ziv), WBTB, F-10:30
12. Grand Ole Opry (Flamingo), WFBC, S-6:00	30. Science Fiction Theater (Ziv), WBTB, Su-7:00
13. Little Rascals (Interstate), WFBC, M, W, F-5:00	
14. Waterfront (MCA), WFBC, W-7:00	
15. Playhouse 15 (MCA), WFBC, M-7:30	
16. I Led Three Lives (Ziv), WFBC, Su-10:30	
17. Texas Rascals (Sterling), WFBC, S-11:30	
18. Superman (Flamingo), WFBC, W-6:00	

SPRINGFIELD, ILL.

3 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

1. Ford Theater, WICS 38.0, WCIA 19.3, WTVP 1.8, Th.60.1	7. I Love Lucy, WCIA, M.50.9
2. Boxing, WICS, F.50.5	8. Lux Video Theater, WICS, Th.50.9
3. It's a Great Life, WICS 28.8, WCIA 18.3 Su.47.1	9. December Bride, WCIA, M.50.9
4. U. S. Steel Hour, WICS 24.4, WCIA 19.6 W.44.0	10. Dragnet, WICS, Th.50.9
5. Groucho Marx, WICS, Th.41.8	11. Meet the Press, WICS 22.3, WCIA 14.5, Su.50.9
6. Ed Sullivan, WCIA, Su.40.8	12. Honeymooners, WCIA, S.50.9
	13. George Gobel, WICS, S.50.9
	14. Big Story, WICS, F.50.9
	15. Alfred Hitchcock, WCIA, Su.50.9

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. Howdy Doody, WICS, M-F.25.3	6. Eddie Fisher, WICS, W, F.23.1
2. Pinky Lee, WICS, M-F.23.1	7. Mickey Mouse Club, WTVP, M-F.23.1
3. *News Final (10 p.m.), WICS, M-F.22.9	8. Dinah Shore, WICS, T, Th.23.1
4. *Weather, Sports (10:15 p.m.), WICS, M-F.20.9	9. *News (6:30 p.m.), WCIA, M-F.20.9
5. *News, Sports (6:45 p.m.), WICS, M-F.19.7	10. *Sports, Hollywood Today (5:45 p.m.), WICS, M-F.19.7

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

1. Steve Donovan, Western Marshal (NBC), WCIA, T-6:00	16. Wild Bill Hickok (Flamingo), WICS, S-6:00
2. Mr. District Attorney (Ziv), WICS, Th-7:30	17. Annie Oakley (CBS), WICS, S-6:30
3. Soldiers of Fortune (MCA), WICS, F-7:30	18. Racket Squad (ABC), WICS, Th-9:30
4. Waterfront (MCA), WICS, F-8:30	19. Superman (Flamingo), WICS, W-7:00
5. Soldiers of Fortune (MCA), WICS, Su-5:30	20. I Led Three Lives (Ziv), WCIA, Su-9:00
6. Superman (Flamingo), WCIA, M-6:00	21. †The Hunter (Tafel), WICS, S-5:30
7. I Am the Law (MCA), WICS, F-7:00	22. Range Rider (CBS), WCIA, F-6:00
8. Wild Bill Hickok (Flamingo), WCIA, W-6:00	23. Championship Bowling (W. Schwimmer), WICS, M-8:00
9. Cisco Kid (Ziv), WICS, Su-6:30	24. Man Behind the Badge (MCA), WCIA, F-9:30
10. Star and the Story (Official), WCIA, M-9:30	25. The Unexpected (Ziv), WCIA, F-7:30
11. Lone Wolf (MCA), WICS, T-8:30	26. Follow That Man (MCA), WICS, Th-10:30
12. Famous Playhouse (MCA), WICS, S-8:30	27. Long John Silver (CBS), WCIA, S-12:30
13. Famous Playhouse (MCA), WICS, T-9:30	28. Biff Baker, U.S.A. (MCA), WICS, T-10:30
14. Mobile Theater (Sacony Mobile), WICS, W-8:00	29. Judge Roy Bean (Screencraft), WTVP, Su-5:00
15. Liberace (Guild), WICS, Su-9:00	30. Buffalo Bill Jr. (CBS), WCIA, S-10:30 a.m.
	31. Pride of the Family (MCA), WICS, F-10:30

(Continued on page

Copyrighted

STORE'S 8TH

Macy Heralds
Music Tele
With Ballyhoo

NEW YORK, Feb. 11.—R. H. Macy & Company kicked off its Eighth Annual TV and Music Festival here this week with promotion and ballyhoo characteristic of the giant department store. The show got under way Thursday (9) with a personal appearance by Sammy Davis Jr.

The large-scale merchandising effort will continue for two and one half weeks. Personal appearances by Lee Ann Meriwether; the entire "Super Circus" TV cast, including Jerry Colonna; Phil Silvers, the cast of "The Threepenny Opera," Robert O. Lewis and various stars of the Metropolitan Opera will be used as bait to swell the daily attendance.

More than a dozen diskeries, including all major labels are displaying packaged merchandise in one of the most impressive self-service record layouts seen here. Other exhibitors include numerous hi-fidelity component parts and phonograph manufacturers as well as most major TV set makers. Additional exhibits calculated to draw the crowds include models of the earliest phonographs, radios and TV sets and a complete display of all types of music boxes.

According to John Reeves, manager of the store's music department, this year's show carries a record number of industry participants and figures to break all past attendance records.

Summon Reps
To Meeting on
Juke Box Bill

WASHINGTON, Feb. 11.—Legal representatives for interested parties on both sides of the controversial Kilgore bill are being asked to attend an informal meeting here on February 29.

The session has been called by the Subcommittee on Patents and Copyrights of the Senate Judiciary Committee for exploratory purposes, with the hope of determining if there are any areas of agreement between proponents and opponents of the bill. The measure, which would legalize the collection of royalties on juke box performances of records, has been the subject of long and bitter wrangling between copyright owners, led by the American Society of Composers, Authors and Publishers, and juke box interests, headed up by the Music Operators of America.

A committee spokesman stressed that the talks will last two days at the most, will include only legal representatives of opposing sides
(Continued on page 56)

Disk Talent Plays Hopscotch
With Labels for Public's Coin

• Continued from page 1

TV'er, as well as Gloria Mann. Coral has signed at least a dozen, including Dorothy Collins and Nannette Fabray.

RCA Victor has inked pacts with at least two dozen jazz and pop artists in the past six months, including newcomers Diahann Carroll and legit star Gwen Verdon.

During 1955 Capitol Records brought into the fold 36 artists, including Patti Andrews, who formerly worked with the famous sister act out of the Decca stable, the Jodimers and Kay Carson.

VALENTINE DAY
IS FOR ALLEN

HOLLYWOOD, Feb. 11.—In case you didn't know it, Tuesday, February 14, is Valentine Day. It's not the holiday usually scheduled on the calendar, but one solely devoted to the many talented Steve Allen.

Seems as if Allen has a middle name appropriately enough, Valentine, and to make it known far and wide, promotion man Irwin Zucker is asking disk jockeys thruout the nation to play something by Allen on "his" day.

There's no telling how far these promotion men will go.

Dot Records
Sign Three
Off-Shore Reps

NEW YORK, Feb. 11.—Dot Records expanded its globular coverage again this week, signing three new distribution deals in as many foreign countries.

In each country the distrib will also handle local production of the disks on the Dot label.

In France, Dot now will be handled by Ray Ventura's S.E.P.A. disk outfit. In Finland, the line will be handled by Ackmulator Industri Ab. And in exotic Thailand, the Randy Wood label will be produced by the Bhan Thavee interests.

The only areas still open for the line are part of Scandinavia and most of South America.

BMI Pacts
Dutch Rights

NEW YORK, Feb. 11.—Broadcast Music, Inc. notified its publisher members this week that it has entered into an agreement with the Dutch performing rights society, Het Bureau Voor Musiek-Anteursrecht (BUMA).

This latest agreement of the American organization gives BMI collection powers for the Netherlands, Surinam, the Netherlands Antilles, the Republic of Indonesia and Netherlands New Guinea.

RCA Breaks New
Bonus Coupon Plan

NEW YORK, Feb. 11.—The initial ads on RCA Victor's "Operation Spinach" broke last weekend in the company's three test areas—those covered by distributors in Boston; Kansas City, Mo., and Los Angeles.

The central pitch in all ads for the new bonus coupon plan is "A \$35.94 Value for Only \$3.98." It's billed by the company as "the greatest money-saving offer in record history."

Cleffer Org Turns Spotlight
On Publisher Tune Cut-Ins

Examine 1/3 Slice on Fisher Click;
'Big 3' Policy Statement Expected

By PAUL ACKERMAN

NEW YORK, Feb. 11.—Executives of the Songwriters' Protective Association this week stated they would make a far-reaching study into the matter of publisher cut-ins on tunes.

"This practice," one of the SPA execs noted, "makes a mockery of the standard writer-publisher agreement, and is unfair to those publishers who meet their royalty obligations." Further, he said, writers must be protected.

One of the first cases coming up for perusal is that involving the song, "I Need You Now," formerly titled "If I Ever Needed You," written by Jimmy Crane and Al Jacobs. This tune, on March 20, 1953, was contracted for by Miller Music, of the Big Three, whose general manager, Abe Olman, resigned recently (The Billboard, February 11).

The tune made The Billboard's national best selling record chart via an Eddie Fisher record on Victor, and was also cut by Les Paul and Mary Ford on Capitol, Harry James, Stuart Foster and Ken Griffin on Columbia, and Betty Johnson on Bell.

Jacobs, it was reported, had relinquished one-third of the writer's share on the song. Queried in Miami, he said he did not wish to discuss the matter, feeling it was a personal thing. "How is the weather in New York?" he added. Crane could not be reached in Providence.

It was reported that on this particular song the relinquished royalties amounted to \$6,800. There was neither denial nor affirmation of the matter at the Big Three. The sum is not regarded as having gone into the firm. However, in the view of SPA execs, it should all go to the writers, lest the practice

jeopardize existing writer-publisher contractual relations.

Statement to Come

Meanwhile, Charles Moskowitz, vice-president at Loew's, Inc., stated this week that he had no developments to report as yet with regard to the situation at the publishing firm. He said he wished to thoroughly digest the findings. "I will then have a meeting of my board and discuss the matter," he said, and added that he would subsequently make a statement relative to the operation.

There was considerable speculation in the trade as to whether Moskowitz' statement might consider some music business practices which, in some quarters, are considered basic—such as the difficulties publishers encounter in securing recordings.

It was also known at press time that some stockholders had expressed concern.

No Loss of Efficiency

At the Big Three, its administrative executive, Mickey Scopp, looking to the future, stated there was a constructive job to be done. "What is already past," he said, "is dead." There will be no loss of efficiency, he added, and expressed the belief that something constructive may result from the entire matter.

Scopp has been personally gratified by the reaction of the personnel in the last 10 days. "I have no doubt as to the capacities of
(Continued on page 56)

Fact-Finding Study
Set by Juke Trade

CHICAGO, Feb. 11.—Price, Waterhouse & Company, one of the nation's largest and most reputable accounting firms, has been retained by the juke box industry to conduct a fact-finding survey among music operators.

The move is an effort to present authenticated statistics concerning the industry at forthcoming hearings of congressional committees slated to hear arguments apropos pending juke box legislation.

Music operators thruout the country late last month received a two-page letter, along with a questionnaire from C. T. McKelvy, sales director of the J. P. Seeburg Corporation, enlisting the operator's aid in completing the query.

The letter infers that operators might possibly receive duplicate copies of the questionnaire, indicating the probability that other manufacturers of phonographs have joined Seeburg. "In order to reach

all operators, all available mailing lists are being used," the letter states in part.

There appears to be little doubt that the music machine manufacturers are organized in their campaign to fight the legislation, introduced at the last session of Congress and largely supported by ASCAP and BMI.

"Our industry may soon be called upon to present to congressional committees our reasons why the Copyright Act should not be changed," the letter reads. "ASCAP, the constant enemy of our industry, will be pressing for changes which would put it in a position to demand the payment of royalties by every music operator in America."

George Miller, president of Music Operators of America, was scheduled to leave for Washington next week in an effort to delay congressional hearings (The Billboard, February 11).

The questionnaire sought to determine of operators: (1) How many juke boxes were in operation, (2) operators' total share of collections in 1955, (3) total expenses less salaries, (4) value of juke boxes and other equipment, (5) total record purchases in 1955.

Army Contest
Prelims Start

NEW YORK, Feb. 11.—Preliminaries of the 1956 All-Army Entertainment Contest, under the sponsorship of the Adjutant General, are getting under way this month at U. S. Army bases across the country. The contest, open to all military personnel, covers both live and recorded talent, with finals for the latter category set for May in Washington. Finals on live talent will be held early in June at Fort Dix, New Jersey.

The recorded section includes barbershop quartets, country and western groups and various chorus divisions—Army band, battalion, post and platoon. Live categories include all styles of vocalists (pop, classical, etc.), instrumental soloists, vocal groups, instrumental groups and specialty soloists and groups. Winners, as they did last year, will appear on network TV shows and entertain at overseas military installations.

Tape Recorder
Sales Jumped
50% in '55

NEW YORK, Feb. 11.—About 50 per cent more tape recorders were sold in 1955 than in the previous year, according to a report just issued by the Magnetic Recording Industry Association, which predicted a still greater increase for 1956.

Total 1955 production was given as 360,000 recorders by John Skinner, chairman of MRIA's marketing and research committee. Of this number 300,000 were home-type units selling at less than \$300. About 50,000 were more expensive machines ranging in price up to \$600. Half of the remaining 10,000 were in the over \$1,000 class.

Total recorder production in 1954 was about 235,000 machines. Greatest percentage increase in 1955 was racked up by higher priced units.

Brettler Joins
S-B Pubbery

HOLLYWOOD, Feb. 11.—Leon Brettler, a graduate industrial engineer of the Massachusetts Institute of Technology and related by marriage to publisher Louis Bernstein of Shapiro, Bernstein & Company, has joined that firm in the position formerly held by Elliott Shapiro, who died last week.

Brettler was associated with Dupont as industrial engineer in the building of the hydrogen plant for the U. S. government. Both Dick Volter and Sammy Friedman—the latter the firm's West Coast representative—will remain in their present posts, tho Volter is expected to assume additional top-level management responsibilities.

Alfrey Given
New Cap Post

HOLLYWOOD, Feb. 11.—James R. Alfrey will shortly take over the newly created position of staff assistant in the administrative unit of Executive Vice-President Alan Livingston's office at Capitol Records.

Alfrey will handle administrative details pertaining to budgets and special assignments for Livingston, and will report to Joe Zerga, administrative repertoire director. Associated with Capitol since 1950, Alfrey moves to his new post from the firm's accounting department.

Of M-G-M Records' current roster of some 20 artists, at least 14 are new to the label in recent months. Columbia Records lists 30 new artists signed since last fall, while its subsidiary label, Epic, has added 10 new performers to the fold.

With firms outside the disk business known to be mulling moves into the field, and with peak record sales levels showing no present signs of slackening, the dizzy pace of artist shuffles is almost certain to continue indefinitely.

Dealer Not Liable On Royalties: Goody

Answers Publishers' Suit, Claims
'Unfair' Demand Would Hurt Diskeries

NEW YORK, Feb. 11.—If record dealers are to be held responsible for the failure of record manufacturers to pay their copyright royalties, all but a few of the largest disk companies will be forced to go out of business. This was predicted this week by Sam Goody.

This was included in the retailer's reply to an action brought against him and several other retail and wholesale parties recently by clients of publishers' agent Harry Fox in connection with Goody's selling of allegedly "pirated" recordings of the Glenn Miller Air Force Band (The Billboard, February 4). The disks in question were those pressed on the A.F.N. label, operated by Joseph Krug.

When Congress passed the Copyright Act, said Goody, it never intended that retailers should police the royalty requirements and collections. "If the burden is placed on retailers," he suggested, "they, like myself, will be able to deal

only with the very large organizations which can effectively indemnify themselves against lawsuits such as this one. The small manufacturer operating on a limited capital would soon be out of business . . . for no retailer would deal with a record producer except on onerous conditions of proof of license and indemnity."

Dealer Hardship

Goody suggested that, if the action brought by the publishers is upheld, retailers would be required to determine whether any recorded musical composition "was copyrighted or in the public domain; whether if copyrighted, it was copyrighted before 1909; whether it had ever been recorded before; whether the offered recording was an "arrangement" under the law; whether the manufacturer, who might or might not be the offerer, had filed the requisite notice in the Copyright Office and had sent the appropriate notice to the proprietor of the copyright, and whether the manufacturer was current in the payment of his royalty obligations.

Goody's reply also disputed the claim of Abeles and Bernstein, attorneys for the publisher plaintiffs, to counsel fees amounting to \$7,500, charging that the statement of services refers to consid-

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100G WAXER

Whiz Kid Signed to RCA Pact

NEW YORK, Feb. 11.—George Wright, the 14-year-old whiz kid who hyped NBC's "The Big Surprise" TV show into the headlines in recent weeks and grabbed off the \$100,000 jackpot prize, has been signed as an RCA Victor recording artist.

The youngster, who proved himself an authority on many things, including songs of the 1920's, immediately recorded his TV specialty, "Me and My Shadow" and "Five Foot Two, Eyes of Blue," which coupling will be released as early as next week.

Wright recorded with his own vocal trio and a rhythm section. He was scheduled to plug the disk on the Perry Como program tonight.

Victor thus grabbed off its second big prize winner in several weeks. Just a few stanzas back the diskery signed school marm Dorothy Olsen, winner of the \$25,000 prize on "Name That Tune."

Rev. Alvin Kershaw, who settled for \$32,000 on "64,000 Question" last year, after answering a series of questions on jazz, is not a performing artist, but he was drafted recently for a special jazz album project at Decca.

Local Disk Dealer Assn. In the Making

NEW YORK, Feb. 11.—A new record dealers' association, aiming at a national organization of dealers, has been formed here by Charles Lichtman. Latter, who headed up several similar moves in the past, claims a current membership of 22 local stores. "But it is growing fast," he said.

The org., named the Association of Record Dealers, Inc., lists a series of alleged abuses which it seeks to correct. They involve pricing, marketing and distribution policies on the part of manufacturers.

Lichtman disclaimed any connection with a West Coast dealers' group which also mulled formation of a national association at a recent meeting in Los Angeles (The Billboard, February 11). He did state, however, that his association expects to recruit many members of the Long Island Dealers' Association.

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Political Unrest And Duties Cut S. A. Market

Col. Disk Execs
Foresee Recovery
And Expansion

NEW YORK, Feb. 11.—Political unrest and prohibitive import regulations have cut into record consumption in Brazil and Argentina, but diskery execs there look to a gradual recovery and expansion of the industry.

These views were expressed by top representatives of Columbia Records in the two South American countries. The execs were here this week for huddles with Arnold Berry, director of international relations, and other Columbia brass.

Dr. Henry Jessen, who heads up the diskery's Brazilian subsidiary, said that the company's disks are now pressed by Odeon and RCA in his country, but that it is planned eventually to set up wholly owned pressing facilities. About 2,500,000 records a year are produced by the industry as a whole in Brazil, Dr. Jessen said.

In Argentina Columbia operates its own plant, set up in 1953. Peter de Rougemont, general manager, said the entire industry in Argentina sells somewhat less than a half million singles a year. LP's, just beginning to catch on, are moving at the rate of 25,000 a month.

In both countries the major medium of record exploitation is the disk jockey, with network and indie station programming reaching into the smallest cities. A hit single in each country sells about 40,000 copies, all 78's. Hardly any 45 r.p.m. disks are manufactured due to a scarcity of 45 players. While most of the hits feature local talent, Ken Griffin and Percy Faith are among the artists on the parent label who have found favor below the equator, stated the South American execs.

Delaney Inks Buddy Greco

HOLLYWOOD, Feb. 11.—Joe Delaney, president of the recently formed Delaney, Ram management firm, this week added singer-pianist Buddy Greco to the firm's talent roster. Firm currently has six acts working in Las Vegas; the Dukes of Dixieland, the Blockbusters and Joe Burton at the Thunderbird; Sam Butera at the Sahara, the Penguins at the Flamingo, and Greco at the Sands.

Delaney left here for Chicago and New York this week, setting the appearance of the Platters on the Perry Como teleshow February 18. Group will receive the traditional gold record for selling one million copies of "Only You."

Policy Split Stymies MOA Recording Plan

Disagreement Between Gwartz and Young
Halts Venture; Assn. Shifts Approach

By JIM WICKMAN

CHICAGO, Feb. 11.—Music Operators of America's plan to enter the record business via a corporation owned by member operators came tumbling down—at least temporarily—this week as Irving Gwartz, who heads Paragon Records, and Barney Young, who heads National Juke Box Music, the two principals in the proposed operator-owned diskery, failed to come to any kind of agreement regarding the venture.

Meeting with MOA's seven-man advisory committee at the Morrison Hotel here, Gwartz and Young battled policy for three days and were no nearer agreement when they finished than when they walked into the meeting. The end result was that Gwartz, as well as the Paragon Records label, withdrew from the corporation proposal.

Paragon Out

With Paragon Records out of the picture, MOA was again forced to alter its disk plans.

As it now stands, MOA's record approach features some of the characteristics of all previously tried plans as well as a few new twists.

Basically, the new plan is as follows:

1. MOA will support a record company to be formed by Barney Young.

2. Records released by the new company will feature both NJBM tunes and ASCAP and BMI tunes.

Convention Decision

3. Music operators will decide during the MOA convention in

Marx Set as Free-Lance Rep Scout by Kapp

HOLLYWOOD, Feb. 11.—Albert Marx, veteran disk industry figure and recently associated with the now defunct Trend Record Company, will work as a free-lance repertoire scout for Kapp Records.

Marx will reportedly have the freedom to both sign talent and record for the label on the Coast. Move marks the establishment of Kapp Records' first personnel other than in New York.

Dave Kapp, president of the label that bears his name, recently acquired the Trend catalog (The Billboard, February 4) for a figure running well into five figures. Both Capitol and Columbia Records had liens on the masters prior to the sale. Capitol for an estimated \$19,000 and Columbia for approximately \$6,000.

Chicago, May 6-8, whether or not MOA should go ahead with an operator-owned diskery program.

4. Music operators have a one-year option to purchase at least 51 per cent of the new record company.

5. At least two records are expected to be released before convention time.

6. All records will be pressed by major diskeries on a rotating basis.

Altho the new company is still rameless, Young said that it would be incorporated and would probably issue capital stock of \$300,000.

New Diskery

The new company will be formed within the next two weeks, Young said. He added that one of the first objectives of the new firm would be to set up some kind of facilities for national distribution.

As done with MOA's first supported record venture—a disk bearing an NJBM label and featuring two NJBM tunes—Young will contact operators thruout the country seeking record buying orders. He

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DISK BREAK

Knee Cuts 22 Sides for Mars Label

NEW YORK, Feb. 11.—The singer who has made more than 3,000 demos in the past few years, and who has helped numerous publishers in getting their tunes recorded by top singers, may finally make it as a disk artist.

He is Bernie Klee.

Recently, publisher Howard S. Richmond quietly cut a couple of sides with Klee on the Mars label. Following some action in Cincinnati, Boston and Hartford, Richmond made a deal with M-G-M to put out the disk.

Major diskeries have already called for copies, and Tennessee Ernie may do one of the ditties on his TV airer. Tunes are "City Boy" and "Indian Fighter," respectively, in Cromwell Music and Hollis Music.

Klee, in addition to making demos, is currently heard over some 20 national jingles on AM and TV. In the last two years he has made over 50 of these.

Big B.O.'s for Birdlanders

NEW YORK, Feb. 11.—The Birdland Stars of 1956, Morris Levy package, racked up a set of exceptionally heavy grosses for the first six days of the tour. Package includes Sarah Vaughan, Count Basie, Al Hibbler, Lester Young, Joe Williams, Johnnie Smith, Bud Powell and the East-West All-Stars Jazz Septet. Grosses are as follows:

White Plains, N. Y., Community Center, Friday (3), \$13,600 for an 8:30 p.m. show; same day, midnight, Carnegie Hall, N. Y., \$10,340; Saturday (4), 8:30 p.m. at the Mosque, Newark, N. J., \$13,260; same date, midnight show at Carnegie Hall, \$14,960; Sunday (5), Symphony Hall, Boston, \$17,160 for two shows; Monday (7), at War Memorial, Syracuse, N. Y., \$10,120 despite a rainy day; Tuesday (8), Auditorium, Rochester, N. Y., \$9,790; Wednesday (9) The Forum, Toronto, \$11,700.

Package will tour until February 28, closing at the Paramount Theater, Brooklyn, N. Y. Grosses are 33½ per cent ahead of last year thus far.

Pop Crapehangers Hex But R.&B. in '56 Boom

By JUNE BUNDY and
JOEL FRIEDMAN

NEW YORK, Feb. 11.—In spite of wishful obit-propheying for rhythm and blues this year by chauvinistic pop music characters, r.&b. gives every indication of becoming bigger than ever this year. More and more pop jockeys across the country are moving into the field, and more and more movie houses are reviving sagging box office returns with deejay sponsored rock and roll stagershow, thus setting up what could develop into a 1956 modification of the old vaude circuit days.

The r.&r. jockey cult has been big locally for some time now, but is only beginning to hit its stride thruout the Midwest, with Detroit and Cleveland particularly hot right now from the r.&b. stage-

show angle. The West Coast has also been r.&b. conscious for some time, but its big interest in deejay-sponsored stagershows is comparatively new.

At least six movie houses in Detroit are setting up r.&b. stagershow schedules on a regular basis. Deejay Robin Seymour, WKMH, will emcee at least one three-day show at the Riviera Theater every six weeks, while Mickey Shorr will do at least four shows a year at the Fox Theater. Meanwhile the Saul Kirman circuit has inaugurated r.&b. shows in its four local movie houses, with stage bills presented at each house one or two days a week, and attractions moved around on a rotating basis, thus creating a "little circuit."

The Riviera Theater also has a "circuit" operation in mind, calling for a "joint-booking" arrange-

ment with movie houses in Toledo, O., and Flint, Mich. Acts booked to play three days at the Riviera will also be booked by theaters in the other two cities the same week, thus providing talent with a full week's booking in the area, and circumventing recent agency charges that short-term deejay-sponsored r.&b. stagershows are messing up transportation schedules for their artists.

Meanwhile, Seymour has worked out an unofficial joint-booking plan of his own for his forthcoming Riviera show February 20 and 27. The bill—featuring Bob Crewe, the Bonnie Sisters, the Jewels, Frankie Lyman and the Teenagers, Ernie Freeman, the Teen Queens, the Five Keys, and Ivory Joe Hunter—will also be presented in Cleveland by

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TOKYO DISK BLUES

Nippon's Platters in Sharp Sales Slump

TOKYO, Feb. 4. — The record business in Japan is in such a slump that some diskeries and pressing firms have been forced into marketing other items in order to keep the fires burning.

On the heels of announced plans by Columbia, Victor and Teichiku (Japanese Decca) to step up pro-

duction of phonos, players, radios and TV sets, Nippon Polydor is about to enter the phono field. Units will be sold under the Polydor tag and will be produced by the Fuji Electric Company, a Polydor shareholder and affiliate of Siemens, a German firm.

According to traders here, disk output has slid in some months as much as 30 per cent beneath previous normal monthly averages. Reasons given for the woes are numerous. It's been said that teen-agers, who form the big single record buying group, just as in the U. S., "have been unable to spend much money for buying, being fascinated by too many other attractive entertainments. They have been caught by the gambling craze." Leaders in draining off the youngsters' coin are Pachinko (pin ball games), bicycle races, motorcycle races, motor boat races and horse races.

On the other hand, stagnation has reportedly set in among the composers and lyricists here. For a long time there have been no hit songs produced. The system as practiced here, of record companies themselves holding song copyrights, makes it even more difficult for a song to achieve hit status. Even if the writers under contract to a record firm manage to come up with a good piece of material, it is still not available to any other diskeries for cutting.

Another contributing factor is the activity here of more than 20 American labels, which serve to only increase the already acute competitive factor. The debut of TV in Japan only three years ago has also cut into the record market. Many sets have been bought on the installment plan, leaving little spare cash for records until the sets are paid for in full.

Tho the foreign trade balance has become increasingly favorable, reflecting a generally improving domestic economy, it is felt here that the entertainment industry and the record business in particular, will be one of the last to benefit from the trend.

NEWS REVIEW

Top Turnout, Greet 'King' At Waldorf

NEW YORK, Feb. 11.—This reporter wouldn't know what the effects of a hydrogen bomb might be on the Empire Room of the Waldorf, but Thursday (9) opening had a customer jam-up to set the staid room a-rocking. Benny Goodman is back in town for a four-week stand with a personal appearance that's super-timed for the unveiling next week of Universal-International's "The Benny Goodman Story."

Practically never, in recent years, has there been such a turn-out of the trade to greet a returning maestro. Major recording outfits, Victor, Columbia, Capitol and Decca, were out in force at the ringside. "After all," one exec impishly remarked, referring to the up-coming pic, "he's the only artist in the business with four original cast albums." Be that as it may, there were reps from every branch of show business on hand to add their tributes. Guy Lombardo had a table. So did Lily Pons and Andre Kostelanetz. Jane Meadows and Steve Allen were on hand, as were Nanette Fabray and Horace McMahon. It was a night clear across the show business board.

The King responded in top form, both musicianwise, and as if he were informally entertaining a lot of old pals. He has backed himself with a top-flight aggregation, altho only two members, Jim Maxwell and Sol Schlinger, are really Goodman vets. Most of the rep is made up of old faves, and this is completely to the good. The old "Bach Goes to Town" bit is still wonderful, and his trio interlude with Hank Jones at the keyboard and Mousie Alexander on the drums is a gem.

New singer with the band, Mitzy Cottle, is a personable redhead with a pleasant command of swing tunes such as "Lucky Day" and "S Wonderful." However, at this writing, she is just another band singer, subject to improvement.

New Twist for Col. Kidisks Next Month

NEW YORK, Feb. 11.—Columbia Records around March 1 is launching a new variation to its \$1.98 House Party LP series. This will be a series of children's disks to be called the Playhouse Party Series, and it will consist of the cream of the diskery's kidisk singles.

The first release will include three 10-inch LP's. There will be individual programs of "Children's Favorites" by Rosemary Clooney and Burl Ives, and a package of "Easter Favorites" by Gene Autry. Latter will include such as "Peter Cottontail" and "Easter Mornin'."

In the fall, according to kidisk topper Hecky Krasnow, the line will be augmented by disks featuring Art Carney and Dottie Evans, "The Singing Princess."

GAL BARBERSHOP QUARTET CUT

NEW YORK, Feb. 11.—Decca Records is releasing a 12-inch LP by the Sweet Adelines 1955 Medalist Winners, an organization comprising girls' barbershop quartets. The champions, who were selected in October, 1955, in Grand Rapids, as well as the winners of the second, third and fourth places, are represented in the album. The package also contains the 1953 and 1954 champs. The disk marks the first time a girl's barbershop quartet has been cut.

Diskery has long had a corner on the barbershop quartet field, and the release of the new disk was sparked by good sales.

NEWS REVIEW

Damone and Hackett Score At N. Y. Copa

By BOB FRANCIS

NEW YORK, Feb. 11.—Vic Damone last week got himself off to a solid start for his current Copa date. Considering a rather ominous chore in following comic Buddy Hackett, who leaves an utterly convulsed audience behind him, singer comes thru with a right smart brand of nitty chanting.

Damone has culled a diversified rep and some slicer arrangements which, coupled with ingenious delivery, add-up to mighty pleasant listening. He opens with "This Thing Called Love" set to Latin rhythm, and switches to a beautifully planned and delivered "Autumn Leaves." Naturally, a couple of show tunes from the pic, "Kismet," are included, with a real outstanding job done on "Stranger in Paradise." There is nostalgia in some of his oldies, like "Don't Blame Me," "Vagabond Shoes" and "April Dreams." He even essays a bit of time-stepping to the evident delight of the customers.

Jules Podell's emporium hasn't had a better comic on it's floor in ages than Buddy Hackett. Mister four-by-four literally lays 'em in the aisles, and he doesn't have to go too blue to do it. Hackett is great.

Also on the agenda of the new show are the Cheers (two lads and a gal) contributing suitable rock 'n' roll pyrotechnics with the help of slip horn and bonga drums. The handsome Copa line, chanting of Chic Lane and Barbara Hammond, and the superlative stepping of Grace Gunteel and Mickey Calin continue as heretofore.

Atlantic Hits Sales Peak In Jan., Feb.

NEW YORK, Feb. 11.—Atlantic Records chalked up its two biggest sales months in the history of the company during January and December, with the latter month establishing the first record-breaking sales period, and the former topping it.

In line with the sales upheaval Atlantic had four records in the r.&b. best seller chart last week, with Clyde McPhatter's "Seven Days," the Clovers' "Devil or Angel," Joe Turner's "Chicken or the Hawk," and the Drifters' "Steamboat." This week Atlantic's subsidiary label Atco moved on the list, with the Sensations' "Yes, Sir, That's My Baby" tagged as No. 15.

Langham Forms Firms

HOLLYWOOD, Feb. 11.—Raymond Langham, formerly associated with indie D-7 Records, last week announced the formation of two new labels, Biblical and Downbeat Records. Former firm will release only religious recordings,

NEW SPONSORSHIP

Expect 20,000 at Coast Hi-Fi Show

HOLLYWOOD, Feb. 11.—A total of 20,000 persons were expected to attend the annual Los Angeles High Fidelity Music Show, with more than 2,500 passing thru the turnstiles on the abbreviated opening night here Wednesday (8).

Show is actually the first under a new sponsorship, the West Coast Electronic Manufacturers' Association and the Institute of High-Fidelity Manufacturers, and is also the first to charge an admission of 50 cents. Previous shows were handled by Audio Fair, Inc., in co-operation with the Audio Engineering Society and were open to the public free of charge.

Few changes from previous shows were noted, tho the estimated attendance figure is a decline of last year's attendance of nearly 30,000. Manufacturers of complete assemblies, i.e., RCA Victor, Hoffman, Philco, Admiral, etc., were again excluded from displaying their wares. Only high fidelity components manufacturers, in addition to suppliers, recording companies and tape manufacturers, were invited to exhibit. A total of 85 exhibitors from the United States, Canada and Europe occupied four floors at the Alexandria Hotel for the four-day meet, February 8-11.

Unlike previous showings, exhibitors indicated that the majority of the audience consisted of high fidelity enthusiasts who had some basic knowledge of the field, with a minor sprinkling of neophytes.

Interest in the show appeared to center about the many developments in stereophonic sound on both tape and disks. Many exhibitors relied on their progress with higher and better frequencies of stereo sound as their chief selling point. Entertainment features of the show included the guest appearances of the Conley Graves Trio, Margie Rayburn and Mel Blanc. Another feature, the educational sound slide film, "What Is Hi-Fi?"

Cleffer Sues Bobby Mellin

NEW YORK, Feb. 11.—Papers have been served on Mellin Music topper Bobby Mellin in connection with a suit to be filed in New York State Supreme Court by songwriter Jack Lawrence, it was learned this week.

The suit is based on a song titled "Music From Beyond the Moon," with lyrics by the plaintiff and music by Guy Wood. The complaint alleges that when the song was submitted to Mellin he rewrote the lyrics and published the song under the title, "My One and Only Love." When published, it is claimed the tune carried credits for Wood on music and for Mellin on lyrics, with no mention of the original lyricist's name.

On the contention that this is an infringement of the original writer's rights, Lawrence asks that he be awarded all the lyricist's share of the income received on the tune.

Coral Push on Fabray Disk

NEW YORK, Feb. 11.—Coral Records is planning a big promotion drive on its first release by Nanette Fabray. The thrush, just signed to an exclusive Coral pact, appears regularly on the "Sid Caesar Show" over NBC-TV and was recently voted "TV's Woman of the Year." The first sides by the thrush are "How Soon" and "Don't Take Me for Granted." She will introduce "How Soon" on the Caesar show Monday (13).

while the latter will handle pop, country and rhythm and blues. First release is set for next week by Jimmy Widener. Langham is currently mapping national distribution plans.

was shown publicly for the first time at the show. Screenings of the film alternated with live entertainment in the hotel's main ballroom.

Peter Jensen, president of Jensen Industries, Inc., and his close associate, Edwin S. Pridham, were named honorary life members of the Audio Engineering Society. Jensen, inventor of the loudspeaker and other numerous audio devices, was the principal speaker at the show banquet.

Record companies in attendance included Capitol Records, California Record Distributors, London Records, Mercury and Westminster. Many producers of pre-recorded tapes shared exhibit space with other suppliers and manufacturers.

TEAMED AGAIN

Don McNeill Cuts Disk With Bleyer

CHICAGO, Feb. 11.—Cadence Records, that haven for Arthur Godfrey "ex-friends," came full circle this week, when its prexy, Archie Bleyer, arrived here yesterday to record a special session with Don McNeill, emcee of the ABC radio network "Breakfast Club" show.

Bleyer's first session with McNeill cost him his job when Godfrey objected to his musical director's recording activities on behalf of a rival performer. The first McNeill disks were ever released, but the new one is slated for extensive plugging on and off the show, with the kick-off date set for Washington's birthday.

The disk is tagged "Make America Proud of You," and all proceeds will be donated by McNeill, Bleyer and the writers of the tune, Jack Fulton and Lois Steele, to the Boy Scouts and the Girl Scouts. McNeill will be backed on the platter by a 1,000-voice chorus, made up of local high school students and, of course, boy and girl scouts.

Almeida, Fields Scoring 'Lady'

HOLLYWOOD, Feb. 11.—Musical score for the upcoming Warner Bros. production, "Goodbye, My Lady," will be penned by guitarist Laurindo Almeida and harmonica virtuoso George Fields in a deal consummated here this week. Almeida and Fields will also record the soundtrack—the sole musical accompaniment for the film.

In another film deal, Capitol Records conductor Les Baxter was signed as music director for Bel-Air Productions, which releases thru United Artists. Baxter's first assignments are to be "Rebel in Town" and "The Black Sheep."

THIS GUY'S GOT WHAT IT TAKES

HOLLYWOOD, Feb. 11.—It takes a certain amount of intestinal fortitude to keep pace with the constant change in the music business these days, and in the case of a music publisher, more than the normal amount of guts is required to seek recordings and then get them performed.

Such was the case of publisher Mickey Golden, president of Criterion Music, Inc., who this week acquired a new tune penned by writer Jack Brooks, Song, to be aired on the "Colgate Comedy Hour" by Connie Russell shortly, is the sort that can only hope for a short period of popularity and that only once every four years.

The title, "Leap Year."

MUSIC AS WRITTEN

ADELAINE-FIDDLER AGENCY ON COAST . . .

Adelaine Landau and Grace Fiddler, wives of promoter Marty Landau and columnist Jimmy Fiddler, have formed a talent management agency to be known as the Adelaine-Fiddler Agency in Hollywood. Acts already inked include Hank Penny, Sue Thompson, Charlie Aldrich, Nancy Marlow, Russ DeMarco, Bill Stewart, and the Armenta Brothers' dance band.

STEVE BRODY FEATURED ON FIRST TABB SINGLE

Ben Barton, associated with Frank Sinatra in Barton Music, has formed Tabb Records, which this week issued its first single. Platter features Steve Brody. Tabb will also release LP's. The diskery is now setting up its distributor net.

RUSTY DRAPER SIGNED FOR CAMEL SINGING BLURBS

Camel Cigarettes has signed Rusty Draper to do a group of radio and TV singing commercials

based on his Mercury Record "Goober Peas." At the same time, Draper has been inked for a guest appearance on a forthcoming episode in Danny Thomas' ABC-TV film series "Make Room for Daddy," and is negotiating to star on a special half hour seg for "Czark Jubilee" on the same web.

New York

Vik Records, the RCA Victor subsidiary label, issued its first catalog last week, listing its active line-up of LP's, EP's and singles. . . . The Jo Harnell Trio, pacted to Jubilee Records, is at the Waldorf's Peacock Alley for a minimum of four weeks. Publisher Paul Kapp manages the unit.

The Crew Cuts follow up a series of college dates with a two-week booking at Carl Liller's Supper Club, New Orleans, starting February 21. . . . Jazz instrumentalist-vocalist, Don Elliott, signed a disk contract with ABC-Paramount last week, and also signed a paper guaranteeing him 20 weeks this year at the Composer, local nitery. . . . Lee Kraft took over this week as manager of the Jazz Messengers. . . . Paul Werth is promoting a jazz concert at Town Hall April 22. The program will be built around pianist Billy Taylor and his trio.

Thrush Patty McGovern, wife of deejay Leigh Kamen, is cutting an independently produced jazz LP this week, with backings by Tommy Talbert.

Kermit Schafer, producer of the "Pardon My Blooper" series on Jubilee, goes to Washington for his next album. It will be a collection of governmental fluffs and be titled "Pardon My Filibuster." . . . Mid-West Distributing Company, St. Louis, has been named distrib for Abbott Records in Missouri, Kansas, Eastern Nebraska and parts of Illinois. Line was formerly handled by Roberts Records of St. Louis.

Hollywood

Sig Bart, president of American Sound Corporation, in town working out details of the new venture with Allied Record Manufacturing Corporation, while Allied Vice-President Sam Salzman flew east to help set up the new plant in Belleville, N. J. . . . Margie Rayburn opened at the Keynote for four weeks, along with a vocal-instrumental group, the Sabres. . . . Rusty Draper, who just closed an engagement at the Crescendo, holding forth at the Seven Seas, Omaha, thru February 16. . . . Leighton Noble orchestra has been held over at the Coconut Grove. . . . Nelson Eddy set for a two-week stint at the new Statler-Hilton, Dallas, opening February 23. . . . Danny Thomas, with the Spencer-Hagen orchestra conducting and arranging, covered "Nobody Knows But the Lord" for Decca last week. . . . Calypso singer Maya Angelou being wooed by disk executives during her stand at the Keyboard. . . . California Record Distributors will sponsor a one-hour jazz show via Station KPOP each Sunday, with disk jockey Don Clark named to emcee. . . . Louis Armstrong off to Miami Beach for a two-week engagement at the Beachcombers after a week's vacation in New York. . . . Bing Crosby cut the final song in M-G-M's "High Society," "True Love." . . . Dick Bock, Pacific Jazz Records, inked Bud Shank to an exclusive recording contract. . . . Fred Raphael will call the theme music from "Man With the Golden Arm" "Main Title," with three versions due on the market. . . . Freddy Martin renewed his pact with RCA Victor, his 19th year with the label. . . . Mickey Goldsen unveils Earl Grant on his Prince label this week. . . . Lew Raymond, who formerly arranged for Frank Sinatra and Andy Russell, has been engaged by Carl Doskay, who plans to reactivate his Campus label.

Cincinnati

Charlie Grean, associated with Joe Csida in Trinity Music, New York, was in town early last week, visiting the deejays and music shops on record promotion with canary Betty Johnson.

Gleason Disk Project Gets Into Motion

Dickens' Novel To Cover 18 12-Inch LP's

NEW YORK, Feb. 11.—Jackie Gleason's ambitious project to record uncult LP versions of great literary works is already under way here, with Frank Papp, formerly executive producer of NBC's "Monitor" in charge of production.

Gleason's plan calls for the reading of such well-known works as Dickens' "Tale of Two Cities" with professional actors on the dialog and backed by original musical scores and a 100-piece orchestra. The Dickens novel alone—supposedly scheduled as the first production—will cover about 18 12-inch LP's.

Altho Gleason and company are currently working at Capitol's Custom Service Department from 9 a.m. to 1 p.m. on a three-day-a-week basis, a spokesman for the comic said that the project is still in the preliminary stage, with actors still being auditioned for roles. English star Cyril Ritchards' name has been mentioned as narrator, but the spokesman said no one as yet has been signed. It has also been reported that Gleason himself may compose some of the original scores.

Gleason reportedly has been trying to work out some kind of special scale arrangement with the American Federation of TV and Radio Artists, but as soon as these negotiations are completed he expects to get into actual production on the series in about two weeks.

According to the Gleason spokesman, Capitol (Gleason's own label) will not release the series. However, he said, Gleason hasn't made a deal with any other company either, and probably won't decide about release arrangements at all until the first novel-series is completed.

British Tour In Works for Haley Comets

NEW YORK, Feb. 11. — Bill Haley and the Comets, freed to appear with jockey Alan Freed in the film, "Rock Around the Clock," may do an overseas tour.

If negotiations between Jolly Joyce and Lew and Leslie Grade pan out, the Haley crew would kick off the tour in June at the London Palladium, followed by stints in Liverpool, Edinburgh, Glasgow and Newcastle.

Following the Comets' recent successful tour of the South, the group has been inked for a seven-week coast-to-coast tour of one-nighters by Irving Feld, of Super Attractions, Washington. Feld has options on the group for similar tours next October and in May of 1957.

Plus Records Inks Delaney As Consultant

NEW YORK, Feb. 11.—Joe Delaney put one foot back in the record business this week with the launching of the Plus label here. The former Cadence and "X" sales manager is "consultant" in a set-up headed by Samuel Kaufman, an attorney, who also is the attorney for Leslie Distributors.

The first release on Plus consists of two disks by pianist Don Shirley, taken from tapes that were cut by Delaney some time ago. Shirley most recently has been contracted to Cadence.

So far, the only distributors set for the new line are Alpha in New York and Leslie Distributors in Hartford.

MILLS' TUNES PLUG HAMLETS

HOLLYWOOD, Feb. 11.—Purely by coincidence rather than design, Mills Music is currently engaged in promoting the nation's hamlets as a result of interest in two of the company's plug tunes, "Small Town" and "I Went to the Village."

Firm is stimulating interest in "Small Town," penned by Pony Sherrell and Phil Moody for the Desert Inn revue, by asking disk jockeys and civic representatives of the smaller cities to observe National Small Town Week, February 6-13.

"I Went to the Village" was originally released here by Mae Williams under another title. Tune has been recorded in Europe and of late garnered Stateside attention.

Sherman to MCA As Legit Counsel

NEW YORK, Feb. 11. — Paul Sherman this week resigned from the legal staff of ASCAP to join Music Corporation of America. He was with ASCAP for six years as right-hand man to Herman Finklestein. At MCA he will be the chief counsel on all legit deals. Sherman is treasurer of the Copyright Society.

• Best Selling SHEET MUSIC IN BRITAIN For Week Ending February 4

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

The Ballad of Davy Crockett—Disney (Disney)
Love and Marriage—Barton (Barton)
With Your Love—Macmelodies
Sixteen Tons—Connelly (American)
Young and Foolish—Chappell (Chappell)
Love Is a Many-Splendored Thing—Robbins (Miller)
When You Lose the One You Love—Bradbury (Chappell)
Shifting, Whispering Sands—Maurice (Gallatin)
Love Is the Tender Trap—Connelly (Barton)
Picking a Chicken—Berry
Suddenly There's a Valley—Aberbach (Warman-Hill & Range)
Yellow Rose of Texas—Maddox (Planetary)
Rock Around the Clock—Kassner (Myers)
Robin Hood—New World (Official)
Meet Me on the Corner—Berry
Seventeen—World Wide (Lois)
Dambusters March—Chappell (Chappell)
Arriverdici Darling—Berry (Connelly)
Blue Star—Victoria (Young)
Twenty Fingers—Day (Hampshire)

• Best Selling POP RECORDS IN BRITAIN For Week Ending February 4

Published thru the courtesy of The New Musical Express, Britain's Foremost Musical Publication.

This Week	Last Week
1. SIXTEEN TONS Tennessee Ernie Ford (Capitol)...	1
2. LOVE IS THE TENDER TRAP Frank Sinatra (Capitol)	3
3. THE BALLAD OF DAVY CROCKETT Bill Hayes (London)	2
4. MEMORIES ARE MADE OF THIS Dean Martin (Capitol)	—
5. LOVE AND MARRIAGE Frank Sinatra (Capitol)	4
6. ROCK A BEATIN' BOOGIE Bill Haley Comets (Brunswick)...	6
7. ZAMBESIA Lou Busch (Capitol)	17
8. ONLY YOU Hilltoppers (London)	15
9. ROCK ISLAND LINE Lonnie Donegan (Decca)	8
10. THE BALLAD OF DAVY CROCKETT Tennessee Ernie Ford (Capitol)	5
11. ROBIN HOOD Gary Miller (Nixa)	10
12. DREAMS CAN TELL A LIE Nat (King) Cole (Capitol)	11
13. LOVE IS A MANY-SPLENDORED THING Four Aces (Brunswick) ...	7
14. ROBIN HOOD Dick James (Parlophone)	16
15. PICKIN' A CHICKEN Eve Boswell (Parlophone)	9
16. IT'S ALMOST TOMORROW Dream Weavers (Brunswick)	—
17. YOUNG AND FOOLISH Ronnie Hilton (HMV)	—
18. WITH YOUR LOVE Malcolm Vaughan (HMV)	—
19. BAND OF GOLD Don Cherry (Philips)	—
20. MY BOY—FLAT TOP Frankie Vaughan (Philips)	20

Subway Sale Test on Disks Pigeonholed

NEW YORK, Feb. 11.—Indications were strong this week that ABC Vending Corporation's previously announced plan for subway stand, rack sales of pop records has been pigeonholed indefinitely.

The operation, originally blue-printed last December, called for test runs in 25 of the 86 New York subway newsstands operated by the company. If preliminary tests were successful, plans called for expansion into the firm's theater, sports arena and airport concessions.

William Benson, treasurer of the firm, disclaimed knowledge of any further moves into the project since the original announcement, and said that no money has been spent and no deals have been worked out with any record labels. ABC's chairman, Charles O'Reilly, said that original plans had to be shelved last December when two other important projects arose, requiring undivided attention from company execs.

O'Reilly indicated that altho he still hoped to see the tests made, he was not sure at this time that his firm's type of operation was very well geared to selling records.

Meanwhile, H. Marshall Scolnick, special consultant hired to set up the record operation, maintained the firm's move into the field may come momentarily. He said he believed ABC Vending will eventually become a major factor in the record business.

THE POOR PEOPLE OF PARIS

Recorded by

Les Baxter CAPITOL

HILL & RANGE SONGS

DIRECT From The Orient . . . our NEW HIT

THE JAPANESE FAREWELL SONG

Sensationally recorded by
KAY CEE JONES
on Marquee

RANGER MUSIC, INC. 1619 Broadway New York 18, N. Y.

Smoldering

"WHITE BUFFALO"

Bill Hayes—Cadence
Jimmy Brown—MGM

Bourne, Inc. 136 W. 52d St. N.Y.C., N.Y.

Promotional Records

Are wanted unless properly presented, publicized and effectively promoted. DJ exploitation, independent record production and national publicity.

TIM GAYLE

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BREAKING BIG IN BUFFALO!

Great teenage group, THE THREE C's (Clindy, Carol, Carl), singing "WHO STOLE MY SWEETIE PIE" b/w "IN A LITTLE COUNTRY TOWN," E-101 45 rym. Distributors wanted (40¢-50¢ deposit on C.O.D.'s). DJ's, write Al Kennedy for samples.

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HELP WANTED

Entertainer-Musician who is tired of traveling, here is an opportunity in radio in progressive Southeastern town of 20,000 as Announcer, Entertainer, Salesman. Write qualifications to

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c/o The Billboard Cincinnati 25, O.

**ANOTHER BMI
"PIN-UP"
HIT**

SEE YOU LATER,
ALLIGATOR

Recorded by
BOBBY CHARLES Chess
BILL HALEY & COMETS Decca
OTTO BASH Victor
ROY HALL Decca

Published by
ARC MUSIC CORPORATION

**HELEN
of TROY**

3 OUTSTANDING RECORDINGS
LEROY HOLMES—M.G.M.
LES BAXTER—CAPITOL
MAX STEINER—R.C.A. VICTOR
...and more recordings to come!

HARMS, Inc.

From The M-G-M Picture
"FOREVER DARLING"

**FOREVER
DARLING**

LEO FEIST, INC.

Watch this cute novelty go!

SMALL TOWN

Recorded by Kay Cee Jones
on
MARQUEE
RECORDS

AMERICAN ACADEMY OF MUSIC, INC.

NEW RELEASES

"WANTED SOMEONE
TO LOVE ME"
Don Cherry—Decca

"BEN, BEN,
QUAKER BEN"
5 Encores—Rama

"SIXTEEN TEENS"
Hay Jackson Quintet—Josie

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**Ed
Sullivan
Show**
February 19



New Release!
**POOR
PEOPLE
OF PARIS**

backed
by
Stardust

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RECORDS



keep your eye



on these

GARY CROSBY

and
SAMMY DAVIS JR.



**BEAT ME DADDY, EIGHT
TO THE BAR and
AC-CENT-TCHU-ATE
THE POSITIVE** 29737 • 9-29737

**DANNY
THOMAS**



**NOBODY KNOWS BUT
THE LORD**
and
LITTLE MISS TIPPY TOES
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**PEGGY
LEE**



MR. WONDERFUL
From Musical Production "Mr. Wonderful"
and
CRAZY IN THE HEART
29834 • 9-29834

**RUSS
MORGAN**
and his Orchestra



**THE POOR PEOPLE
OF PARIS**
and
ANNABELLE
29835 • 9-29835

**CARMEN
McRAE**



COME DOWN TO EARTH, MR. SMITH
and
**I GUESS I'LL DRESS UP FOR
THE BLUES**
From Universal-International Picture
"The Square Jungle"
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**DON
ESTES**



PICKIN' UP THE PIECES
(Of A Broken Heart)
and
(I Love You, I Love You, I Love You)
SWEETHEART OF ALL MY DREAMS
29785 • 9-29785

**TOMMY
CHARLES**



IF YOU WERE ME
(And I Were You)
and
OUR LOVE AFFAIR
29717 • 9-29717

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The Lark . . . portable 45 RPM only phono with super-sensitive, super-heterodyne radio. Weighs only 6 lbs! Comes in black base with red lid.
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The DeLuxe Lark . . . 3-speed manual portable phono with super-sensitive, super-heterodyne radio. Luxurious tapered case in rich two-tone brown.
Model DP-550. (UL)



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Prices slightly higher South, Southwest and West.

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• Review Spotlight on . . .

ALBUMS

Popular

BELAFONTE (1-12)—RCA Victor LPM 1150

This is Harry Belafonte's first LP since his smash "Mark Twain" collection, and it's one that dealers and fans have eagerly awaited. Look for fast action here. The program is typical, and the fans probably will prefer such as "Scarlet Ribbons," "Matilda" and "Waterboy," which are among his best in-person numbers. Great cover is a striking color photo of the handsome lad.

Classical

DEBUSSY: LA MER; NOCTURNES (1-12) —Boston Symphony; Pierre Monteux, Cond. RCA Victor LM 1939

Such an obvious coupling, yet absent in the catalog to date. This, plus the obvious affinity Monteux has for this music and the superb

sound on the disk, makes of the package a potent contender for heavy sales honors. This is all-store merchandise, a set that will pull revenue over the long haul.

Jazz

LENNIE NIEHAUS, VOL. 4: THE QUINTETS AND STRINGS (1-12) — Contemporary C 3510

Niehaus improves with each LP in this series, and to one reviewer's ears, he's the best alto sax in jazz today. He also writes in smart, swinging and modern lines, as evidenced in his work for the three different groups on this disk. He plays with string quartet, bass and drums; with that combination, plus Bill Perkins' tenor and the late Bob Gordon's bari sax; and with a biting quintet including the up-coming Stu Williamson on brass and Hampton Hawes on piano. Such all-around skill and diversity is rare in jazz sets these days, or any other days. Figures to catch on big with jazz buyers.

• Reviews and Ratings of New Popular Albums

CAROUSEL 88 Original New York Cast (1-12) Decca DL 9020

Always a strong catalog item, this original legit cast disk will come in for substantial extra demand, due to release of the "Carousel" film version. Notwithstanding the film sound track album, the older package contains some memorable performances, particularly by John Raitt, and dealers will do well to give it good exposure. This can bring much over-the-counter action.

ROY HAMILTON 78 (1-12) Epic LN 3176

The warm voice of Roy Hamilton, coupled with excellent instrumental backing, provides a showcase for a dozen songs—many of them great standards—as "Without a Song," "Cuban Love Song," "Trees" etc. Hamilton has had strong hit singles

during the past year, and can be expected to sell well on this package.

AN EVENING WITH BEATRICE LILLIE 77 (1-12) London LL 1373

Broadway theater-goers paid \$6.50 to spend "An Evening With Beatrice Lillie" a few seasons ago. The brilliant English comedienne has a strong following and her fans will undoubtedly flock to buy this LP, which features some of her wittiest numbers from that show—"Rhythm," "Maude," "Weary of It All," "There Are Fairies at the Bottom of Our Garden," etc. Miss Lillie has to be seen to be really appreciated, but even so, she's still funnier on this LP than most lady comics would be in four dimensions. Noel Coward, who wrote several of the songs in the package, also penned the urban liner notes.

HERE COME THE GIRLS 75

Mary Martin, Grace Moore, Ethel Merman, Irene Dunne, Ella Logan, Gertrude Niesen, Alice Faye, Jane Froman, Connie Boswell, Helen Morgan, Martha Raye, Bebe Daniels (1-12)
Epic LN 3188

Epic has culled its old files and come up with a sock package of nostalgia for collectors. With the exception of Jane Froman's 1941 waxing of "Tonight We Love," all sides in this LP were recorded during the 1930's. There's something for everyone's taste in canaries, ranging from the lady-like soprano trilling of Grace Moore's "One Night of Love" and Irene Dunne's "Lovely to Look At" to the rowdy showmanship of Ethel Merman and Gertrude Niesen. The potent name value of such present-day stars as Mary Martin, Martha Raye, Ella Logan, should also help sales.

POODLE PARADE 75

Bill McGuffie Trio (1-12)
M-G-M E 3291

McGuffie, outstanding British pianist, plays a variety of interesting material with his trio here—ranging from arrangements of a jazz nature to tone poems and mood music. His technique and taste are exceptional. Among the selections are "Poodle Parade," "These Foolish Things," "Exactly Like You," etc. A package for the discerning.

FROM BROADWAY TO PARIS 74

Lou Stein, Piano (1-12)
Epic LN 3186

Lou Stein helps highlight the interplay of popular music from one side of the Atlantic to another. One side is musically devoted to Broadway, the flip to Paris, and pianist Stein, with the help of rhythm backing, makes the tunes sparkle. On the first side, it's "Manhattan," "Forty-Second Street," "Lullaby of Broadway" etc., while the gallic flip has things like "La Vie en Rose," "Autumn Leaves," "I Love Paris" to set the mood. Four-color cover may help push sales.

ETHEL ENNIS SINGS LULLABYS FOR LOSERS 74 (1-12) Jubilee LP 1021

Here is a relatively unknown singer who shows a lot of potential. Miss Ennis sings this package of torchy ditties with warmth and fine phrasing. Included are "Love for Sale,"

"Blue Prelude," "Off Shore," "Hey Jacques" and others of a similar mood. A tasteful backing is provided by Hank Jones on piano; Abie Baker, bass; Eddie Biggs, guitar, and Kenny Clark, drums.

TRIO LOS PARAGUAYOS 72 (1-12) Epic LN 3189

This package introduces a new Latin-American trio to North American listeners. The performances are unusually fine in quality, and the folk quality of the repertoire will captivate many. Instrumentation includes two guitars and an Indian harp—giving a full, fresh sound. The selections include vocal choruses. Definitely good inventory for class shops, and those carrying good folk and/or Latin-American material.

VENEZUELAN FIESTA 70

Aldemaro Romero Ork (1-12)
Victor LPM 1203

Twenty-eight-year-old Romero, a Venezuelan, leads the salon ork thru a set of material characteristic of styles found in his country. Much is Spanish inspired, including the popular waltz forms and the related joropos. Other items familiar in the territory have African roots. These tunes, with their interesting percussion expressions, have more basic appeal, but the entire group is entertaining.

BAND CONCERT 69

Allentown Band, Albertus L. Meyers, Cond. (1-12)
WFB WH 12031

In band circles, this organization ranks with the best. The outfit has been in existence for over a century and has become something of a legend in its territory. On this disk, one hears very much the kind of fare typical of the summer concert in the park. There's a generous helping of marches with a limited number of more typical concert type items, including "Finlandia." In areas where the group is known, this disk could become a selling item.

DAIQUIRI MUSICAL 65

Pedro Villa and his Riverside Ork (1-10)
Panart LP 346

Another in a series of legitimately styled Latin packages, emanating from Cuba, Mambo and cha cha make up most of the eight-tune selection and the band gives each one a clean and solid reading. Splendid stuff for the terpers.

Jazz

JAZZ SPECTACULAR 82

Frankie Laine, Buck Clayton and his Ork (1-12)
Columbia CL 808

A sampling of this set, issued on an EP last November, reportedly sold well to both pop and standard jazz customers. Now, seven tasty morsels have been added to the original three—"Baby, Baby All the Time," "Rose of Picardy" and "Taking a Chance on Love." It's swing-style jazz, comfortable as old shoes, warm and expressive. Laine is in good voice and mood, and he waits thru-out. Clayton's best track is his lyrical "My Old Flame." The Kai and Jay trombone team is a big musical and sales plus on several tracks. Should sell strongly over a broad area.

JAZZ AT THE BLACK HAWK 81

Dave Brubeck Quartet (1-12)
Fantasy 3-210

The material presented on this 12-inch LP has been available previously, either on singles or on 10-inch LP's. One novelty is a recording of a rehearsal of "Trolley Song," which makes interesting comparison to the finished product here. The other titles in the set are: "Blue Moon," "My Heart Stood Still," "Let's Fall in Love," "Jeepers Creepers," "I May Be Wrong" and "On a Little Street in Singapore." This is excellent early Brubeck and this LP will be a standard jazz catalog seller for a long time to come.

THE MUNDELL LOWE QUARTET . . 77 (1-12) Riverside RLP 204

The best examples to date of Lowe's sensitive and swinging guitar work, and also of versatile Dick Hyman's keyboard jazz. The latter proves himself particularly potent on organ. Among the tunes in this thoroughly tasteful collection are "I Guess I'll Have to Change My Plan," "All of You"

and a far-out blues item called "Far From Vanilla." Set should have wide appeal, even outside the jazz boundaries, and should bring Lowe more of the recognition he deserves.

GET HAPPY WITH THE RANDY WESTON TRIO 76 (1-12) Riverside RLP 12-203

New star pianist Weston is building steadily with jazz buyers and general fanciers of "smart" modern piano. His style is relaxed and deceptively simple, and his repertoire here is fresh and varied. It ranges from "Summertime" thru a brisk "Get Happy," and even includes an imaginatively Afro-Cubanized "Fire Down There." Should win more fans for the artist.

THE "STRIDE" PIANO OF DICK WELLSTOOD 72 (1-10) Riverside RLP 2506

This disk will conjure up memories of Fats Waller, James P. Johnson and Willie the Lion, jazz greats who have played a part in molding the style of Dick Wellstood. This package includes three Johnson tunes, two by Waller, one by Tatum and one by the Gershwins. The relaxed performance, full of heart, makes for pleasant listening. Good inventory for dealers who know their jazz clientele.

IN A TWENTIETH-CENTURY DRAWING ROOM 70

Hal McKusick Ork (1-12)
Victor LPM 1164

McKusick plays both clarinet and alto, backed by a quartet of cellos plus jazz bass, guitar and drums, by respectively Milt Hinton, Barry Galbraith and Osie Johnson or Sol Gubin. Manny Albam wrote most of the date. The cellos are under-recorded and serve no apparent useful purpose. McKusick plays in fairly undistinguished modern style on alto, and with an attractive Lester Young quality on clarinet—most effectively in the ballads. This package misses the mark.

Rhythm & Blues

THE BEST OF BOSTIC, EARL BOSTIC FOR YOU 80

Earl Bostic Ork (1-12)
King 395-500, 395-503

These two packages are splendid

showcases for Bostic's small combo. Bostic's alto sax work, his technical polish and warmth, and the group's relaxed, flexible style, are highlights of these albums. "The Best of Bostic" includes "Flamingo," "Deep Purple," "Steamwhistle Jump," etc., and the second contains "Sleep," "Moon-glow," "For You," "Embraceable You," etc.—24 tunes in all, tastefully done.

MOONDUST 79

Bill Doggett Combo (1-12)
King 395-502

Doggett's first LP is a collection of a dozen instrumentals previously released as singles. Dealers have found that these have all been top catalog items; Doggett records just never stop selling. With this LP they should have a similar experience. The titles in the set include: "Moondust," "There's No You," "The Nearness of You," "I'll Be Around," "Tara's Theme," "Street Scene," "You Don't Know What Love Is," "My Reason," "My Reverie," "Sweet Slumber" and "It's a Dream."

TINY BRADSHAW 75 (1-12) King 395-501

A lively set of sides, characterized by the enthusiasm of the performance. Tiny plays piano, does the arranging and the vocals. His drive on the keyboard contributes much; but there are also such outstanding soloists as Red Prysock's tenor sax on "Soft," Sylvester Austin's tenor sax on "Ping Pong," etc. Other selections are "Off and On," "Later," "The Train Kept a-Rollin'." What's often interesting is the cool instrumentation and the contrasting r.&b. flavor.

Sacred

TRADITIONAL CHANTS 71

Cantor Leibel Waldman (1-10)
ABC 350

Packing, recording and pressing are poor, but Cantor Waldman has a glorious voice, and the dearth of Hebrew religious music on LP disks makes this a good bet for dealers in Jewish neighborhoods. The most effective numbers are the traditional chants, rather than the more modern prayer settings, present here in equal quantity. Backing is by a male quartet.

• Reviews and Ratings of New Classical Releases

DYORAK: SLAVONIC DANCES; TCHAIKOVSKY: ROMEO AND JULIET (FANTASY OVERTURE) (1-12) —Vienna Philharmonic; Rafael Kubelik, Cond. London LL 1283-4 78

The wonderful Slavonic Dances, holding such basic appeal for all kinds of disk collectors, are given thoroughly idiomatic readings by Kubelik. Only competition worthy of mention is the complete set on Urania, a mighty excellent edition on its own. Urania, tho, is undergoing reorganization and its set may be difficult to obtain. Also, this new package includes one entire LP side devoted to the popular Tchaikovsky overture, providing added customer lure. Should be a good seller.

PUCCINI: TURANDOT (3-12)—Chorus and Orchestra of L'Accademia di Santa Cecilia, Rome; Alberto Erede, Cond. London XLLA 36 76

"Turandot," more written about than performed, has been available in two lesser recordings. For Puccini collectors, therefore, this set is "must" merchandise and the audience will become wider via the quality performances of name artists Mario del Monaco and Renata Tebaldi. Attractive package art will help, too; it hides the old-fashioned and confusing libretto of a type now practically obsolete. Better than average sales in larger stores can be expected.

DONIZETTI: HIGHLIGHTS FROM "LA FAVORITA" (1-12) — Angel 75

This work is never performed these days because of its ridiculous story, it contains some beautiful music. Opera buyers are likely to indulge in this surprisingly good sampling, the first such to hit the domestic market. The young, relatively unknown cast does a fine job, especially the mezzo Vittoria Garofalo in the title role. Second side starts right off with the beautiful "Oh Mio Fernando," which is fine for demonstration.

BEETHOVEN: PIANO CONCERTO NO. 4 (1-12)—Claudio Arrau, Piano; Philharmonia Orchestra; Alceo Galliera, Cond. Angel 35380 74

Arrau, whose extensive following had hopes of acquiring considerable vinyl via prior association with Decca, now have an excellent issue to grab up. This is a probing and sensitive reading of a work which often just misses its less capable hands. Arrau's performance ranks with the best available, tho Serkin's version on Columbia will appear a greater bargain to many seeking the repertoire. Latter also offers the Beethoven Second Piano Concerto on the flip.

BACH: VIOLIN SONATA NO. 2 IN A MINOR; VIOLIN PARTITA NO. 2 IN D MINOR (1-12) — Johanna Martzy, Violin, Angel 35281 72

Volume two of Miss Martzy's round robin waxing of the unaccompanied sonatas and partitas reinforces the high impression conveyed by the first disk. This is fiddle playing of high rank, equally notable for its clean technical accomplishment and fresh musicality. In its class, this should move well. The artist does superbly in the Chaconne movement from the D Minor.

DANCES TRANSCRIBED FOR FOUR PIANOS (1-12) — Manhattan Piano Quartet, M-G-M E 3224 71

The quartet plays an unusually broad repertoire of dances on this album, ranging from Arthur Benjamin's "Jamaican

Rumba" and Aaron Copland's "Hoe-down" from "Rodeo," to Kurt Weill's "Dance of the Tumblers," Shostakovich's "Petite Ballerina" from "Ballet Russe," Lecuona's "Malaguena," Offenbach's "Can Can" and quite a few others are included. The broad sampling and good technical performance should find a fair market.

BEETHOVEN: PIANO SONATA NO. 23 (APPASSIONATA); PIANO SONATA NO. 32 IN C MINOR (1-12) —Julius Katchen, Piano, London LL 1233 71

Katchen is rapidly developing into a major pianist, and, while it is difficult to sell this material in less than a big-name version, the sound and performances here make this a disk worthy of dealer recommendation. The "Appassionata" is particularly successful from every standpoint.

MOZART: PIANO SONATAS NOS. 11, 13, AND 15 (1-12)—Julius Katchen, Piano, London LL 1164 69

Katchen brings to his Mozart readings a firm rhythm tempered with a poetic flexibility that is constantly engaging. Fine piano playing, but likely to get lost rather quickly in the bumper crop of Mozart waxings and jungle of catalog duplications.

MOZART: SONATA NO. 23 FOR VIOLIN AND PIANO; SONATA NO. 34 FOR VIOLIN AND PIANO (1-12)—Breton Langbein, Violin; Maureen Jones, Piano, London LL 1173 68

Competent chamber music playing, properly scaled, well-balanced and generally as satisfactory as any of the other available versions. Without a big name to attract buyers, sales will be limited to the connoisseur clientele.

ALEXI HAIFF: PIANO CONCERTO; SHORT PIANO PIECES (1-12)—Sondra Bianca, Leo Smit, Pianists; Philharmonia Orchestra of Hamburg; Hans Jurgen-Walther, Cond. M-G-M E 3243 66

M-G-M has done yeomen work in putting contemporary music to vinyl, and here has another disk to satisfy this small but dedicated market. The Haiff concerto, a percussive work, will not exert an undue strain on the untutored ear, and Miss Bianca appears to interpret it with expert command. Leo Smit, a fine young pianist, has a side to himself and provides welcome hearings of shorter Haiff works. The four "Juke Box Pieces" are pishish items that will delight many. For specialist stores only.

ALBINONI: ADAGIO FOR ORGAN AND STRINGS; CONCERTO A CINQUE IN C MAJOR, OP. 5, NO. 12; CONCERTO IN D, OP. 7, NO. 1; VIVALDI: CONCERTO IN E MINOR, OP. 8, NO. 6; CONCERTO A CINQUE IN D MINOR, OP. 8, NO. 9 (1-12) — Symphonic Instrumental Ensemble; Jean Willold, Cond. Period SPL 723 63

Albinoni and Vivaldi—early 18th century contemporaries—wrote great quantities of chamber music noteworthy for their lively melody, grace, vitality and classic form. As more of their works find their way to vinyl, their audience grows proportionately. Lovely as this music is, the complete enjoyment of it is marred by the rough, forced playing of the ensemble and the inadequate sound. In the case of the Vivaldi works, at least, superior versions are available on previously released issues on other labels.



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The Billboard Buying and Programming Guide **BEST SELLING PACKAGED RECORDS**

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Albums are listed in order of only between sales through at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

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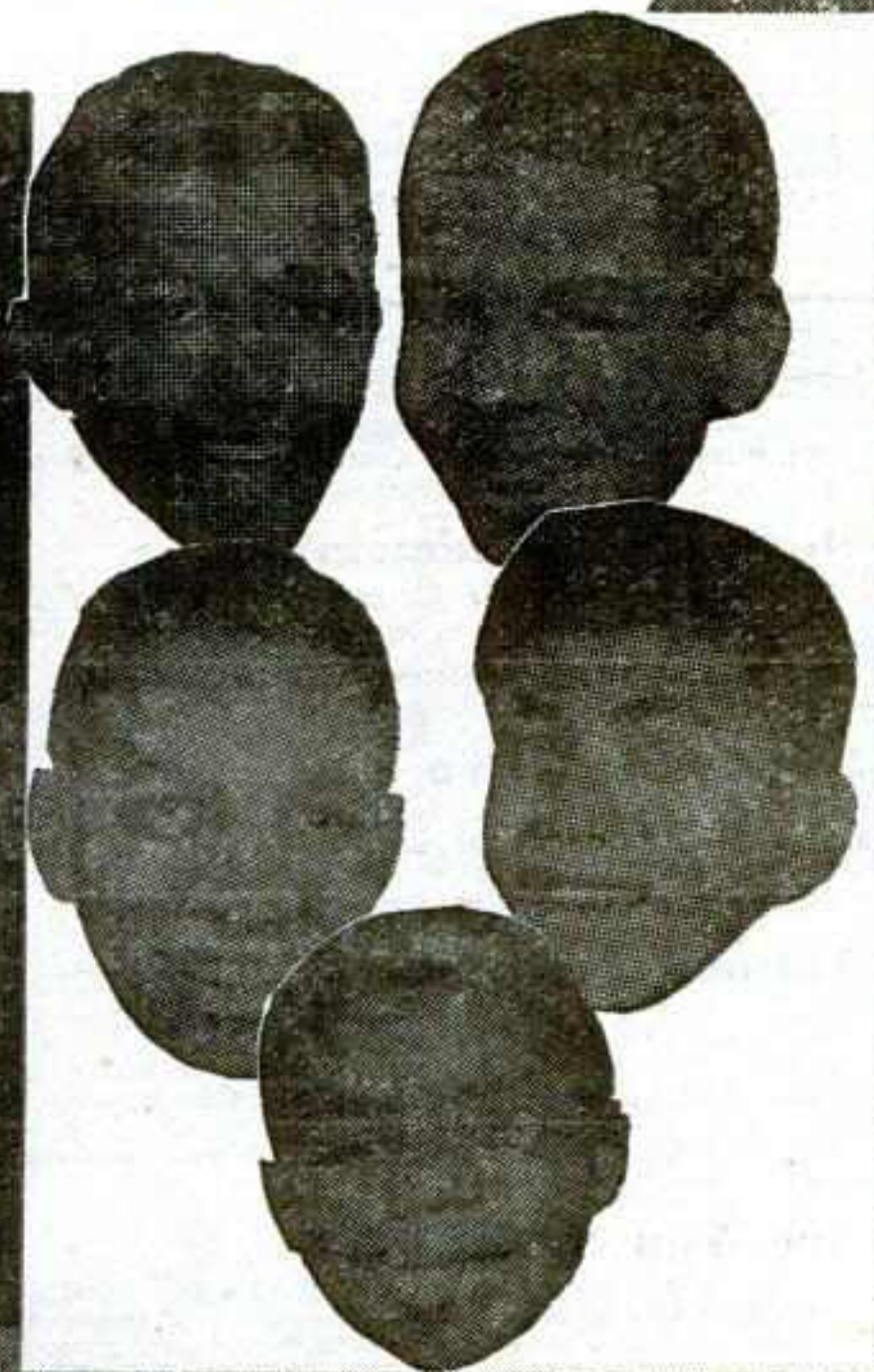
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The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending February 8

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
First Ten					
1. Memories Are Made of This	1	11	6. Band of Gold	6	12
By Gilkyson-Dehr-Miller—Published by Montclare (BMI)			By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI)		
BEST SELLING RECORD: D. Martin, Cap 3295.			BEST SELLING RECORD: D. Cherry, Col 40597.		
RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436.			RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 48856.		
ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.			ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
2. Great Pretender	2	10	6. No, Not Much	13	4
By Buck Ram—Published by Southern (ASCAP)			By Stillman & R. Allen—Published by Beaver Music (ASCAP)		
BEST SELLING RECORD: Platters, Mercury 70753.			BEST SELLING RECORD: Four Lads, Col 40629.		
RECORD AVAILABLE: J. Riggs, Media 1020.					
3. Rock and Roll Waltz	3	7	8. See You Later, Alligator	10	5
By Dick Ware and Shorty Allen—Published by Sheldon (BMI)			By Robert Guidry—Published by Arc Music (BMI)		
BEST SELLING RECORD: K. Starr, Vic 20-6359.			BEST SELLING RECORD: B. Haley, Dec 29791.		
4. Lisbon Antigua	4	8	RECORDS AVAILABLE: O. Bush, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786.		
By Galhardo-Vale-Portela—Published by Southern (ASCAP)			9. It's Almost Tomorrow	7	15
BEST SELLING RECORD: N. Riddle, Cap 3287.			By Buss Adkinson—Published by Northern Music (ASCAP)		
RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Stars, Vic 20-6418; M. Miller, Col 40635.			BEST SELLING RECORDS: Dream Weavers, Dec. 29683; J. Stafford, Col 40595.		
ELECTRICAL TRANSCRIPTIONS: Todds, Lang-Worth; Bill Walker Ork, Standard.			RECORDS AVAILABLE: D. Carroll, Mercury 70717; S. Lanson, Dot 15424; L. Welk, Coral 61524.		
5. Sixteen Tons	5	15	ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
By Merle Travis—Published by American Music (BMI)			10. Dungaree Doll	9	7
BEST SELLING RECORD: T. Ernie, Cap 3262.			By Ben Raleigh & Sherman Edwards—Published by E. B. Marks (BMI)		
RECORDS AVAILABLE: G. Baker, Real 1304; J. Desmond, Coral 61529; M. Katz, Cap 3342; B. B. King, RPM 451; Marvin & The Chirps, Tip Top 202; S. Shore, X 0187; R. Sovine, Dec 29739.			BEST SELLING RECORD: E. Fisher, Vic 20-6337.		
			RECORD AVAILABLE: Rock Brothers, King 4851.		
Second Ten					
11. Theme From the Three Penny Opera (Moritat)	15	3	16. Go On With the Wedding	18	5
By Kurt Weill-Brecht—Published by Harms (ASCAP)			By Arthur Korb, Charley Purvis, Milt Yakus—Published by Pincus (ASCAP)		
BEST SELLING RECORD: D. Hyman, M-G-M 12149; R. Hayman-J. August, Mercury 70741.			BEST SELLING RECORD: Patti Page, Mercury 70766.		
RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; L. Paul, Cap 3329; T. Puente, Vic 20-6417; 1956 Jazz All Stars, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.			RECORDS AVAILABLE: K. Kallen-G. Shaw, Dec 29776; Modernaires, Coral 61555.		
12. Teen-Age Prayer	11	9	17. I'll Be Home	27	2
By Riechner & Lowe—Published by La Salle (ASCAP)			By Washington & Lewis—Published by Arc (BMI)		
BEST SELLING RECORD: G. Storm, Dot 15436.			BEST SELLING RECORD: P. Boone, Dot 15443.		
RECORDS AVAILABLE: Robin Hood, M-G-M 12138; D. Cooper, Modern 977; G. Mann, Sound 126; K. White, Mercury 70750.			18. Angels in the Sky	21	10
13. Tutti Frutti	21	4	By Dick Glasser—Published by Ridgeway (BMI)		
By La Bastrie Tenniman—Published by Venice (BMI)			BEST SELLING RECORD: Crew Cuts, Mercury 70741.		
BEST SELLING RECORDS: P. Boone, Dot 15443; Little Richard, Specialty 561.			RECORD AVAILABLE: Monarchs, Wing 90040.		
RECORDS AVAILABLE: A. Mooney, M-G-M 12165.			ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		
13. Poor People of Paris	—	1	18. Chain Gang	25	5
By La Gaulante de Pauvre-Jean-Marguerite Mannot—Published by Alama Music			By Quasha, Yakus—Published by Pincus (ASCAP)		
BEST SELLING RECORD: L. Baxter, Cap 3336.			BEST SELLING RECORD: B. Scott, ABC-Paramount 9658.		
15. He	8	22	RECORDS AVAILABLE: L. Dresslar, Mercury 70774; J. Oliver, M-G-M 12164.		
By Richard Mullan & Jack Richards—Published by Avas (BMI)			20. I Hear You Knockin'	16	19
BEST SELLING RECORD: A. Hibbler, Decca 29660.			By David Bartholomew—Published by Commodore (BMI)		
RECORDS AVAILABLE: K. Armen, M-G-M 12078; McGuire Sisters, Coral 61501; G. B. Shea, Victor 20-6292.			BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356.		
ELECTRICAL TRANSCRIPTIONS: Paul Smith Trio, Standard; Henry Jerome Ork, Lang-Worth; Sunshine Boys, Lang-Worth.			RECORD AVAILABLE: M. Wiseman, Dot 1273.		
Third Ten					
21. Seven Days	27	3	24. Only You	23	21
By Carol-Taylor—Published by Progressive (BMI)			By Buck Ram—Published by Wildwood (BMI)		
RECORDS AVAILABLE: D. Collins, Coral 61562; C. McPhatter, Atlantic 1081; S. Lawson, Dot 15445.			RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Des, Wing 90015; B. Frank, Bell 1109; Hilltoppers, Dot 15423; Platters, Mercury 70633.		
22. Moments to Remember	14	24	ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		
By Stillman & R. Allen—Published by Beaver (ASCAP)			27. Love and Marriage	20	18
RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Ballard, Bell 1107; Four Lads, Col 40539.			By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP)		
ELECTRICAL TRANSCRIPTIONS: Kusa Carlyle, Standard; Henry Jerome Ork, Lang-Worth.			RECORDS AVAILABLE: H. Grayco, X 0168; Homer & Jethro, Vic 20-6374; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; D. Shore, Vic 20-6266; F. Sinatra, Cap 3260.		
23. Woman in Love	23	12	ELECTRICAL TRANSCRIPTIONS: Billy May Ork, Standard; Henry Jerome Ork, Lang-Worth.		
By Frank Loesser—Published by Frank Music (ASCAP)			27. Cry Me a River	26	13
RECORDS AVAILABLE: M. Brando-J. Simmons, Dec 29783; Four Aces, Dec 29725; F. Laine, Col 40583; G. MacRae, Cap 3284.			By Arthur Hamilton—Published by Saunders (ASCAP)		
ELECTRICAL TRANSCRIPTIONS: George Cook, Standard; Airline Trio, Lang-Worth.			RECORDS AVAILABLE: E. Barton, Coral 61530; J. Corey, Col 40596; D. Gordan, Dootone 384; J. London, Liberty 55006; K. White, Mercury 70722.		
24. Autumn Leaves	12	26	ELECTRICAL TRANSCRIPTIONS: Airline Trio, Lang-Worth; George Cook, Standard.		
By J. Mercer, J. Preyer, J. Kosma—Published by Ardmore (ASCAP)			29. Memories of You	27	3
RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; M. Miller, Cap 50033; T. Russo, Bell 1106; R. Williams, Kapp 116; V. Young, Dec 29653.			By Eubie Blake-Andy Razof—Published by Shapiro-Bernstein (ASCAP)		
ELECTRICAL TRANSCRIPTIONS: Lou Brownie, Standard; Allen Roth Ork, The-saurus; Henry Jerome Ork, Lang-Worth.			RECORDS AVAILABLE: Four Coins, Epic 9129; S. Allen, Coral 61542; H. Winterhalter, Vic 20-6339; Ink Spots, Col 40605; J. Carr, Cap 3304; B. Goodman-R. Clooney, Col 40616; A. Mooney, M-G-M 12133; P. Weston, Col 40605.		
24. Are You Satisfied?	16	7	29. Tender Trap	29	9
By Wooley & Escamella—Published by Cordial Music (BMI)			By Sammy Cahn and J. Van Heusen—Published by Barton (ASCAP)		
RECORDS AVAILABLE: T. Arden, Vic 20-6346; R. Draper, Mercury 70757; C. Francis, M-G-M 12122; C. Johnson, Col 40612; J. Wakely, Dec 29756; S. Wooley, M-G-M 12114.			RECORDS AVAILABLE: E. Fitzgerald, Dec 29746; D. Reynolds, M-G-M 12086; F. Sinatra, Cap 3290.		
			ELECTRICAL TRANSCRIPTION: Bill Walker Ork, Standard.		

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The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending February 8

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in very important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week
1. ROCK AND ROLL WALTZ (BMI)—K. Starr.....	3	7
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
2. LISBON ANTIGUA (ASCAP)—N. Riddle.....	4	8
Robin Hood (ASCAP)—Cap 3287		
3. GREAT PRETENDER (ASCAP)—Platters.....	2	9
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
4. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	1	12
Change of Heart (BMI)—Cap 3295		
5. NO, NOT MUCH (ASCAP)—Four Lads.....	8	4
I'll Never Know (BMI)—Col 40629		
6. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley.....	6	6
Paper Boy (ASCAP)—Dec 29791		
7. BAND OF GOLD (BMI)—D. Cherry..	7	11
Rumble Boogie (BMI)—Col 40597		
8. SIXTEEN TONS (BMI)—Tennessee Ernie.....	5	15
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
9. POOR PEOPLE OF PARIS (ASCAP)—L. Baxter.....	—	1
Theme From Helen of Troy (ASCAP)—Cap 3336		
10. I'LL BE HOME (BMI)—P. Boone.....	15	2
TUTTI FRUTTI (BMI)—Dot 15443		
11. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	9	15
You Got Me Wondering (ASCAP)—Dec 29683		
12. DUNGAREE DOLL (BMI)—E. Fisher.....	10	8
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337		
13. THEME FROM "THE THREE PENNY OPERA" ("MORITAT") (ASCAP)—D. Hyman.....	11	4
Baubles, Bangles and Beads (ASCAP)—M-G-M 12149		
14. ANGELS IN THE SKY (BMI)—Crew Cuts.....	12	10
MOSTLY MARTHA (BMI)—Mercury 70741		
15. TEEN-AGE PRAYER (ASCAP)—C. Storm.....	13	8
Memories Are Made of This (BMI)—Dot 15436		
15. WHY DO FOOLS FALL IN LOVE? (BMI)—Teen Agers.....	—	1
Please Be Mine (BMI)—Gee 1002		
17. GO ON WITH THE WEDDING (ASCAP)—P. Page.....	17	3
Voice Inside (ASCAP)—Mercury 70766		
18. TUTTI FRUTTI (BMI)—Little Richard.	21	4
I'm Just a Lonely Guy (BMI)—Specialty 561		
19. THEME FROM "THE THREE PENNY OPERA" ("MORITAT")—R. Hayman-J. August.....	—	1
I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 12159		
20. CHAIN GANG (ASCAP)—B. Scott....	20	5
Shadrach (ASCAP)—ABC-Paramount 9658		
21. SPEEDOO (BMI)—Cadillacs.....	25	2
Let Me Explain (BMI)—Josie 785		
22. LOVE AND MARRIAGE (ASCAP)—F. Sinatra.....	22	15
Impatient Years (ASCAP)—Cap 3260		
23. MOMENTS TO REMEMBER—Four Lads.....	19	25
Dream On, My Love, Dream On (ASCAP)—Col 40539		
24. HE (BMI)—A. Hibbler.....	16	21
Breeze (ASCAP)—Dec 29660		
25. WOMAN IN LOVE (ASCAP)—Four Aces.....	—	3
Of This I'm Sure (ASCAP)—Dec 29725		

• THIS WEEK'S BEST BUYS

THAT'S ALL (American, BMI)—Tennessee Ernie Ford—Capitol 3343

Bucking the persistent appeal of his previous hit release, "Sixteen Tons," Tennessee Ernie's latest release has taken a while to get started. Now it has achieved general distribution and is sailing smoothly. Reports from Los Angeles, St. Louis, Milwaukee, Atlanta, Baltimore, Nashville, Durham, Buffalo, Philadelphia, Cleveland and Boston indicated the disk is selling well and increasing velocity. Flip is "Bright Lights and Blonde-Haired Women" (Century, BMI). A previous Billboard "Spotlight" pick.

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

A TEAR FELL (Progressive, BMI)

BO WEEVIL (Reeve, BMI)—Teresa Brewer—Coral 61590

The chantress has hit upon some potent material in these two r.&b. tunes. Sales in the first 10 days were unusually good in most key markets. Providence, Baltimore, Philadelphia, Cleveland, Chicago, Milwaukee, St. Louis, Atlanta, Nashville and Los Angeles had particularly good results with the disk. Action is reported on both sides, but with a majority preferring "A Tear Fell." A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending February 8

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week
1. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	1	9
Change of Heart (BMI)—Cap 3295		
2. GREAT PRETENDER (ASCAP)—Platters.....	2	7
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
3. ROCK AND ROLL WALTZ (BMI)—K. Starr.....	4	6
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
4. SIXTEEN TONS (BMI)—Tennessee Ernie.....	3	14
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
5. LISBON ANTIGUA (ASCAP)—N. Riddle.....	5	3
Robin Hood (ASCAP)—Cap 3287		
6. BAND OF GOLD (BMI)—D. Cherry...	6	5
Rumble Boogie (BMI)—Col 40597		
7. DUNGAREE DOLL (BMI)—E. Fisher.....	8	6
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337		
8. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley.....	10	2
Paper Boy (ASCAP)—Dec 29791		
9. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	9	11
You Got Me Wondering (ASCAP)—Dec 29683		
10. TEEN-AGE PRAYER (ASCAP)—C. Storm.....	10	8
MEMORIES ARE MADE OF THIS (BMI)—Dot 15436		
11. I HEAR YOU KNOCKIN' (BMI)—G. Storm.....	7	17
Never Leave Me (ASCAP)—Dot 15412		
12. GO ON WITH THE WEDDING (ASCAP)—P. Page.....	13	3
Voice Inside (ASCAP)—Mercury 70766		
13. ARE YOU SATISFIED? (BMI)—R. Draper.....	12	3
Wabash Cannonball (BMI)—Mercury 70757		
13. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	13	19
Dream On, My Love, Dream On (ASCAP)—Col 40539		
13. TUTTI FRUTTI (BMI)—P. Boone.....	—	1
I'll Be Home (BMI)—Dot 15443		
16. NO, NOT MUCH (ASCAP)—Four Lads.....	—	1
I'll Never Know (BMI)—Col 40629		
17. ANGELS IN THE SKY (BMI)—Crew Cuts.....	13	5
Mostly Martha (BMI)—Mercury 70741		
17. SEVEN DAYS (BMI)—D. Collins.....	17	2
Manuello (BMI)—Coral 61562		
19. CHAIN GANG (ASCAP)—B. Scott....	—	1
Shadrach (ASCAP)—ABC-Paramount 9658		
20. IT'S ALMOST TOMORROW (ASCAP)—J. Stafford.....	17	2
If You Want to Love (ASCAP)—Col 40595		

• Most Played by Jockeys

For survey week ending February 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Weeks on Chart	Last Week
1. GREAT PRETENDER—Platters.....	2	8
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
2. MEMORIES ARE MADE OF THIS (BMI)—D. Martin.....	1	11
Change of Heart (BMI)—Cap 3295		
3. ROCK AND ROLL WALTZ (BMI)—K. Starr.....	3	7
I've Changed My Mind a Thousand Times (ASCAP)—Vic 20-6359		
4. LISBON ANTIGUA* (ASCAP)—N. Riddle.....	4	7
Robin Hood (ASCAP)—Cap 3287		
5. NO, NOT MUCH (ASCAP)—Four Lads.....	8	3
I'll Never Know (BMI)—Col 40629		
6. SEE YOU LATER, ALLIGATOR (BMI)—B. Haley.....	9	3
Paper Boy (ASCAP)—Dec 29791		
7. SIXTEEN TONS (BMI)—Tennessee Ernie.....	5	15
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
8. BAND OF GOLD (BMI)—D. Cherry...	6	8
Rumble Boogie (BMI)—Col 40597		
9. POOR PEOPLE OF PARIS (ASCAP)—L. Baxter.....	—	1
Theme From Helen of Troy (ASCAP)—Cap 3336		
10. THEME FROM THE "THREE PENNY OPERA" (MORITAT) (ASCAP)—D. Hyman.....	11	2
Baubles, Banoles, and Beads (ASCAP)—M-G-M 12149		
11. DUNGAREE DOLL (BMI)—E. Fisher.....	10	5
Everybody's Got a Home But Me (ASCAP)—Vic 20-6337		
12. I'LL BE HOME (BMI)—P. Boone.....	20	2
Tutti Frutti (BMI)—Dot 15443		
13. TEEN-AGE PRAYER (ASCAP)—C. Storm.....	7	7
Memories Are Made of This (BMI)—Dot 15436		
13. CHAIN GANG (ASCAP)—B. Scott....	14	2
Shadrach (ASCAP)—ABC-Paramount 9658		
15. IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers.....	15	10
You Got Me Wondering (ASCAP)—Dec 29683		
16. BAND OF GOLD (BMI)—K. Carson...	18	10
Cast Your Bread Upon the Waters (ASCAP)—Cap 3283		
17. THEME FROM "THE THREE PENNY OPERA" (MORITAT) (ASCAP)—R. Hayman-J. August.....	—	1
I'll Be With You in Apple Blossom Time (ASCAP)—Mercury 12159		
18. TUTTI FRUTTI (BMI)—P. Boone.....	—	1
I'll Be Home (BMI)—Dot 15443		
19. LISBON ANTIGUA (ASCAP)—M. Miller.....	—	1
Willy Can (BMI)—Col 40635		
20. ANGELS IN THE SKY (BMI)—Crew Cuts.....	17	6
Mostly Martha (BMI)—Mercury 70741		

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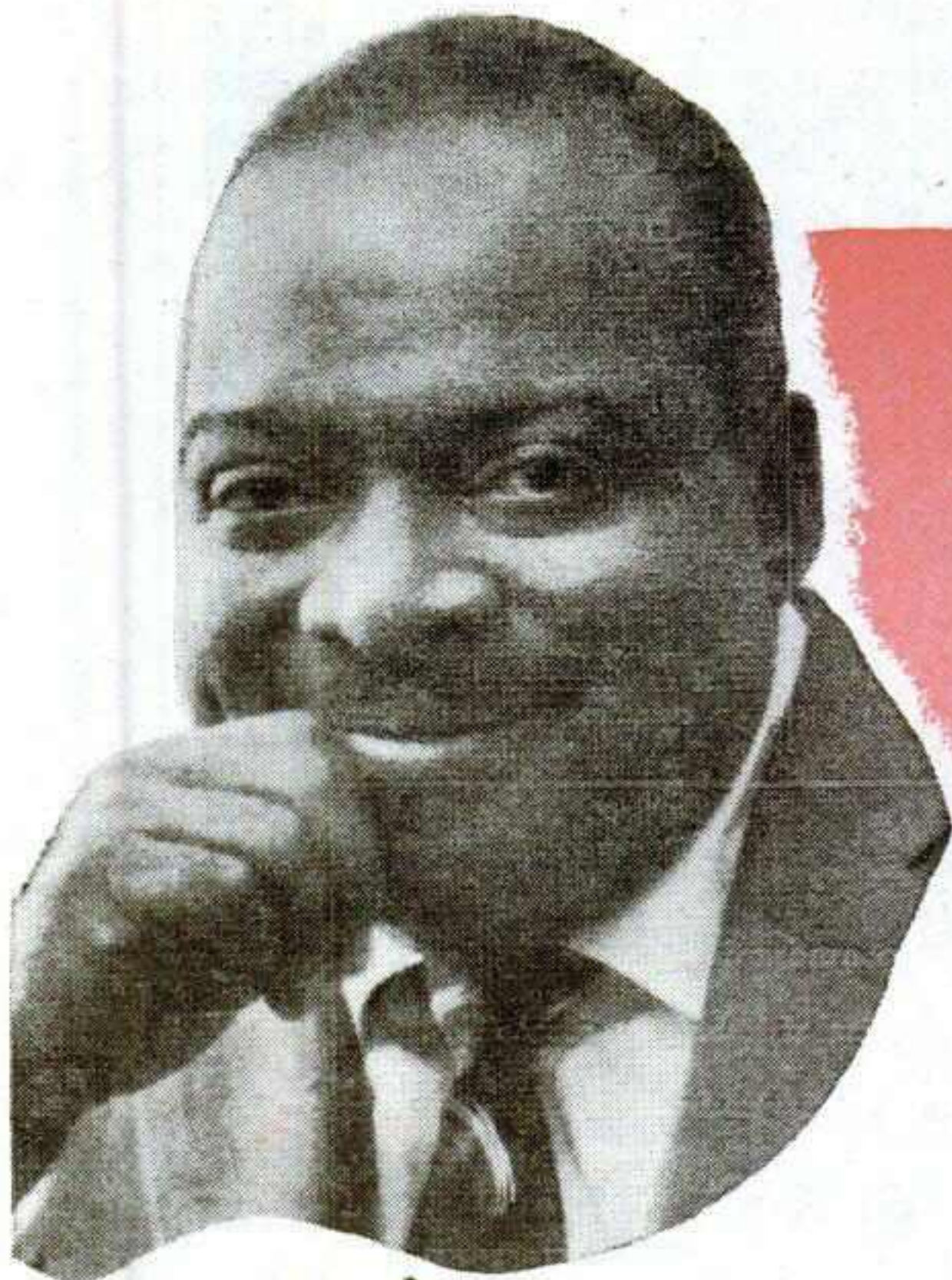
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5

NEW LABEL IN THE RECORD INDUSTRY!

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending February 8

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Rock and Roll Waltz, K. Starr, Vic.
2. Great Pretender, Platters, Mer.
3. Lisbon Antigua, N. Riddle, Cap.
4. Poor People of Paris, L. Baxter, Cap.
5. Memories Are Made of This, D. Martin, Cap.
6. Our Love Affair, T. Charles, Dec.
7. No, Not Much, Four Lads, Col.
8. Cry Me a River, J. London, Lbt.

Baltimore

1. Great Pretender, Platters, Mer.
2. No, Not Much, Four Lads, Col.
3. Poor People of Paris, L. Baxter, Cap.
4. Rock and Roll Waltz, K. Starr, Vic.
5. See You Later, Alligator, B. Haley, Dec.
6. Lisbon Antigua, N. Riddle, Cap.
7. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
8. Cry Baby, Bonnie Sisters, Rbw.
9. Memories Are Made of This, D. Martin, Cap.
10. Tutti Frutti, P. Boone, Dot

Boston

1. Great Pretender, Platters, Mer.
2. No, Not Much, Four Lads, Col.
3. Memories Are Made of This, D. Martin, Cap.
4. Lisbon Antigua, N. Riddle, Cap.
5. Rock and Roll Waltz, K. Starr, Vic.
6. See You Later, Alligator, B. Haley, Dec.
7. Lovely Lies, Manhattan Brothers, Lon.
8. Lullaby of Birdland, Blue Stars, Mer.
9. It's Almost Tomorrow, Dream Weavers, Dec.
10. Poor People of Paris, L. Baxter, Cap.

Buffalo

1. Great Pretender, Platters, Mer.
2. Lisbon Antigua, N. Riddle, Cap.
3. Memories Are Made of This, D. Martin, Cap.
4. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
5. Poor People of Paris, L. Baxter, Cap.
6. Rock and Roll Waltz, K. Starr, Vic.
7. No, Not Much, Four Lads, Col.
8. See You Later, Alligator, B. Haley, Dec.
9. Tutti Frutti, P. Boone, Dot

Chicago

1. Rock and Roll Waltz, K. Starr, Vic.
2. No, Not Much, Four Lads, Col.
3. Lisbon Antigua, N. Riddle, Cap.
4. Memories Are Made of This, D. Martin, Cap.
5. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
6. See You Later, Alligator, B. Haley, Dec.
7. Sixteen Tons, T. Ernie, Cap.
8. Great Pretender, Platters, Mer.
9. Chain Gang, B. Scott, Par.
10. Poor People of Paris, L. Baxter, Cap.

Cincinnati

1. Great Pretender, Platters, Mer.
2. Lisbon Antigua, N. Riddle, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Memories Are Made of This, D. Martin, Cap.
5. See You Later, Alligator, B. Haley, Dec.
6. No, Not Much, Four Lads, Col.
7. It's Almost Tomorrow, Dream Weavers, Dec.
8. Tutti Frutti, P. Boone, Dot
9. Poor People of Paris, L. Baxter, Cap.
10. Dungeness Doll, E. Fisher, Vic.

Cleveland

1. Why Do Fools Fall in Love? Teen Agers, Gee
2. Lisbon Antigua, N. Riddle, Cap.
3. No, Not Much, Four Lads, Col.
4. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
5. I'll Be Home, P. Boone, Dot
6. Rock and Roll Waltz, K. Starr, Vic.
7. Memories Are Made of This, D. Martin, Cap.
8. That's Your Mistake, O. Williams, Del.
9. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
10. Band of Gold, D. Cherry, Col.

Dallas-Fort Worth

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. No, Not Much, Four Lads, Col.
4. Memories Are Made of This, D. Martin, Cap.
5. Great Pretender, Platters, Mer.
6. Band of Gold, D. Cherry, Col.
7. See You Later, Alligator, B. Haley, Dec.
8. Speedoo, Cadillacs, Jse.

Denver

1. Rock and Roll Waltz, K. Starr, Vic.
2. Great Pretender, Platters, Mer.
3. Lisbon Antigua, N. Riddle, Cap.
4. Band of Gold, D. Cherry, Col.
5. Memories Are Made of This, D. Martin, Cap.
6. See You Later, Alligator, B. Haley, Dec.
7. Zambesi, L. Busch, Cap.

Detroit

1. No, Not Much, Four Lads, Col.
2. Lisbon Antigua, N. Riddle, Cap.
3. Poor People of Paris, L. Baxter, Cap.
4. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
5. Great Pretender, Platters, Mer.
6. Memories Are Made of This, D. Martin, Cap.
7. Why Do Fools Fall in Love? Teen Agers, Gee
8. Tutti Frutti, Little Richard, Spe.
9. See You Later, Alligator, B. Haley, Dec.
10. April in Paris, C. Basie, Clif.

Kansas City

1. Lisbon Antigua, N. Riddle, Cap.
2. Poor People of Paris, L. Baxter, Cap.
3. No, Not Much, Four Lads, Col.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Tutti Frutti, Little Richard, Spe.
6. Great Pretender, Platters, Mer.
7. Memories Are Made of This, D. Martin, Cap.
8. Tutti Frutti, P. Boone, Dot
9. Lullaby of Birdland, Blue Stars, Mer.
10. See You Later, Alligator, B. Haley, Dec.

Los Angeles

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This, D. Martin, Cap.
3. Great Pretender, Platters, Mer.
4. Rock and Roll Waltz, K. Starr, Vic.
5. Sixteen Tons, T. Ernie, Cap.
6. Poor People of Paris, L. Baxter, Cap.
7. Band of Gold, D. Cherry, Col.
8. Dungeness Doll, E. Fisher, Vic.
9. It's Almost Tomorrow, Dream Weavers, Dec.
10. Autumn Leaves, R. Williams, Kap.

Milwaukee

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. No, Not Much, Four Lads, Col.
4. Poor People of Paris, L. Baxter, Cap.
5. See You Later, Alligator, B. Haley, Dec.
6. Such a Day, R. Raines, Ded.

Mpls.-St. Paul

1. Lisbon Antigua, N. Riddle, Cap.
2. No, Not Much, Four Lads, Col.
3. Rock and Roll Waltz, K. Starr, Vic.
4. See You Later, Alligator, B. Haley, Dec.
5. Memories Are Made of This, D. Martin, Cap.
6. Great Pretender, Platters, Mer.
7. Go On With the Wedding, P. Page, Mer.
8. When You Dance, Turbans, Hor.
9. Sixteen Tons, T. Ernie, Cap.
10. Speedoo, Cadillacs, Jse.

New Orleans

1. Great Pretender, Platters, Mer.
2. Memories Are Made of This, D. Martin, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. See You Later, Alligator, B. Haley, Dec.
5. Lisbon Antigua, N. Riddle, Cap.
6. Sixteen Tons, T. Ernie, Cap.
7. No, Not Much, Four Lads, Col.
8. Band of Gold, D. Cherry, Col.
9. It's Almost Tomorrow, Dream Weavers, Dec.
10. Teen-Age Prayer, G. Storm, Dot

New York

1. Memories Are Made of This, D. Martin, Cap.
2. Lisbon Antigua, N. Riddle, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Great Pretender, Platters, Mer.
5. Sixteen Tons, T. Ernie, Cap.
6. Band of Gold, D. Cherry, Col.
7. Love and Marriage, F. Sinatra, Cap.
8. It's Almost Tomorrow, Dream Weavers, Dec.
9. Moments to Remember, Four Lads, Col.
10. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.

Philadelphia

1. Rock and Roll Waltz, K. Starr, Vic.
2. No, Not Much, Four Lads, Col.
3. Lisbon Antigua, N. Riddle, Cap.
4. Dungeness Doll, E. Fisher, Vic.
5. Great Pretender, Platters, Mer.
6. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
7. Memories Are Made of This, D. Martin, Cap.
8. Tutti Frutti, P. Boone, Dot
9. It's Almost Tomorrow, Dream Weavers, Dec.

Pittsburgh

1. No, Not Much, Four Lads, Col.
2. Why Do Fools Fall in Love? Teen-Agers, Gee
3. Great Pretender, Platters, Mer.
4. I'll Be Home, P. Boone, Dot
5. Rock and Roll Waltz, K. Starr, Vic.
6. Memories Are Made of This, D. Martin, Cap.
7. Lisbon Antigua, N. Riddle, Cap.
8. Poor People of Paris, L. Baxter, Cap.
9. Dungeness Doll, E. Fisher, Vic.
10. Sixteen Tons, T. Ernie, Cap.

St. Louis

1. Rock and Roll Waltz, K. Starr, Vic.
2. Lisbon Antigua, N. Riddle, Cap.
3. See You Later, Alligator, B. Haley, Dec.
4. Seven Days, Crew Cuts, Mer.
5. When You Lose the One You Love, D. Whitfield, Lon.
6. No, Not Much, Four Lads, Col.
7. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
8. Great Pretender, Platters, Mer.
9. Memories Are Made of This, D. Martin, Cap.
10. These Hands, J. Clay, Cor.

San Francisco

1. Lisbon Antigua, N. Riddle, Cap.
2. Memories Are Made of This, D. Martin, Cap.
3. Rock and Roll Waltz, K. Starr, Vic.
4. Great Pretender, Platters, Mer.
5. Band of Gold, D. Cherry, Col.
6. Sixteen Tons, T. Ernie, Cap.
7. Dungeness Doll, E. Fisher, Vic.
8. Theme From "The Three Penny Opera" (Moritat), L. Armstrong (Mack the Knife), Col.
9. It's Almost Tomorrow, Dream Weavers, Dec.

Seattle

1. Lisbon Antigua, N. Riddle, Cap.
2. Rock and Roll Waltz, K. Starr, Vic.
3. Great Pretender, Platters, Mer.
4. Memories Are Made of This, D. Martin, Cap.
5. See You Later, Alligator, B. Haley, Dec.
6. Teen-Age Prayer, G. Storm, Dot
7. Jivin' Around, E. Freeman, Cas.
8. Sixteen Tons, T. Ernie, Cap.

Toronto

1. Rock and Roll Waltz, K. Starr, Vic.
2. Great Pretender, Platters, Mer.
3. Memories Are Made of This, D. Martin, Cap.
4. It's Almost Tomorrow, Dream Weavers, Dec.
5. Are You Satisfied, R. Draper, Mer.
6. Sixteen Tons, T. Ernie, Cap.
7. Lisbon Antigua, N. Riddle, Cap.
8. See You Later, Alligator, B. Haley, Dec.

M-G-M's
PACKAGE OF HITS

JONI JAMES
MGM 12175 78 rpm
K 12175 45 rpm

DON'T TELL ME NOT TO LOVE YOU
SOMEWHERE SOMEONE IS LONELY
ORCH. DIRECTED BY DAVID TERRY

ON ALL CHARTS

THE DICK HYMAN TRIO

MORITAT

A THEME FROM

"THE THREEPENNY OPERA"

MGM 12149 78 rpm • K 12149 45 rpm

BARRY NUTTIN' FOR CHRISTMAS **GORDON**

ROCK AROUND MOTHER GOOSE **SEVEN**

featuring **ART MOONEY** and His Orchestra
MGM 12166 78 RPM • K 12166 45 RPM

ART MOONEY

the phonograph song

(Our Melody)

MGM 12190 78 rpm
K 12190 45 rpm

BETTY MADIGAN

FAITHFUL TO YOU, AND TRUE MY LOVE

MGM 12156 78 rpm • K 12156 45 rpm

JOHNNY OLIVER

THESE HANDS | CHAIN GANG

MGM 12164 • K 12164

MARVIN RAINWATER } **WHERE DO WE GO FROM HERE**
and
DEM LOW DOWN BLUES

MGM 12152 78 rpm • K 12152 45 rpm

THE NATURALS PATSY ORY ORY AYE

MOLLY O
MGM 12158 78 rpm
K 12158 45 rpm

CONNIE FRANCIS

MY TREASURE

MGM 12138 78 rpm
K 12138 45 rpm

Mercury NEW MONEY MAKERS



EDDY HOWARD

WITH SOMETHING DIFFERENT!

*"Why Is Your Dog Following Me?"

AND

"RUSTIC CATHEDRAL"
MERCURY 70800

*This Could Be A Sleeper . . . Billboard



A REAL ROCKIN' WINNER!

DORI ANNE GRAY

"Pitty Pat Band"

AND

"Heartbreak Alley"

MERCURY 70801



GUY CHERNEY

SINGS THE HIT FROM THE DANNY THOMAS SHOW!

"Nobody Knows But The Lord"

AND

"A GOOD TIME WAS HAD BY ALL"
MERCURY 70804



JERRY MERCER

WITH A NEW HIT!

"Blue Suede Shoes"

AND

"THE GHOST OF MY LOVE"
MERCURY 70805



RON TERRY

"Kissin' Polka"

AND

"HAND IN HAND POLKA"
MERCURY 70802



A TIMELY HIT FROM THE FAMOUS BOOK "THE SEARCH FOR BRIDEY MURPHY"

FRAN ALLISON

"The Ballad Of Bridey Murphy"

AND

"GALWAY BAY"
MERCURY 70806

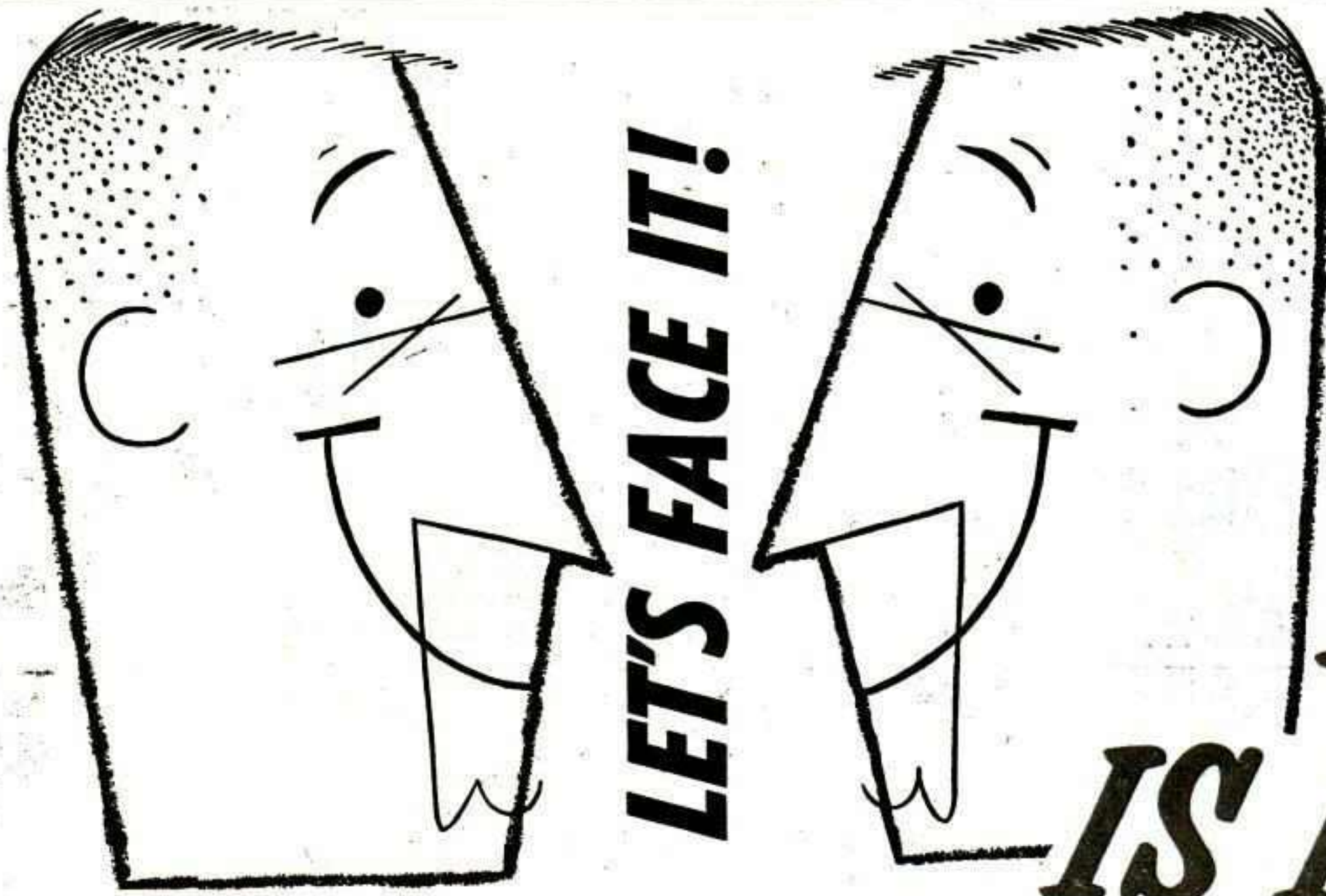
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THE BLUE STARS

"Speak Low"/ "Mambo Italiano"

(BOTH IN FRENCH)
MERCURY 70808





**ROCK
'N ROLL
IS HERE!**



HAS THE BIG ONES!



**"I Don't Want
Nobody"**

AND

**"Doot Doot
Dow"**

Buddy Johnson

MERCURY 70775

**"Red
Speaks"**

AND

"ZIP"

**Red
Prysock**

MERCURY 70787



**"She's Gone,
Gone, Gone"**

AND

**"My Troubles Are
Not At An End"**

The Penguins

MERCURY 70799

"HEY JOE"

(LET ME KNOW)

AND

**"INDEED
I LOVE YOU"**

Sugar & Spice

MERCURY 70788



CHICAGO 1, ILLINOIS



WING ...Hot With 2 Hits!



NICK NOBLE

"To You, My Love"

AND

"YOU ARE MY ONLY LOVE"

WING 90045



THE EMPIRES

"By The Riverside"

AND

"TELL ME PRETTY BABY"

WING 90050

A GREAT NEW SOUND



JIMMIE PALMER

AND HIS NEW HI-FI ORCHESTRA

"Air Mail Special"

AND

"IT'S ALL RIGHT WITH ME"

WING 90054



WING RECORDS

A SUBSIDIARY OF MERCURY RECORD CORPORATION

The New Teenage Sensation

Dori Anne Gray



PITTY PAT BAND

MERCURY 70801 and 70801X45



VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Fem deejays are still riding high on the local radio circuit. Majorie White, sales promotion and publicity director of WVKO, Columbus, O., is the only fem jockey in the area, with a Sunday show of her own. . . . Another gal spinner is 13-year-old Candy Lee, who has been piloting platters over WDCK, Cleveland, since the tender age of six.

From Pittsburgh, we learn that former child movie star, Ann Gillis, has moved on from KDKA, but the station still has a fem deejay and a most unusual one. She's billed as Vicki, and she spins European pop platters only—primarily German, French and Italian. The bi-lingual jockey also has a German language record show over WPIT, Pittsburgh. Vicki announces this show in both German and English, but confines her remarks to English on the KDKA show, including special translations of foreign lyrics. Local dealers report increased sales on all foreign disks since the advent of her show three years ago. Vicki, who has only been in this country four years, is the frau of Win Fanning, radio and TV editor of the Pittsburgh Post-Gazette.

GIMMIX: Chuck Thompson, WALA, Mobile, Ala., is all "Tied" up in his latest gimmick. The deejay, who also broadcasts over WALA-TV, wears neckties originally owned by show business names. His "Celebrity Tie Rack" holds neckwear formerly worn by Bing Crosby, Russ Morgan, Dean Martin and Jerry Lewis, Jackie Gleason, etc. Naturally he keys his mike chatter each day to his conversation-piece neckwear. . . .

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

FEBRUARY 16, 1946:

1. Symphony
2. Let It Snow! Let It Snow! Let It Snow!
3. I Can't Begin to Tell You
4. I'm Always Chasing Rainbows
5. It Might As Well Be Spring
6. Personality
7. Aren't You Glad You're You
8. Doctor, Lawyer, Indian Chief
9. Some Sunday Morning
10. Just a Little Fond Affection
11. Dig You Later (A Huba-Huba-Huba)
12. Day by Day
13. Chickery Chick
14. Oh! What It Seemed to Be
15. Waitin' for the Train to Come In

FEBRUARY 17, 1951:

1. Tennessee Waltz
2. My Heart Cries for You
3. If
4. Be My Love
5. The Roving Kind
6. You're Just in Love
7. Harbor Lights
8. Bushel and a Peck
9. So Long
10. Zing Zing-Zoom Zoom

Taking a tip from the TV Spectacular, Jim Aylward, WHIL, Medford, Mass., is doing his own "spec," "The Bing Crosby Story." Jim is tying in original narration and a script with a special selection of Crosby disks. . . . Johnny Edwards and Ken Collins of KXYZ, Houston, are celebrating their birthday together again this month with a special joint-party for local radio and newspaper people.

WANTED: Chuck Standard, WMJM, Cordele, Ga., wants to know what happened to ex-Victor canary Lilly Ann Carol. . . . Vince Brascia, KBMI, Las Vegas, Nev., is trying to round up some good polka disks. . . . Dick Kutun, WBUT, Butler, Pa., wonders if anyone knows the whereabouts of deejay Nicky Alberts, who worked for WTWS, Clearfield, Pa., in

1948. . . . Jim Lloyd, KLIK, Jefferson City, Mo., is also looking for a spinner-pal—one Jim Merk. . . . Gordon Robbie, WDSR, Lake City, Fla., will settle for a talking bird that can speak clearly enough to deliver the station's identification spots.

Artist info for use as mike chatter is desired by Hal Nettleship for his early morning show "Top of the Morning" on AFN, Frankfurt, Germany. "The GI's record purchasing power in the PX's," says Nettleship, "is sometimes overlooked." Nettleship, in civilian life, worked with WKID, Champaign, Ill., and WSMI, Litchfield, Ill. . . . Dick Stambaugh and Dan Johnson, students at Boca Ciega Senior High School, St. Petersburg, Fla., beam their 45-minute show to a "captive" audience of 1,200 students every day, and are in the market for records. . . . Also on the "we need wax" list is Deane Keith Jr., KNED, McAlister, Okla.

CHANGE OF THEME:

Bob Duck, WMLS, Sylacauga, Ala., is moving to WSFA, Montgomery, Ala. . . . Reed Farrell, KLBS, Houston, Tex., is leaving that station to join WAIT, Chicago. . . . Don Blair named program director at WPTR, Albany, N. Y., in addition to his regular deejay duties. . . . Russ Conrad and Bob Adkins are new spinners at KEX, Portland, Ore. . . . Plenty of changes in local deejay picture this week in Milwaukee, with three WRIT jocks exiting, and Bob Kelly, WTMJ, leaving to join WBBM, Chicago. The WRIT changes include Jay Nelson, who is joining a Georgia station; Irv Miller, who moves over to WFOK, and Chuck Dunaway, who joins WMIL.

Speaking of Milwaukee, WOKY deejay Dick White of that city has inaugurated an interesting feature on his Saturday show, which calls for taped cut-ins by deejays from other cities across the country. The guest-jocks talk about the top five disks in their respective cities. . . . Charlie Trussell, KXEL, Waterloo, Ia., has moved from his five-year stand in the afternoon to the morning, with a 6-7:45 a.m. and 10-11:30 a.m. show. . . . Paul Brand has left WKNY, Kingston, N. Y. to join WCAX, Burlington, N. Y. Elliot Nevins has taken over his show.

Wayne Smith, KLMS, Lincoln, Neb., has shifted to KFOR, same city. . . . Elga Steward has replaced Joe Howard, at KYOK, Houston, while latter deejay has joined WAKE, Atlanta. . . . Wally Nathan, formerly with KICK, Springfield, Mo., has taken over the early afternoon disk show at KGBX, same city. . . . Bill Ross has returned to WOKE, Oak Ridge, Tenn., after two years with the U.S. Army. . . . Jay Carroll Spencer is now spinning 'em in the early morning at WOHS, Shelby, N. C. . . . Art Laboe, KFWB, Hollywood, now broadcasting nightly from the Larry Finley Room at Ciro's.

Jovien Signs Five Names

HOLLYWOOD, Feb. 11.—Hal Jovien, president of Premiere Artists & Productions Agency, this week added five names to his talent stable, inking Ella Mae Morse, Harry Babbitt, Jimmy Wakely, Rush Adams and comic Ollie Franks.

Jovien leaves for Hawaii Wednesday (15) with his client, George Liberace, in conjunction with several concerts in the Islands. Night club engagements were also closed for Jeri Southern, who is inked for the Morris Levy road show in 1957; Georgia Carr, Seat Man Caruthers, Nellie Litcher and Matt Dennis.

the fabulous **McGUIRE SISTERS**



TWO BIG HIT SIDES

"MISSING" & "TELL ME NOW"

with Orchestra conducted by **DICK JACOBS**

with Orchestra conducted by **NEIL HEFTI**

CORAL 61587; 9-61587

THE CASE BOX DISK OF THE WEEK

"MISSING" (Robert Mellin BMI—Mellin)
"TELL ME NOW" (2:21) (Trinity BMI—Gordon, Kardon, Linsley)

THE McGUIRE SISTERS
(Coral 61587; 9-61587)

• The McGuire Sisters send up their first release for '56 and deliver a tasty new morsel that should be on the lips of the young and old in a matter of weeks. It's a refreshing lighthearted arrangement of a contagious new romantic ditty tagged "Missing." The girls, as usual, handle the pretty material

with some ear-pleasing harmony and get a wonderful assist from a male chorus featured in the backdrop. Strong finish leaves the listener with a taste for another spin. Looks like a big one. "Tell Me Now," is a pretty love song smoothly thrusted to a shuffle tempo on the coupling.

CORAL RECORDS

America's Fastest Growing Record Company

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The
singing
sensation
of the
Bob Crosby
TV Show
and the
Edgar Bergen
Radio
Show

CAROL RICHARDS

gets off to a smashing start on RCA Victor with a terrific new ballad

LOOK AT THEM

c/w LITTLE MISTAKES 20-47/6394

with Henri René and his Orchestra



A "New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



Gene



big
ballad
from
a
big
picture...

Ed



Vic



Joe



by the biggest four on records

AMES BROTHERS

FOREVER DARLING

(from the M-G-M motion picture "Forever Darling")

I'M GONNA LOVE YOU

20/47-6400

A "New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



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"LET'S GO STEADY"

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Such a Record!
"SUCH A DAY"
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records
54 W. Randolph St.
Chicago, Ill.Record Dealers—
Juke Operators—
Disk Jockeys—**GET THIS PRICELESS
PROGRAMMING AND
BUYING HELP NOW!****80 Pages—Crammed with Money-Making Buying
and Programming Information, including . . .**

- 55 Years of Song Hits—the most famous tunes, each year from the '90's through 1954.
- Top Record Hits—Annual Billboard end-of-the-year round-ups, now reprinted in composite form in this useful book.
- Record Manufacturer and Label List—Up-to-date, carefully compiled and checked. Over 1200 listings.
- Record Distributor List—More than 600 listings by state and city—with labels distributed by each.

SEND JUST \$1 WITH THIS COUPON!The Billboard 2160 Patterson St. Cincinnati 22, Ohio
Please RUSH, postpaid, your brand new Music-Record Programming and Buying Guide at once. I enclose \$ — for — copies at \$1 each. 737

Name _____

Company _____

Title _____

Address _____

City _____

Zone _____

State _____

GIVE TO DAMON RUNYON CANCER FUND**The Billboard Music Popularity Charts****POPULAR RECORDS****• COMING UP STRONG**

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

1. If You Can Dream
The Gal With the
Yaller Shoes **The Four Aces**
(ASCAP); (ASCAP) Decca 29809
2. That's All **Tennessee Ernie**
(BMI) Capitol 3343
3. A Tear Fell
Bo Weevil **Teresa Brewer**
(BMI); (BMI) Coral 61590
4. 11th Hour Melody **Al Hibbler**
(ASCAP) Decca 29789
5. That's Your Mistake **Otis Williams**
(BMI) Deluxe 6091
6. Ask Me
Nothing Ever Changes My
Love for You **Nat (King) Cole**
(ASCAP); (ASCAP) Capitol 3328
7. Ninety-Nine Years **Guy Mitchell**
(ASCAP) Columbia 40631
8. When You Lose the One
You Love **David Whitfield**
(ASCAP) London 1617
9. Lipstick, Candy and
Rubbersole Shoes **Julius La Rosa**
(BMI) RCA Victor 6416
10. Innamorata **Judy Vale**
(ASCAP) Columbia 40634

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

• Tunes With Greatest Radio-TV Audience

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

Radio

A Teen-Age Prayer (R)—LaSalle—ASCAP
 Woman in Love (R)—Frank—ASCAP
 All at Once You Love Her (R)—Williamson—ASCAP
 Are You Satisfied? (R)—Cordial—BMI
 Arriverderci Roma (R)—Ardmore—ASCAP
 Ask Me (R)—ABC—ASCAP
 Autumn Leaves (R)—Ardmore—ASCAP
 (Baby, Baby) Be Good to Me (R)—Bregman, Vocco & Conn—ASCAP
 Band of Gold (R)—Ludlow—BMI
 Cry Me a River (R)—Frank—ASCAP
 Dungaree Doll (R)—E. B. Marks—BMI
 Everybody's Got a Home But Me (R) (M)—Chappell—ASCAP
 Great Pretender (R)—Southern—ASCAP
 Innamorata (R)—Paramount—ASCAP
 It's Almost Tomorrow (R)—Northern—ASCAP
 Lisbon Antigua (R)—Southern—ASCAP
 Love and Marriage (R)—Barton—ASCAP
 Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
 Memories Are Made of This (R)—Montelare—BMI
 Memories of You (R)—Shapiro-Bernstein—ASCAP
 No, Not Much (R)—Beaver—ASCAP
 Nuevo Laredo (R)—Trinity—BMI
 Poor People of Paris (R)—Connelly—ASCAP
 Rock and Roll Waltz (R)—Sheldon—BMI
 Sing You Sinners (R)—Famous—ASCAP
 Sixteen Tons (R)—American—BMI
 Small Town (R)—American Academy—ASCAP
 Tender Trap (R) (F)—Barton—ASCAP
 Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
 Valley Valparaiso (R)—Broadcast—BMI
 Vino, Vino (R)—Paramount—ASCAP
 Who Are We (R)—Thunderbird—ASCAP

Television

A Teen-Age Prayer (R)—LaSalle—ASCAP
 Woman in Love (R)—Frank—ASCAP
 All at Once You Love Her (R)—Williamson—ASCAP
 Are You Satisfied? (R)—Cordial—BMI
 Band of Gold (R)—Ludlow—BMI
 Dungaree Doll (R)—E. B. Marks—BMI
 Everybody's Got a Home But Me (R) (M)—Chappell—ASCAP
 Forever Darling (R)—Miller—ASCAP
 Great Pretender (R)—Southern—ASCAP
 He (R)—Avas—BMI
 I'm Gonna Laugh You Right Out of My Life (R)—Evans—ASCAP
 I'm Gonna Love You (R)—Winnerton—BMI
 It's Almost Tomorrow (R)—Northern—ASCAP
 King Size (R)—Rubank—ASCAP
 Kiss and Run (R)—Reis—BMI
 Lisbon Antigua (R)—Southern—ASCAP
 Love and Marriage (R)—Barton—ASCAP
 Man I Used to Be (R)—Williamson—ASCAP
 Memories Are Made of This (R)—Montelare—BMI
 Mickey Mouse Mambo (R)—Disney—ASCAP
 Moments to Remember (R)—Beaver—ASCAP
 No, Not Much (R)—Beaver—ASCAP
 Nobody Knows But the Lord (R)—Harms—ASCAP
 On a Lopsided Bus (R)—Williamson—ASCAP
 Rock and Roll Waltz (R)—Sheldon—BMI
 Sixteen Tons (R)—American—BMI
 Stolen Love (R)—Hill & Range—BMI
 Tender Trap (R) (F)—Barton—ASCAP
 Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP
 Tutti Frutti (R)—Venice—BMI

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. He	1	21
Avas		
2. Rock and Roll Waltz . . .	3	5
Sheldon		
3. Memories Are Made of This	2	9
Montelare		
4. Lisbon Antigua	7	5
Southern		
5. Great Pretender	5	5
Southern		
6. It's Almost Tomorrow . . .	4	10
Northern		
7. Autumn Leaves	10	23
American		
8. Band of Gold	6	8
Ludlow		
9. Dungaree Doll	9	5
E. B. Marks		
10. Sixteen Tons	8	14
Ardmore		
11. Teen-Age Prayer	13	5
La Salle		
12. No, Not Much	—	1
Beaver		
13. Moments to Remember	14	21
Beaver		
14. Go on With the Wedding	15	3
Pincus		
15. Love and Marriage	11	16
Barton		

a new million-plus seller

DEAN MARTIN*

INNAMORATA

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**WINNER OF BILLBOARD'S TRIPLE CROWN AWARD*

THE LADY WITH THE BIG UMBRELLA

Record No. 3352



BIG SALES EXCITEMENT

THE CHEERS

CHICKEN

**DON'T DO
ANYTHING**



Record No. 3353

a sensational

106,354



Guy L

**THE
PHONOGRAPH
SONG**

(OUR MELODY)

debut on



orders to date

ombardo

and his Royal Canadians

**YOU COULDN'T
HELP BUT BE
WONDERFUL**

RECORD NO. 3371

DOTAMERICA'S
HOTTEST
LABEL*Still boasts***THE
BEST****PAT
BOONE****I'LL BE
HOME**

15443

**TUTTI
FRUTTI****GEE WHITTAKERS!**

TAKE THE TIME

15435

**AT MY FRONT
DOOR**

15422

**NO
OTHER
ARMS****AIN'T THAT A SHAME**

TENNESSEE SATURDAY NIGHT

15377

**GALE
STORM****WHY DO FOOLS
FALL IN LOVE
I WALK ALONE**

15448

**TEEN-
AGE
PRAYER**

15436

**MEMORIES
ARE MADE
OF THIS****I HEAR YOU
KNOCKIN'
NEVER LEAVE ME**

15412

**NEW POPS,
JUST
RELEASED****Beasley Smith**THE OLD SPINNING
WHEEL

MY FOOLISH HEART

15447

Rusty BryantFRANKIE AND JOHNNY
I NEED SOMEBODY

15449

Marc FredericksSYMPHONY TO ANNE
MYSTIC MIDNIGHT

15446

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LONGEST LIST of SELLERS *in the* INDUSTRY



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(MORITAT) the theme from
THE THREE PENNY OPERA
LITTLE BOY BLUE
15444

**THE SHIFTING
WHISPERING SANDS**
(Parts I and II)
15409



THE FONTANE SISTERS

DADDY-O ~~~~~ **ADORABLE**
15428



THE HILLTOPPERS

ONLY YOU
15423
MY TREASURE
15437

SNOOKY LANSON

**SEVEN
DAYS**
15445

**IT'S ALMOST
TOMORROW**
15424

The Commodores

SPEEDOO

WHOLE LOT OF SHAKIN' GOING ON
15439

DOT C & W HITS MAC WISEMAN

These Hands

**I'm Eating High
on the Hog**

1276

JIMMY WORK

**Hands Away From
My Heart**

**My Old Stompin'
Ground**

1277

JIMMY NEWMAN

**Let's Stay
Together**

Seasons of My Heart

1278

Famed Dot Sound

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THE NATION'S BEST-SELLING RECORDS

DOT**ALBUMS ARE OUT
IN FRONT, TOO****BILLY
VAUGHN**

Melody of Love • Joyride • Silver Moon • Baby o' Mine • The Waltz You Saved for Me • Billy Vaughn's Boogie • Missouri Waltz • Lovely You • Tennessee Waltz • Naughty Annetta • Drifting on a Cloud • Morning, Noon and Night.

DLP 3001**EDDIE
PEABODY**

St. Louis Blues • Baby Face • I'm Looking Over a Four Leaf Clover • The Sing Song Girl • Chinatown, My Chinatown • Stars and Stripes Forever • Sleep • I'll See You in My Dreams • Sweet Sue, Just You • Tea for Two • La Golondrina • Old Folks at Home • I Dream of Jeannie With the Light Brown Hair • Bye Bye Blues • Banjo Boogie Beat.

DLP 110**THE
HILLTOPPERS**

Trying • P.S.: I Love You • I'd Rather Die Young • To Be Alone • Love Walked In • From the Vine Came the Grape • Till Then • The Kentuckian Song • If I Didn't Care • Time Waits for No One • D-A-R-L-I-N • The Door Is Still Open.

DLP 3003**JOHNNY
MADDOX**

Little Grass Shack • Johnny Maddox Special • Crazy Bone Rag • In the Mood • San Antonio Rose • Learnin' • Coconut Grove • Eight Beat Boogie • Johnny's Boogie Blues • Josephine • The Crazy Otto (Medley) • Humoresque.

DLP 3000**FONTANE
SISTERS**

If I didn't Have You • Hearts of Stone • Happy Days and Lonely Nights • Put Me in the Mood • Most of All • You're Mine • Rock Love • Seventeen • If I Could Be With You One Hour Tonight • Rollin' Stone • Playmates • Bless Your Heart.

DLP 3004**RUSTY
BRYANT**

Castle Rock • All Nite Song • Pink Champagne • Slow Drag • House Rocker • Blow, Rusty, Blow • Back Street • Honeydripper • Hot Fudge • Moonlight Garden Stomp • Ridin' With Rusty • Hanka Boo.

DLP 3006**JOHNNY
MADDOX**

Johnny's Jump • Bubbles in the Wine • Flaming Mamie • Hawaiian Sunset • South of the Border • Chicago Breakdown • 627 Stomp • Seems Like Old Times • Sunrise Serenade • Listen to That Dixie Band • Hop Scotch Boogies • Waggashoe.

DLP 3005**BIGGEST SELLING EP
IN DOT HISTORY****"PAT
BOONE"**

AT MY FRONT DOOR • TENNESSEE SATURDAY NIGHT •
AIN'T THAT A SHAME • TWO HEARTS

DLP 1049**COMING SOON-
THE ALBUM YOU'VE
BEEN WAITING FOR****"GALE
STORM"****DLP 3011****Dot**

RECORDS • • • GALLATIN, TENNESSEE • • • PHONE 1600

THE NATION'S BEST SELLING RECORDS

The Billboard Music Popularity Charts POPULAR RECORDS

THE TOP 100

For survey week ending February 8

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

Pos.	Song	Artist	Label	Last Week
1.	GREAT PRETENDER	Platters	Mercury	2
2.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	1
3.	ROCK AND ROLL WALTZ	K. Starr	Victor	3
4.	LISBON ANTIGUA	N. Riddle	Capitol	4
5.	SIXTEEN TONS	T. Ernie	Capitol	4
6.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	7
7.	BAND OF GOLD	D. Cherry	Columbia	6
8.	NO, NOT MUCH	Four Lads	Columbia	13
9.	DUNGAREE DOLL	E. Fisher	Victor	8
10.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	9
11.	TEEN-AGE PRAYER	G. Storm	Dot	9
12.	TUTTI FRUTTI	P. Boone	Dot	23
13.	GO ON WITH THE WEDDING	P. Page	Mercury	11
13.	THEME FROM THE THREE PENNY OPERA (MORITAT)	D. Hyman	M-G-M	19
15.	CHAIN GANG	B. Scott	ABC Paramount	18
16.	ANGELS IN THE SKY	Crew Cuts	Mercury	13
17.	BAND OF GOLD	K. Carson	Capitol	23
18.	I HEAR YOU KNOCKIN'	G. Storm	Dot	16
19.	I'LL BE HOME	P. Boone	Dot	35
20.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	21
21.	TUTTI FRUTTI	Little Richard	Specialty	27
22.	CRY ME A RIVER	J. London	Liberty	25
23.	THEME FROM THE THREE PENNY OPERA (MORITAT)	R. Hayman-J. August	Mercury	33
24.	HE	A. Hibbler	Decca	20
25.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	46
25.	SEVEN DAYS	D. Collins	Coral	32
27.	ONLY YOU	Platters	Mercury	22
27.	MOMENTS TO REMEMBER	Four Lads	Columbia	15
29.	MEMORIES ARE MADE OF THIS	G. Storm	Dot	26
30.	SEVEN DAYS	Crew Cuts	Mercury	58
31.	LULLABY OF BIRDLAND	Blue Stars	Mercury	34
32.	WOMAN IN LOVE	F. Laine	Columbia	29
33.	TENDER TRAP	F. Sinatra	Capitol	28
34.	SPEEDOO	Cadillacs	Josie	30
35.	ARE YOU SATISFIED	R. Draper	Mercury	12
35.	APRIL IN PARIS	C. Basie	Clef	51
37.	WOMAN IN LOVE	Four Aces	Decca	36
38.	DON'T GO TO STRANGERS	V. Monroe	Victor	49
39.	LIPSTICK, CANDY AND RUBBER SOLED SHOES	J. La Rosa	Victor	59
39.	MOSTLY MARTHA	Crew Cuts	Mercury	39
41.	MEMORIES OF YOU	Four Coins	Epic	42
42.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	57
43.	LOVE AND MARRIAGE	F. Sinatra	Capitol	17
44.	GEE WHITTAKERS	P. Boone	Dot	42
45.	HE	McGuire Sisters	Coral	31
46.	ONLY YOU	Hilltoppers	Dot	44
47.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gee	86
48.	LISBON ANTIGUA	M. Miller	Columbia	—
49.	NINETY-NINE YEARS	G. Mitchell	Columbia	51
50.	IT'S ALMOST TOMORROW	S. Lanson	Dot	54
50.	BURN THAT CANDLE	B. Haley	Decca	38
52.	ROCK AROUND MOTHER GOOSE	B. Gordon	M-G-M	67
53.	GO ON WITH THE WEDDING	K. Kallen-G. Shaw	Decca	39
54.	THEME FROM THE THREE PENNY OPERA (MORITAT)	L. Paul & M. Ford	Capitol	95
55.	IT'S ALMOST TOMORROW	D. Carroll	Mercury	55
55.	WHEN YOU DANCE	Turbans	Herald	41
57.	THEME FROM THE THREE PENNY OPERA (MORITAT)	B. Vaughn	Dot	53
58.	MR. WONDERFUL	T. King	Victor	—
59.	LITTLE CHILD	E. Albert	Kapp	—
60.	TEEN-AGE PRAYER	G. Mann	Sound	37
61.	THEME FROM THE THREE PENNY OPERA (MACK THE KNIFE)	L. Armstrong	Columbia	60
62.	WHO ARE WE?	G. Grant	Era	66
63.	ALL AT ONCE YOU LOVE HER	P. Como	Victor	46
64.	THEME FROM THE THREE PENNY OPERA (MORITAT)	L. Welk	Coral	—
65.	AUTUMN LEAVES	R. Williams	Kapp	45
66.	SHIFTING, WHISPERING SANDS	R. Draper	Mercury	—
66.	OUR LOVE AFFAIR	T. Charles	Decca	80
68.	ASK ME	Nat (King) Cole	Capitol	74
68.	TEEN-AGE PRAYER	K. White	Mercury	90
70.	C'EST LA VIE	S. Vaughan	Mercury	62
71.	MEMORIES ARE MADE OF THIS	M. Carson	Columbia	65
72.	EVERYBODY'S GOT A HOME BUT ME	E. Fisher	Victor	49
72.	TROUBLE WITH HARRY	Alfie & Harry	Liberty	60
74.	MR. WONDERFUL	S. Vaughan	Mercury	64
74.	MY BELIEVING HEART	J. James	M-G-M	71
76.	DADDY-O	Fontane Sisters	Dot	46
76.	MEMORIES OF YOU	R. Clooney-B. Goodman	Columbia	69
78.	CHAIN GANG	L. Dressler	Mercury	—
78.	YOU, BABY, YOU	Cletones	Gee	—
80.	LOVE IS A MANY-SPLENDORED THING	Four Aces	Decca	74
81.	CRY BABY	Bonnie Sisters	Rainbow	—
81.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	—
81.	LITTLE CHILD	C. Calloway	ABC Paramount	—
81.	THESE HANDS	L. Dressler	Mercury	—
85.	THAT'S YOUR MISTAKE	O. Williams	De Luxe	84
85.	WHEN YOU LOSE THE ONE YOU LOVE	D. Whitfield	London	—
87.	YOU ARE MY LOVE	J. James	M-G-M	—
87.	MEMORIES OF YOU	H. Winterhalter	Victor	62
90.	SUCH A DAY	R. Raines	Deed	—
90.	I'VE CHANGED MY MIND A THOUSAND TIMES	K. Starr	Victor	—
91.	LET IT RING	Doris Day	Columbia	—
91.	NUEVO LAREDO	L. Paul & M. Ford	Capitol	—
93.	TROUBLE WITH HARRY	L. Baxter	Capitol	80
93.	BAND OF GOLD	Hi-Fi Four	King	—
95.	SEVEN DAYS	C. McPhatter	Atlantic	55
96.	GOODBYE TO ROME	G. Gibbs	Mercury	93
96.	TEEN-AGE MEETING	D. Cornell	Coral	—
98.	MY BOY FLAT TOP	D. Collins	Coral	87
98.	IF YOU CAN DREAM	Four Aces	Decca	—
100.	ADORABLE	Fontane Sisters	Dot	—
100.	MY TREASURE	Hilltoppers	Dot	—
100.	VALLEY VALPARAISO	P. Faith	Columbia	—

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

Five For February...

Cash Box: Disk of the Week

VERA LYNN SUCH A DAY

#1642



A Great New Record

THE BON BONS SECRETLY

#1643



Cash Box: Top Selling Record—Boston No. 7

LOVELY LIES

#1610



THE MANHATTAN BROS.

Cash Box: Best Bet

I LOOK AT YOU Someone On Your Mind

#1639

JIMMY YOUNG



Cash Box: Sure Shot

WHEN YOU LOSE THE ONE YOU LOVE

DAVID WHITFIELD with MANTOVANI

#1617



London

RECORDS



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The Billboard's Weekly

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The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on ...

RECORDS

PERRY COMO... Victor 6427.....JUKE BOX BABY
(Winneton, BMI)

This one could be another "Ko Ko Mo" for Como. It has the same breezy delivery, swingy beat and sure-fire commercial appeal for rock and rollers. The lyrics use catch-phrases from past r.&b. hits—"Seventeen," "Dungaree Doll," etc.—most effectively. Flip is the sprightly "Hot Diggity" (Roncom, BMI).

THE FONTANE SISTERS... Dot 15450.....EDDIE, MY LOVE
(Modern, BMI)

YUM, YUM.....(Cleo, BMI)

The girls have a fine two-sided contender here which should grab off plenty of play. "Eddie, My Love" is a cover of the sleeper-click original by the Teen Queens on RPM. The Fontanes thrush with sincerity and warmth on the appealing ballad. The flip is a bouncy, happy vocal take-off on a catchy rhythm tune, which was out on an r.&b. disk some weeks back.

THE McGUIRE SISTERS... Coral 61587.....MISSING
(Mellin, BMI)

TELL ME NOW(Trinity, BMI)

The McGuire contribute standout thrushing on "Missing," a catchy ballad with infectious pacing. "Tell Me Now" is a wistfully attractive ballad with effective lyrics and a fine blend job by the girls. Both sides are strong and should fare well spin-wise.

JULIE LONDON... Liberty 55009.....BABY, BABY ALL THE TIME
(Embassy, BMI)

Here's a solid follow-up to the gal's "Cry Me a River" click. Julie London sings the tender evergreen with soft intimacy and sock sex appeal. Flip is the haunting "Shadow Woman" (Frank, ASCAP).

CORRECTION NOTE: Flip on Gale Storm's Dot recording of "Why Do Fools Fall in Love" was erroneously listed in last week's Spotlight as "Partners for Love." It should have read "I Walk Alone" (Adams, Bee & Abbott, BMI). Publisher credit for Teresa Brewer's waxing of "A Tear Fell" was erroneously listed as Jay and Cee, the tune is published by Progressive, BMI.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

80-100, Tops
80-89, Excellent
70-79, Good
60-69, Satisfactory
50-59, Limited
0-49, Poor

THE CHORDETTE

Whistlin' Willie (Our Melody)82

CADENCE 1284—The gals have a version of the German import that differs slightly from the others reviewed this week, and theirs is the most flavorsome. This could be the version to turn the trick, and the backing could help. (Jungnickel, ASCAP)

Eddie, My Love...80

Altho this version faces a tussle with the Fontane's, it's one that could cop coin if the tune makes it pop-wise. A strong coupling, this. (Modern-Roosevelt, BMI)

ROGER WILLIAMS

Beyond the Sea80

KAPP 138—The lovely "La Mer" is accorded the concert-grand treatment by Roger Williams. Impressive solo work on the keyboard in the familiar sweeping style. Fine juke and jockey wax. (Harms, ASCAP)

Song of Devotion...77

More excellent pianistics on a moving theme, with commendable vocal work by the Glenn Osser chorus. (Garland, ASCAP)

BILLY ECKSTINE

Grapevine80

VICTOR 6436—Eckstine switches to an r.&b. warbling style on a powerful ballad with a solid beat. The Voice comes thru effectively, and could make a chart comeback with this one. (Planetary)

The Bitter With the Sweet...76

Here's the old-style Eckstine wrapping up an attractive ballad in a rich, warm vocal. A fine performance, but flip will probably get more spins. (Roncom, ASCAP)

ART MOONEY ORK

The Phonograph Song (Our Melody) ..77

M-G-M 12190—Trade excitement about this cute tune should carry over the listeners in this sharp novelty arrangement. Version is at or near the top of those already released, and the waxing could kick off some action. (Hill & Range, BMI)

Is There a

Teen-Ager in the House?...73

Ocie Smith chants the solo of this rocker. Kid terpers should hand it twirls on the neighborhood juke. (Hampshire House, ASCAP)

HUGO AND LUIGI

Our Melody76

MERCURY 70803—One of many recordings of a German import. Simple, catchy stuff that could happen very big or not at all. If tune goes, this version will make money. (Jungnickel, ASCAP)

Anywhere Is Home With You...75

Pretty, unpretentious waltz tune is sung sweetly, sentimentally by the boys and their Family Singers. Very pleasant listening. (Daniels, ASCAP)

EILEEN RODGERS

You're Wrong, All Wrong76

COLUMBIA 40648—One to watch. It's a good ballad, but done with a marked beat by the thrush and a chorus. She really sings out. (United, ASCAP)

Some of These Days...73

Here's the great standard, belted out in fine style by Miss Rodgers with a full sound in the backing. A nice coupling. (Vogel, ASCAP)

(Continued on page 55)

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The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 52

LENA HORNE
If You Can Dream76
VICTOR 6431—The talented canary sings the lovely ballad from M-G-M's new musical, "Meet Me in Las Vegas." Miss Horne, who appears in the movie, does her usual tender, tasteful vocal job, and the platter should get plenty of plays particularly from jocks. However, the Four Aces' version will be hard to beat. (Feist, ASCAP)

What's Right for You
(Is Right for Me).....74
Sweet, smart thrashing on an appealing ballad with superior lyrics. Deejays will go for this side. (Hayton-Horne, ASCAP)

BILL DARNEL
Tell Me More75
LONDON 1632—The first London disk by the American warbler is an impressively tender performance of a Continental-type waltz tune clefted by Sam Coslow. Frank Weir's ork and soprano sax assists neatly. (Kassner, ASCAP)

My Little Mother.....74
This face is an affecting minor key item, sung with heavy nostalgia and with an ample sample of Weir's soaring sax. (Piccadilly, BMI)

THE SINGING DOGS
Hot Dog Boogie75
VICTOR 6432—The canine chanter prove they're more than one-shot artists as they come thru with another rib-tickler. Deejays, of course, have perfect novelty wax here to spice up programming segs. Should be a fair seller to the moppet market, too. (Springfield, BMI)

Hot Dog Rock and Roll.....74
More of the same. (Springfield, BMI)

DICK DUANE
To Make a Mistake Is Only Human.....75
ABC-PARAMOUNT 221—The label has provided the chanter with a lush ork backing to showcase his able reading of the beautiful ballad. Duane shows himself the possessor of an attractive set of pipes, which he uses with lots of know-how. A good side. (Chappell, ASCAP)

Blue Prelude.....73
Another very effective performance, this of the familiar evergreen dressed up in a dramatic arrangement. (World, ASCAP)

DE JOHN SISTERS
Hottie Chocolotta75
EPIC 9145—The girls have been attractive novelty material here, and they do it justice in a rhythmic warble that will please many. It's seasonal, too. (Sper, ASCAP)

The Man With the Blue Guitar.....71
Tuneful ballad is sung pleasingly. (Finelawn, BMI)

RONNIE GAYLORD
To Be Beside You74
WING 90057—Sentimental ditty of romantic yearning is sung expressively by Gaylord, for one of his best efforts in some time. Should win spins. The tune could catch on. (Spector, BMI)

Do You Know Where God Lives?.....73
Another good side, this a religious bouncer partially reworked from a traditional Christmas opus. Mighty good listening. (Towne, ASCAP)

THE FOUR VOICES
Gerónimo74
COLUMBIA 40643—This item couples a rock and roll beat with an adventurous lyric about the great

LORRY RAIN
HAS A HIT BREAKING!
AND WANTS TO THANK THE DJ'S FOR MAKING IT SO!

Introduced on Peter Potter CBS-Radio network "Juke Box Jury" and Amos 'n' Andy Music Hall, "Ain't Gonna Cry" b/w "Tell My Love Goodbye" (published by Tim Gayle Songs, ASCAP). Thanks to Ben Herman, Pittsburgh, for the first big order! It's Advance Records #3011. Western States, order thru Monarch.

ADVANCE 3011—A beautiful song, with a touch of folk flavor, is done very tenderly by Miss Raine. Deejays will like this side. (Gayle, ASCAP)

VARIETY Record Reviews, February 1:
Lorry Raine, "Ain't Gonna Cry" (Advance)—Lorry Raine to a rockin' beat goes after the roller set with this, and has a great chance.

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Reviews of New Sacred Records

Continued from page 55

gious tune. The happiness stems from being saved. Should be a big one in the market. Boys have an effective falsetto trick. (Lois, BMI)

MARTHA CARSON
1 Want to Rest a Little While 76
VICTOR 6413—Miss Carson wrote this revival-type rhythmic chant, and she gives an effective performance aided by mixed chorus. Classy side. (Acuff-Rose, BMI)

David and Goliath....72
Miss Carson and male group tell the Biblical story in up-tempo spiritual format. (HymnTime, SESAC)

THE HARVESTERS
1 Want to Be More Like Jesus 75
COLUMBIA 21495—A traditional spiritual in a bright, rhythmic arrangement that will please customers in this market. The lead does an outstanding job. (Conrad, BMI)

When I'm Alone....73
The close-knit harmony and sincerity of the group on this slower side are also noteworthy. A smooth and competent performance. (Quartet)

Reviews of New Spiritual Records

THE PILGRIM TRAVELERS
How Jesus Died 80
SPECIALTY 889—The events of Jesus' last days on earth are graphically related in this moving recording. The smooth, flowing style of the lead gives terrific impact to the material. A logical best seller in this market in the Lent season. (Venice, BMI)

Close to Thee....75
This traditional material has perennial popularity. The Pilgrim Travelers' beautifully harmonized version will be in great demand. (Venice, BMI)

SWANEE QUINTET
My Last Prayer.....78
NASHBORO 571—The lead shouts out expressions of thanks to the Lord, and requests help in his last hours. A dynamic side, with a tastefully harmonized backing. (Ecclorec, BMI)

Race to Run....77
Another exciting shout that builds to a wild climax. Two commercially potent sides that will be among the Quintet's best sellers. (Ecclorec, BMI)

CHRISTLAND SINGERS
Sell Out to the Master.....77
NASHBORO 569—A familiar number from the group's repertoire. They give it their usual vigorous styling, with an especially attractive and intricate improvisation by the lead. (Ecclorec, BMI)

All the Way, Lord....77
Another solid reading, charged with excitement. The lead socks home the message of this material with ever mounting conviction. He is backed with a pounding beat. (Ecclorec, BMI)

SOUL SATISFIERS
I'm His and He's Mine 76
APOLLO 303—The group jumps for joy in this fast, jubilant material. The contralto lead sparks the female chorus to ever higher peaks of religious frenzy. Organ, piano and rhythm backing is sensational. (Bess, BMI)

After Awhile....74
Another fine side, marked by another outstanding solo job by the contralto lead and given a powerfully rhythmic assist by the Satisfiers and their instrumental accompanist. Wide sales on this one. (Bess, BMI)

BESSIE GRIFFIN
Heaven.....75
SPECIALTY 890—The warm, rich contralto of Sister Griffin is an ideal medium to convey this version of the life in the world beyond. Has a dramatic effect that will win the listener spontaneously. (Venice, BMI)

Blessed Mother....73
Here Sister Griffin addresses her sainted mother and implores her to intercede for her before Jesus above. The heart-felt sincerity of the performance sells it easily. (Venice, BMI)

Summon Reps

Continued from page 17

and will seek only to simplify the issues to be brought up in later full scale committee hearings on the bill.

Organizations, whose counsel are reportedly being asked to attend the session, include the Rudolph Wurlitzer Corporation, J. P. Seeburg Corporation, Rock-Ola Company, AMI, Inc., National License Beverage Association, ASCAP, Record Industry Association of America, Broadcast Music, Inc., Music Operators of America, Automatic Music Operators' Association, Songwriters' Protective Association, Music Publishers' Protective Association, National Music Council, Music Publishers' Association of the United States, and the American Hotel Association.

Rhythm & Blues in '56 Boom

Continued from page 18

WERE deejay Phil McLeon at the Keith's 105th Street Theater, February 24 and 25, marking the first rock and roll stagershow presentation by a pop jockey in that city. If the neighborhood theater show experiment is a success, plans are afoot for McLeon to emcee another r.&r. show at Cleveland's downtown Hipp Theater in the near future.

Detroit Impressive
Detroit deejay Mickey Shorr, WJBK, at one time associated with Seymour in the r.&b. stagershow-promotion field, chalked up an impressive gross during his three day "Rock 'N Rollorama" at the Fox Theater last month (January 27-28-29). All attendance records at the house were smashed, with Shorr pulling in a total of 42,000

patrons and a gross of \$57,000. The bill featured Bob Crewe, Bobby Charles, the Chuckles, Della Reese, the Cadillacs, George Young, the Cletones, Harold Barrage, the Four Tunes, Patti Jerome, Frankie Castro and the Royal Jokers. Pay-off was that Shorr, according to his station's flack, "rocked and rolled himself into the hospital with a case of nervous exhaustion."

Seymour previously broke the house record at the Riviera (capacity, 2,600) with a gross exceeding \$20,000 for a two-day run last November. Seymour, incidentally, noted that about 70 per cent of his theater audiences at that time were white, and that a surprising number of them were barely into their teens, an age-bracket also reported by Alan Freed here.

N. Y. and N. J.
The New York-New Jersey area has r.&r. shows going strong now on four jockey fronts, the latest being Hal Jackson, WLJB, and Ramon (I Am the) Bruce, WAAT, Newark, N. J. Jackson staged the first r.&r. stagershow in the Bronx this weekend (February 10-11-12) at the Opera House movie theater, presenting five shows on Friday, and six-a-day stint on Saturday and Sunday. Talent lineup spotlighted Jay Hawkins, Bonnie Sisters, Cadillacs, Heartbeats, Valentines, Ann Cole, Ruth McFadden, Al Sears, and Frank (Floorshow) Cully's band.

Bruce's stagershow is slated for presentation at six Stanley Warner theaters thruout New Jersey, starting Monday (13) and running thru February 18, and featuring Gloria Mann, Sam Taylor, the Eldorados, the Heartbeats, Harriet Kaye, and Ray and Jay. Bruce will play one day at each New Jersey theater as follows: Capitol, Passiac, February 13; Embassy, Orange, 14; Ritz, Elizabeth, 15; Regent, Paterson, 16; Dewitt, Bayonne, 17, and Fabian, Hoboken, 18.

Alan Freed, WINS, and Tommy (Dr. Jive) Smalls, WWRL, here, of course, have both pulled impressive grosses with r.&r. shows at the Brooklyn-Paramount, and (for Freed) at the Academy Theater. Freed goes back into the Brooklyn Paramount for 10 days, starting March 30, followed by a two-day date March 24-25 at the State, Hartford, Conn., and a one-nighter in Baltimore, April 14.

West Coast Active
Rhythm and blues shows are headed for a much more active season on the West Coast during 1956, with deejay Gene Norman already setting approximately nine dates, which will be emceed by fellow deejays Hunter Hancock and Dick Hugg. Hancock and Hugg will also emcee shows for independent promoter Norman Granz, including his annual "Rock & Roll Jubilee" at the Shrine Auditorium in Los Angeles, featuring B. B. King, Ernie Freeman, Paul Williams Sextet, Marie Knight, George Smith, Hal Singer, Little Willie Littlefield, Mr. Bear, Shirley Gunter, the Medallions, and the Dreamers.

Norman's most recent r.&b. stagershow, presented at the Los Angeles, racked-up a weekly gross of \$29,249; while the same show drew a total gross of \$27,035 at the San Francisco Paramount. Bill included Al Hibbler, LaVerne Baker, the Robins, Gloria Mann, Shirley and Lee, the El Dorados and Oscar McLollie's orchestra. Norman will present his seventh annual r.&b. jubilee at the Shrine on July 28.

Other jocks active in the r.&b. stage show field today include George (Hound Dog) Lorenz, WBKB, Buffalo; Sam Evans, KGS, Chicago, and Philadelphia spinners George Wood, WHAT; Kae Williams, WHAT, and Mitch Thomas, WDAS.

Sam Evans, WGES, Chicago, has been staging r.&b. dances and stages shows at the Regal Theater, at least once a month, with considerable success for the last two years. His current project concerns the readying of a special show for presentation in a downtown theater around Easter week. It will be the first time, a rock and roll show has played in a downtown Chicago movie house.

Number of Releases This Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	6	—	—
APACHE	1	—	—
ARS	1	—	—
BATON	—	—	1
CADENCE	1	—	—
CAPITOL	5	3	—
CARDINAL	1	—	—
CASH	—	—	1
CAVALIER	—	3	—
CHECKER	—	—	1
CHESS	—	—	1
COLUMBIA	4	4	—
CORAL	5	1	—
CROSS COUNTRY	—	1	—
DECCA	5	4	—
DEM	—	1	—
DOOTONE	—	—	1
DOT	—	1	—
EXCELLO	—	—	1
EPIC	1	—	—
EXCELLO	—	—	2
FORMAL	1	—	—
FRATERNITY	3	—	—
GROOVE	—	—	1
IMPERIAL	—	—	2
JAY-DEE	—	—	2
KAPP	1	—	—
LIBERTY	1	—	—
LONDON	1	—	—
MARQUEE	1	—	—
MERCURY	1	—	—
METEOR	—	—	1
M-G-M	1	—	—
ORPHEUS	—	—	1
SKYROCKET	—	1	—
SNOWCAP	—	1	—
SPECIALTY	—	—	1
STARDATE	—	2	—
TEENAGE	—	—	1
TICO	1	—	—
TNT	—	1	—
UNIQUE	1	—	—
VICTOR	3	3	—
VIK	1	—	—
WING	1	—	1
TOTAL	47	27	17

RCA Bonus Plan

Continued from page 17

turn has his choice of any \$3.98 RCA Victor album in the store, LP or EP, without charge.

Every month thereafter for a year the buyer will receive by mail an RCA Victor Save-On-Records Bulletin which will describe two Victor albums specially offered to coupon book holders. One will be pop, the other classical. Customers may buy one or both, or none. By presenting a coupon to the dealer each of these selections may be purchased at \$1 saving or \$2.98. These will be mailed to the buyer's home.

During July and October book-holders will be notified of two free RCA albums, bonus sets, which may be picked up only at the dealer's store in exchange for the applicable green bonus coupons. Coupons are good only during the month specified thereon.

Bob Yorke, sales manager of Victor's packaged records division, returned this week from Los Angeles, where he helped launch the plan via a series of dealer meetings. He reported that he didn't know of a dealer in the area who did not plan to go along with the push.

Cleffer Org

Continued from page 17

the three top men," he said in reference to Norm Foley, Murray Baker and Lester Sims, who head up the different firms. "They have been given the opportunity and are really taking hold."

The board of the American Society of Composers, Authors and Publishers meets Thursday (16). Mickey Scopp is expected to be named as a board member shortly.

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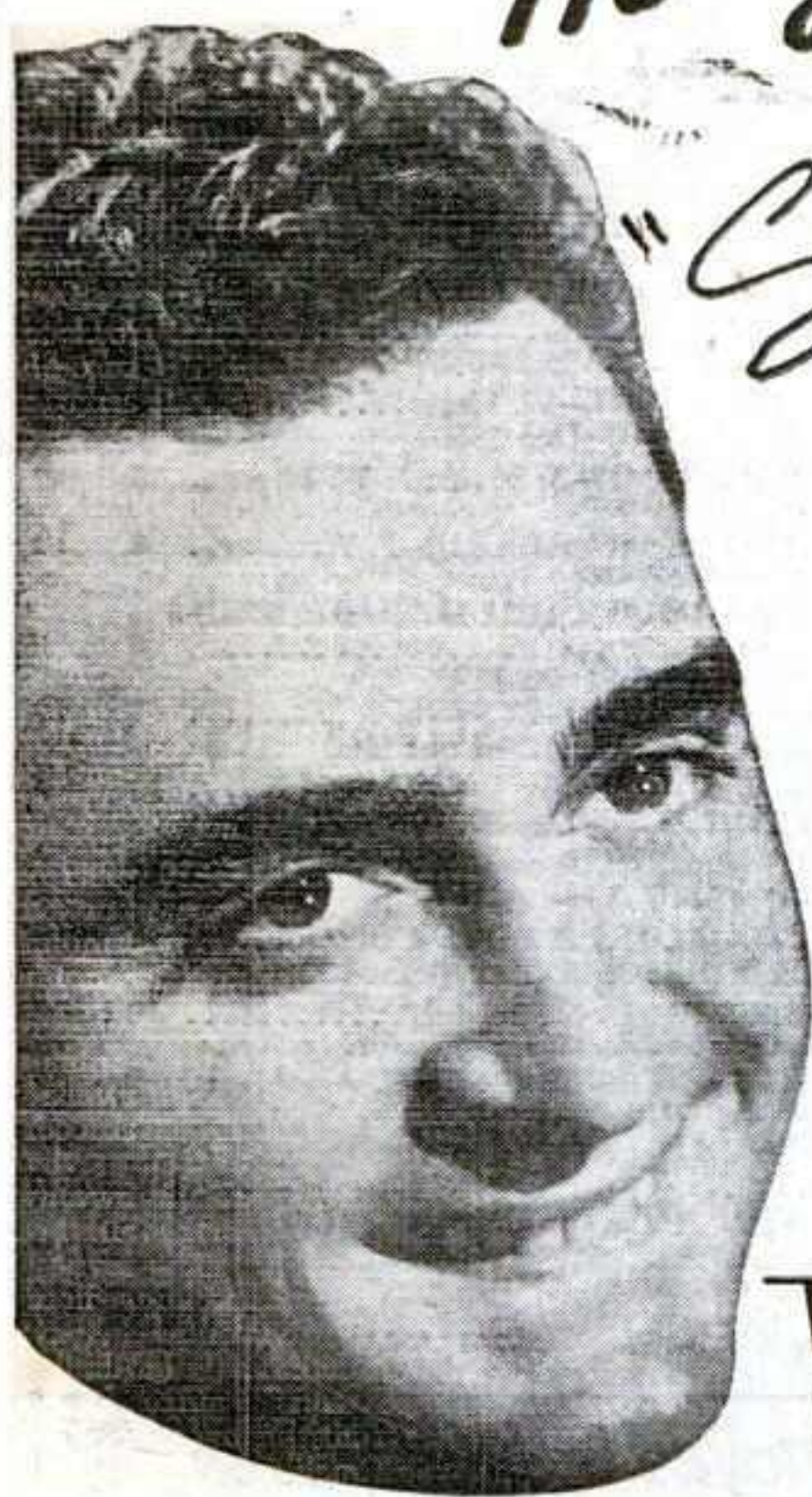
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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• C & W Territorial Best Sellers

For survey week ending February 8

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Sixteen Tons, T. Ernie, Cap.
2. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
3. Eat, Drink and Be Merry P. Wagoner, Vic.
4. It's a Great Life, F. Young, Cap.
5. Why, Baby, Why? R. Sovine-W. Pierce, Dec.

Charlotte

1. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
2. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
3. I Forgot to Remember to Forget E. Presley, Vic-Sun
4. Eat, Drink and Be Merry P. Wagoner, Vic.
5. I've Kissed You My Last Time K. Wells, Dec.
6. I Want to Be Loved Johnnie & Jack, Vic.
7. Love, Love, Love, W. Pierce, Dec.
8. Sixteen Tons, T. Ernie, Cap.
9. Just Call Me Lonesome, E. Arnold, Vic.
10. S O S, Johnnie & Jack, Vic.

Dallas-Fort Worth

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
4. I Forgot to Remember to Forget E. Presley, Vic-Sun
5. Eat, Drink and Be Merry P. Wagoner, Vic.
6. Just Call Me Lonesome, E. Arnold, Vic.
7. Beautiful Lies, J. Shepard, Cap.

Houston

1. Only You, Only You, C. Walker, Dec.
2. What Am I Worth? G. Jones, Sdy.
3. Why, Baby, Why? G. Jones, Sdy.
4. These Hands, H. Snow, Vic.
5. You Are the One, L. Payne, Sdy.
6. Seasons of My Heart, J. Newman, Dot
7. Still Hurtin', G. Jones, Sdy.

Memphis

1. Blue Suede Shoes, C. Perkins, Sun
2. Yellow Roses, H. Snow, Vic.
3. Folsom Prison Blues, J. Cash, Sun
4. I Want to Be Loved Johnnie & Jack, Vic.
5. Cry, Baby, Cry, George & Earl, Mer.
6. Sixteen Tons, T. Ernie, Cap.

Nashville

1. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
2. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
3. Eat, Drink and Be Merry P. Wagoner, Vic.
4. Sixteen Tons, T. Ernie, Cap.
5. Love, Love, Love, W. Pierce, Dec.
6. Why, Baby, Why? G. Jones, Sdy.
7. Run, Boy, R. Price, Col.
8. Trouble in Mind, E. Arnold, Vic.

New Orleans

1. Blue Suede Shoes, C. Perkins, Sun
2. I Don't Believe You've Met My Baby Louvin Brothers, Cap.
3. Sixteen Tons, T. Ernie, Cap.
4. Trouble in Mind, E. Arnold, Vic.
5. You and Me, R. & B. Foley, Dec
6. I Forgot to Remember to Forget E. Presley, Vic-Sun
7. Tennessee Toddy, M. Robbins, Col.

Richmond, Va.

1. Sixteen Tons, T. Ernie, Cap.
2. Folsom Prison Blues, J. Cash, Sun
3. Run Boy, R. Price, Col.
4. You and Me, R. & B. Foley, Dec.
5. Love, Love, Love, W. Pierce, Dec.

St. Louis

1. Why, Baby, Why? R. Sovine-W. Pierce, Dec.
2. Blue Suede Shoes, C. Perkins, Sun
3. Sixteen Tons, T. Ernie, Cap.
4. So Doggone Lonesome, J. Cash, Sun
5. I Forgot to Remember to Forget E. Presley, Vic-Sun

Seeks Compulsory Music Rise to 5%

SYDNEY, Feb. 11.—In its seventh annual report the Australian Broadcasting Control Board states that the percentage of Aussie music broadcast over radio stations here should be increased from the present compulsory 2½ per cent to 5 per cent of program time.

Records show that for the year under review to June 30, 1955, the Australian Broadcasting Commission devoted 4.78 per cent of its program time to Aussie music, while on commercial stations the percentage was 3.91. The ABCB recommends that the government should amend the broadcasting act to make the increase to 5 per cent mandatory on all radio stations.

• Best Sellers in Stores

For survey week ending February 8

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Chart
1. SIXTEEN TONS (BMI)—Tennessee Ernie.....	1	15
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley.....	4	23
MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
3. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	2	22
IF YOU WERE ME (BMI)—Dec 29662		
3. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	3	9
Missing You (BMI)—Dec 29755		
5. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner..	6	12
Let's Squiggle (BMI)—Vic 20-6289		
6. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers.....	5	4
In the Middle of Nowhere (BMI)—Cap 3393		
7. I FEEL LIKE CRYIN' (BMI)—C. Smith.....	7	10
YOU'RE FREE TO GO (ASCAP)—Col 21462		
8. YOU AND ME (BMI)—R. Foley & K. Wells.....	11	4
NO ONE BUT YOU (BMI)—Dec 29740		
8. THESE HANDS (BMI)—H. Snow.....	15	2
I'M MOVING IN (BMI)—Vic 20-6379		
10. FOLSOM PRISON BLUES (BMI)—J. Cash.....	—	1
SO DOGGONE LONESOME (BMI)—Sun 232		
11. BEAUTIFUL LIES (BMI)—J. Shepard.....	10	15
I Thought of You (BMI)—Cap 3222		
12. JUST CALL ME LONESOME (BMI)—E. Arnold....	9	27
That Do Make It Nice (BMI)—Vic 20-6198		
12. I'VE KISSED YOU MY LAST TIME (BMI)—K. Wells.....	8	9
LONELY SIDE OF TOWN (BMI)—Dec 29728		
14. BLUE SUEDE SHOES (BMI)—C. Perkins.....	—	1
Honey Don't (BMI)—Hi-Lo 177		
15. ALL RIGHT (BMI)—F. Young.....	—	28
Go Back You Fool (BMI)—Cap 3169		

• Most Played in Juke Boxes

For survey week ending February 8

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Chart
1. SIXTEEN TONS (BMI)—Tennessee Ernie.....	1	13
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley.....	3	14
MYSTERY TRAIN (BMI)—Vic 20-6357-Sun 223		
3. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce..	2	6
Missing You (BMI)—Dec 29755		
4. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	4	20
IF YOU WERE ME (BMI)—Dec 29662		
5. EAT, DRINK AND BE MERRY (BMI)—P. Wagoner..	5	10
Let's Squiggle (BMI)—Vic 20-6289		
6. YOU'RE FREE TO GO (ASCAP)—C. Smith.....	7	5
I FEEL LIKE CRYIN' (BMI)—Col 21462		
7. WHY, BABY, WHY? (BMI)—G. Jones.....	8	14
Seasons of My Heart (BMI)—Starday 202		
8. JUST CALL ME LONESOME (BMI)—E. Arnold....	6	25
That Do Make It Nice (BMI)—Vic 20-2198		
9. THESE HANDS (BMI)—H. Snow.....	—	1
I'M MOVIN' IN (BMI)—Vic 20-6379		
10. WHAT AM I WORTH? (BMI)—G. Jones.....	9	4
Still Hurtin' (BMI)—Starday 216		

• Most Played by Jockeys

For survey week ending February 8

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

This Week	Last Week	Chart
1. WHY, BABY, WHY?—R. Sovine & W. Pierce.....	1	10
Dec 29739—BMI		
2. LOVE, LOVE, LOVE—W. Pierce.....	2	21
Dec 29662—BMI		
3. SIXTEEN TONS—Tennessee Ernie.....	3	14
Cap 3262—BMI		
4. I FORGOT TO REMEMBER TO FORGET—E. Presley.....	4	19
Vic 20-6357-Sun 223—BMI		
5. EAT, DRINK AND BE MERRY—P. Wagoner.....	8	12
Vic 20-6289—BMI		
6. I DON'T BELIEVE YOU'VE MET MY BABY—Louvin Brothers.....	6	6
Cap 3300—BMI		
7. THESE HANDS—H. Snow.....	9	3
Vic 20-6379—BMI		
8. RUN BOY—R. Price.....	5	6
Col 21474—ASCAP		
9. YOU AND ME—R. & B. Foley.....	—	1
Dec 29740—BMI		
10. YOU'RE FREE TO GO—C. Smith.....	7	11
Col 21462—ASCAP		
11. WHY, BABY, WHY?—G. Jones.....	15	11
Starday 202—BMI		
12. FOLSOM PRISON BLUES—J. Cash.....	10	2
Sun 232—BMI		
13. JUST CALL ME LONESOME—E. Arnold.....	13	25
Vic 20-6198—BMI		
13. IT'S A GREAT LIFE—F. Young.....	—	11
Cap 3258—BMI		
15. SO DOGGONE LONESOME—J. Cash.....	—	11
Sun 232—BMI		
15. I FEEL LIKE CRYIN'—C. Smith.....	—	7
Col 21462—BMI		

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

BLUE SUEDE SHOES (Hi Lo, BMI)—Carl Perkins—Sun 234

Difficult as the country field is for a newcomer to "crack" these days, Perkins has come up with some wax here that has hit the national retail chart in almost record time. New Orleans, Memphis, Nashville, Richmond, Durham and other areas report it a leading seller. Interestingly enough, the disk has a large measure of appeal for pop and r.&b. customers. Flip is "Honey, Don't" (Hi Lo, BMI).

YES, I KNOW WHY (Cedarwood, BMI)—Webb Pierce—Decca 29805

The sales future of this record, out a little more than a week, has been a foregone conclusion. All major country markets, north and south, unanimously reported the usual heavy demand for the new Pierce release. Its appearance in the charts should follow shortly. Flip is "Cause I Love You" (Cedarwood, BMI). A previous Billboard "Spotlight" pick.

HEARTBREAK HOTEL (Tree, BMI)—Elvis Presley—RCA Victor 6420

Another record that has demonstrated Presley's major league stature. Sales have snowballed rapidly in the past two weeks, with pop and r.&b. customers joining Presley's hillbilly fans in demanding this disk. Richmond, Atlanta, Nashville, Durham, New Orleans and Memphis reports were swelled by action on the West Coast and in Middle Western States. Flip is "I Was the One" (Ross Jungnickel, ASCAP). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

ERNEST TUBB

If I Never Have Anything Else (Tubb, BMI)

So Doggone Lonesome (Hill and Range, BMI)—Decca 29836—The great relaxed country stylist has two impressive sides here. On top is an infectious and unusually strong piece of ballad material, while the flip unfolds an expressive cover of the up-tempo blues opus now on the charts in the Johnny Cash version. Both these readings look like powerful contenders.

FARON YOUNG

You're Still Mine

I've Got Five Dollars—Capitol 3369—A two-sided click seems in the making on this new Young disk. The top side is a smoothly, movingly rendered tome of adoration while the change of pace flip contains a bouncy item about a young man out on the town. Both are top-notch and figure to draw healthy loot.

SACRED

RED SOVINE

I Got Religion (Cedarwood, BMI)

If Jesus Came to Your House (Cedarwood, BMI)—Decca 29825—Two genuinely exciting sides here add up to a real class entry for the market. The Sovine-Webb Pierce composition, "I Got Religion," gets a simple, authentic styling with an effective chorus in the backing, while the flip accents simple and moving singing and narration on a fine traditional offering. These should get plenty of attention.

MATERIAL

LEE MOORE

Dark as a Dungeon (American, BMI)—Cross Country 522—Here is another great piece of material from the gifted pen of Merle Travis. It's another coal-miner's lament in the "16 Tons" tradition and Moore injects power and drama into this top-drawer reading. Flip is "My Own Sweet Darling Wife" (BMI).

• Reviews of New C & W Records

JIMMY WORK

My Old Stomping Ground . . . 82
DOT 1277—This ballad about fond remembrances of the old homestead is a moving opus. Work reads it with touching sentiment and the side could build into a strong contender. Bears watching. (Acuff-Rose, BMI)
Hands Away From My Heart . . . 74
Work puts his heart into this performance of the weeper. A good job by the chanter, tho not up to the high standard of the flip. (Hill & Range, BMI)

JUNIOR THOMPSON

Raw Deal . . . 76
METEOR 5029—Thompson belts out a country blues with a typical r.&b. beat. No horns in the backing, just strings and drums. Very effective disk in the modern c.&w.-r.&b. trend. (Meteor, BMI)
Mama's Little Baby . . . 75
Another blues, both c.&w. and r.&b. flavored, with a rollicking beat. Strings and piano make a strong backing. Very like the flip. (Meteor, BMI)

CHARLINE ARTHUR

Just Look, Don't Touch, He's Mine . . . 76
VICTOR 6428—Mighty classy lyrics here and the gal belts 'em with solid conviction. This one could do right well. (Trinity, BMI)
I Love Him Better Than You Do . . . 74
Miss Arthur puts in a moving plea to the other woman to stay away. Gal does fine with some moving material. (Nash, BMI)

JOHNNY BOND

Six of One, Half-a-Dozen of the Other . . . 74
COLUMBIA 21494—A winning read-

ing on a slyly humorous novelty about a gal who was too fond of the title-cliche. Good conversational-programming item for jocks. (Vidor, BMI)

Loaded for Bear . . . 72

Another excellent monolog reading about a tongue-in-cheek hunting trek. (Red River, BMI)

EDDIE NOACK

When the Bright Lights Grow Dim . . . 74
STARDAY 225—Noack, a country clefver with an imposing string of good material, has penned another fine weeper ballad here. He sings it well, too. Should get air plays. (Starrite, BMI)

If Ain't Much But It's Home . . . 72
This one, a cute bouncer, is another Noack original. Mighty pleasing wax. (Starrite, BMI)

BIG BEN BANJO BAND

Love Plays the Strings of My Banjo . . . 74
CAPITOL 3355—The gang sing this breezy, rhythm ditty to resounding razz-ma-tazz banjo backing. Gives off a warm glow. It's hard not to like. Deejays will find plenty use for this exciting, extrovert wax.

Theme From "Indian Fighter" . . . 71
An effective choral arrangement has been made of this movie tune. The melody is very retentive, set to a repeated drum figure, as here. A pretty, atmospheric side.

ELTON BRITT

One Life, Two Loves . . . 74
VICTOR 6429—This is a generally classy example of the typical country heartbreaker. Beat set by piano and

(Continued on page 60)

Smith Smashes Through With Another Big One



CARL SMITH I'VE CHANGED b/w IF YOU DO, DEAR

Billboard
Spotlight
Feb. 4th

Columbia
21493
4-21493

CARL SMITH BEST SELLER CHECK LIST

I Just Dropped In To Say Goodbye

b/w

☐

Don't Tease Me

Columbia 21429

Kisses Don't Lie

b/w

☐

No, I Don't Believe I Will

Columbia 21340

Old Lonesome Times

b/w

☐

There She Goes

Columbia 21382

You're Free To Go

b/w

☐

I Feel Like Cryin'

Columbia 21462

COLUMBIA RECORDS



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b/w

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Around the Horn

Martha Carson, who is laying off this month to concentrate on disk-jockey promotion on her new RCA Victor album, "Journey to the Sky," early in March begins a swing thru Georgia and Florida with Ferlin Huskey, Cowboy Copas, Kathy Copas, Mac Wiseman and Johnny Cash... Performer-deejay Jim Wilson, formerly of Orlando, Fla., and more recently at WAVE, Louisville, is now on WARL, Arlington, Va., where he's spinning four hours of country stuff daily, six days per week.

Ferlin Huskey heads up the Prince Albert portion of "Grand Ole Opry" over the NBC radio network from Nashville March 3... Mac Wiseman, heard on the Dot label, has just entered into a booking arrangement with X. Cosse, personal manager to Martha Carson... Sonny Houston is still making personals in Florida, with most of his work centered around Daytona Beach, where he's currently appearing nightly at the Lido Lounge... Bob Wills and His Texas Playboys are currently working dance dates in California.

Texas Bill Strength played a repeat on the Pee Wee King show over WBBM, Chicago, Saturday (11), and this weekend hops to Hollywood for a week of personals and another Capitol session under Ken Nelson, the label's country a.&r. chief. On February 16, Strength and Johnny T. From Tennessee will split emcee chores with a "Grand Ole Opry" package at the Minneapolis Auditorium. Unit will feature Hank Snow, Little Jimmie Dickens, Jean Shepard, Hawkshaw Hawkins, Lonzo and Oscar and Tommy Warren.

FOLK TALENT & TUNES

By BILL SACHS

Deejays are telling us how nuts they are over Hank Snow's newest RCA Victor album labeled "Old Doc Brown and Other Narrations."... Roy Acuff and gang, with Johnny and Jack, play the Armory, Akron, Wednesday (15), and follow with Troy, O., 16; Lima, O., 17; Muncie, Ind., 18; Columbus, O., 19, and Springfield, O., 20... Ray Price tops the Prince Albert seg of "Grand Ole Opry" over the NBC radio network Saturday (18), when the Louvin Brothers will be in as special guests.

Wilma Lee and Stony Cooper headline "Circle Theater Jamboree," Cleveland, next Saturday (18), with the Stanley Brothers occupying that niche the following week (25), and George Morgan and Marty Robbins tentatively set for March 3... Lee Sutton, of WWVA, Wheeling, W. Va., reports that the station will soon launch a policy of bringing in guest deejays on Friday nights... Carl Smith and Goldie Hill are set for Jackson, Miss., February 15; Baton Rouge, La., 16; New Orleans, 17; Galveston, Tex., 18, and San Antonio, 19.

Rosa Dexter has opened a new club in Fort Worth known as Rosa's Western Club, featuring a seven-piece western combo billed as Rosa and Her Happy Hillbillies. In the combo are Ross Peacock, Johnny Strawn, Oliver English, Ollie Brown, Freddie Cantu, Jerry Elliott and Thomas Lansford, with Van Ray and Gene Evans on vocals. Rosa is using gueststars on Wednesday nights. Artists interested in

booking in may write her at 3620 E. Belknap, Fort Worth... A "Grand Ole Opry" package, made up of Benny Martin, Justin Tubb, the Louvin Brothers, June Carter and the Carter Family, began a tour at Greensboro, N. C., February 6. Unit played Norfolk February 12-14, and shows at Burlington, N. C., Wednesday (15), and Winston-Salem, N. C., Thursday (16).

Bill Ring, staff producer on RadiOzark's transcribed "Tennessee Ernie Ford" series, departs soon for San Francisco to become producer of the Cottonseed Clark-Eddie Kirk show, "California Hayride." The 290-pound Ring, who has his own daily transcribed program, now in its third year for General Mills, will fill a singing spot on each performance of "California Hayride."... Decca artist Tex Williams guests with "Ozark Jubilee" over the ABC-TV network from Springfield, Mo., February 25.

The St. Louis Post-Dispatch of February 5 front-paged "Ozark Jubilee" in its special magazine section. Nearly a full page was devoted to the feature, which carried photos of Ralph Foster and E. E. Siman, president and vice-president, respectively, of KWTO; Red Foley and "Ozark Jubilee" members in rehearsal, Webb Pierce, and Floyd (Goo-Goo) Rutledge and Slim Wilson, "Ozark" comics. The piece was written by Dickson Terry, Post-Dispatch staff correspondent.

(Continued on page 62)

Reviews of New C & W Records

Continued from page 59

guitar, on the other hand, is r.&b. all the way, which makes an interesting compound of styles. (Valley, BMI)

Lonesome River... 70
Here's some pleasant clippety-clop, lazy western fare by the veteran. High sopranos do some pretty background harmonizing. (Trinity, BMI)

JIMMIE RODGERS SNOW
The Milk Cow Blues... 73
VICTOR 6430—Fast-paced, swinging country blues is rendered in style by Snow and the Tennessee Playboys. Fine for the jukes. (Leeds, ASCAP)

It Won't Do No Good... 71
Snow waxes philosophical with some wise words of advice. Vocal would be better sold with more typical country instrumental backing. (Acuff-Rose, BMI)

JACK NEWMAN
Afraid to Call... 73
STARDAY 222—The case of the timid suitor is presented in a sentimental ballad of quick appeal. Newman handles the vocal chores ably for a heart-warming slicing. (Starrite, BMI)

Full of Love... 69
Latin-beat ditty is ear-pleasing in this okay reading. (Starrite, BMI)

RED RIVER DAVE
The Ballad of Emmett Till... 72
TNT 9005—Here is a sincere version, in true ballad style, of the tragedy recently enacted in Mississippi. Dave's singing is full of pathos. (Red River Dave, ASCAP)

Truck Drivers Special... 72
A country blues with a rolling beat. Unlike most country blues, this one has honking horns. A very interesting side. (Red River Dave, ASCAP)

RED GARRETT
Don't Believe a Thing I Say... 72
DECCA 29811—Garrett punches the message of this ballad with force. Strong material and a tellingly emotional reading like this will help build Garrett's following. (Hudson-Dart, BMI)

My Search on Earth Is Over... 68
Now that he's found the right girl, the singer is in bliss. A pleasant, happy ditty with a solid beat. (Copar, BMI)

LOUISIANA LANNIS
Fido... 71
SNOWCAP 101—A good country novelty. The chanter is looking for his pooch, and the ditty includes some interesting sound effects. (Eriksen & Peppers, BMI)

Doomed to Love... 70
A strong country weeper, packed with sincerity and tears. (Eriksen & Peppers, BMI)

SPEEDY WEST AND JIMMY BRYANT
Shuffleboard Rag... 71
CAPITOL 3348—The boys pick out a cute instrumental with an engaging beat. Country deejays should find spin-time for this one. (Opal, BMI)

Yankee Clover... 69
Pleasant shuffle-beat instrumental.

makes for easy listening. (Opal, BMI)

JERRY CAPEHART
Rollin'... 71
CASH 1021—Guitar backing by the Cochran Brothers is a big help to warbler Capehart on this rhythmic tune. Shows the Presley influence. (Cash, BMI)

Walkin' Stick Boogie... 65
Not much to this side. (Cash, BMI)

ROY CLARK
Stepping Stones... 70
CORAL 61582—An appealing cry-balled that gives Clark a chance to pull out all the stops. He is a talented, silver-voiced singer who deserves exposure. (Four Star Sales, BMI)

The Day That I Found You... 66
This cheerful, fast-gaited tune is not strong material for Clark. He gives a creditable performance and is reasonably convincing, none the less. (Four Star Sales, BMI)

THE EVERLY BROS.
The Sun Keeps Shining... 67
COLUMBIA 21496—This bright, optimistic ditty gives the brothers good opportunities for close harmony warbling. A pleasant, not overly weighty side. (Golden West, BMI)

Keep A-Loving Me... 65
Another smooth harmony job to an easy-going, danceable beat. (Blackwood, BMI)

DON JOHNSON
Flying Low... 62
ECHO 1003—Rapid-pace novelty will pull some chuckles in the rural circuit. (Kentucky Folk, BMI)

How Much You Mean to Me... 55
So-so material, sung in okay fashion. Slight prospects. (Kentucky Folk, BMI)

TEX SARIO
Go, Man, Go; Get Gone... 60
SKYROCKET 101—A fast, tricky beat opus that is a pleasant ear-tickler. Sario does an okay job and gets excellent rhythm backing from the El Rancho Rangers.

Careless Heart... 50
In this weeper, Sario sings with little feeling, giving this side only fair-to-middlin' impact.

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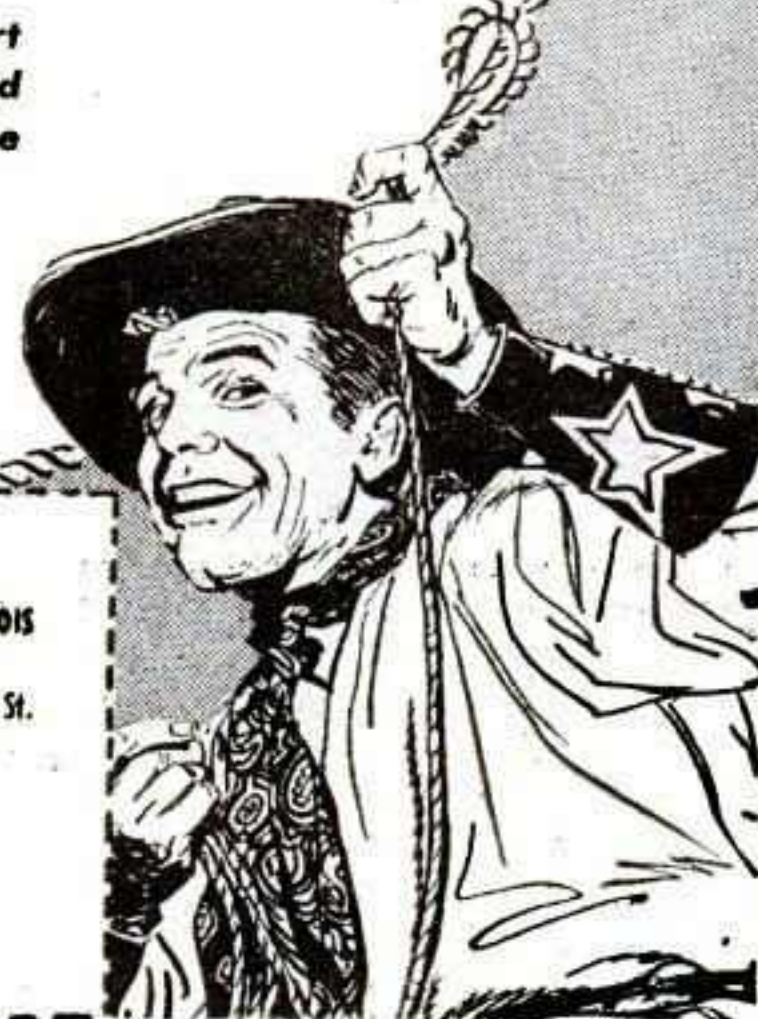
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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

FOLK TALENT & TUNES

• Continued from page 60

Despite the worst snowstorm in 50 years, which hit the area a day before, Carl Perkins and Johnny Cash and their aids and Jimmy and Johnny, Helen Hall and the Belew Twins, of "Big D Jamboree," Dallas, pulled an S.R.O. house of 1,600 at San Angelo, Tex., February 3, with another crowd of 1,600 nearly filling the Field House at Odessa, Tex., the following night. . . . Hank Locklin's forthcoming RCA Victor release is "A Good Woman's Love" b.w. "I'm a Fool."

A unit headed by Al Turner, Bob Lewis and the Fuzzy Q. Jones Western Review played to 2,800 paid at Longview, Tex., January 28, and on the following night drew 2,400 at Tyler, Tex. Also on the show were Betty Amos (Mercury); Sonny Trammel and Tommy Thomas, of "Louisiana Hayride," Rudy Ghaddis (Starday), Sunshine Ruby (Victory) and the Lone Star Playboys. Johnny Horton (Columbia) and Tillman Franks, of "Hay-

ride," were visitors at both spots. . . . Ferlin Huskey and Minnie Pearl head up a unit at Amarillo, Tex., Wednesday (15); Odessa, Tex., Thursday (16), and Lubbock, Tex., Friday (17).

Following a visit with the "Ozark Jubilee" folk a. Springfield, Mo., Harry Silverstein, Southern promotion man for Decca, put in last weekend cutting up jackies with the "Grand Ole Opry" folk in Nashville. . . . George Jones (Starday), now a regular on "Louisiana Hayride," is on a string of persons arranged by his manager, William G. Hall, of Beaumont, Tex. . . . Harold Daily, Houston, co-owner of the Star lay label, Los Angeles, recently recorded sides on Leon Payne, Sonny Burns, George Jones, Biff Collie, Larry Nolan, Jack Newman and Eddie Noack, composer of "These Hands," who was home on furlough from Army duty in Germany.

Pee Wee King's latest on the RCA label is "Blue Suede Shoes" b/w "Tennessee Dancing Doll," which he cut recently under the guidance of Steve Sholes, RCA Victor's c.&w. chief. King and his combo are set for one-nighters this week at Ottawa, Ill.; Rockford, Ill., and Fremont, O. . . . Blackwood Brothers, gospel-singing foursome, are set for the next fortnight as follows: Columbus, Miss., February 15; Gadsden, Ala., 16; Macon, Ga., 17; Asheville, N. C., 18; Decatur and Sheffield, Ala., 23; Paducah, Ky., 24, and Memphis, 25. . . . Kenny Marlowe, Nashville songwriter, has had his latest, "Let's Stop Foolin' Our Hearts," engraved on the Capitol label by Hilo Brown.

Country singer Ernie Lee, former big fave on WLW, Cincinnati, rejoins WLW's radio and television forces in Cincinnati this week to become a regular on various programs, including "Midwestern Hayride," TV seg, and "Boone County Jamboree," radio show. Since leaving WLW several years ago, Lee has appeared on radio and television in various sections of the country, his last engagement being with a St. Petersburg, Fla., TV station. Also joining the WLW org this week are the Tracey Twins, Eunice and Eudice, who will appear on "Boone County Jamboree" and other WLW shows.

With the Jockeys

Jack Boone letters from WCJU, Columbia, Miss.: "I'm presently running an hour and 45 minutes of country music Monday thru Friday and a half hour each Saturday. On the record situation—well, I'm having the same kind of luck that most of the deejays are having. Not much from the major labels, but good response from the indies, publishing companies and artists. What I especially need is more good, sacred, country-style music. It's very seldom that one receives any sacred music. Of course, any c.&w. and folk music is always appreciated. Those who send records my way get an automatic guarantee of plenty of spins." . . . Big Jim Russell is on the air six days a week at KGST, Fresno, Calif., with country records and news. . . . Jack Cardwell, c.&w. jockey at WAIP, Prichard, Ala., is now recording for Decca. . . . Frank Simon is heard daily at 1 p.m. and 6 p.m. over KXLA, a 10,000-watter in Pasadena, Calif.

Slim Cox and His Cowboy Caravan are featured from 10-11 a.m., Saturdays, over WJKO, Springfield, Mass. Monday thru Friday, Cox does a one-hour disk show over the station. . . . Art Barrett, WCMS, Norfolk, is twirling an hour of gospel and sacred recordings five days a week and also a four-hour session that goes on the air at 7 a.m. On the early morning seg-

Dealer Not Liable

• Continued from page 18

erale work done on matters not related to the claim against Goody. He charged, for example, that Abeles seeks to be paid for correspondence with a Washington attorney for a copyright search of the nine copyrighted musical numbers involved. Goody questioned the necessity for such a search, in view of the fact that Abeles' clients are the owners of the copyrights "who must have had those records readily available in their offices," especially since these have been claimed by Harry Fox to be "the principal compositions in the respective catalogs."

In reply to the plaintiffs' request for an injunction against sale of the allegedly bootlegged A.F.N. records, Goody pointed out that he sold all of the records out some time ago, and there is nothing to enjoin.

Says Claims Settled

As for the damages sought in connection with the alleged copyright violations, Goody said that all such claims were settled March 23, 1955, when Joseph Krug, operator of the pirate diskery paid Fox \$2,000 and was released from any further obligation in connection with disks already sold. The records, including those in his hands at the time, then were no longer "infringing" records. According to a decision handed down on November 4, 1954, by Judge Archie O. Dawson, royalties due from the manufacturer (Krug) to the publisher-plaintiffs could be paid at any time, even during the pendency of the lawsuit, Goody stated.

Goody is represented in this action by attorney Abraham M. Lowenthal, of Telsey, Lowenthal, Rothenberg and Mason.

Disk Dealer Assn.

• Continued from page 18

tion, which several months ago acted as a focal point for retailer opposition to the Columbia Records LP mail-order club.

The ARDI platform calls for the abandonment by manufacturers of list prices, permitting distributors to set their own, regionally. This, it is believed, would help local retailers combat price cutters. Lichtman, in fact, is hoping for a return to the old dealer franchise system, which, he explained, would work to keep new fly-by-nights from entering the disk business.

Lichtman has taken a stand against one-stops who "sell records to almost every storekeeper who is not a legitimate record retailer at a few pennies above our cost." His association also opposes rack jobbers and record clubs.

ARDI literature offers "mass buying" as a possible dealer solution. A program of co-operative dealer purchasing was promoted unsuccessfully by Lichtman in past association endeavors.

ment, Barrett devotes two hours to quartet singing. He's in need of programing material.

Barefoot Bob Kinney, WCHN, Norwich, N. Y., writes: "Had a hectic time around here. Two men on the staff were ill during the rush of the holidays, had a daughter come down with rheumatic fever, and on top of that we moved to new studios. I seem to be in a peculiar area, for music taste that is. These folks still ask for such songs as 'Flower of My Heart,' 'I Love You, You, You,' 'Love You a Thousand Ways,' and such as that. I'm on the air six mornings a week with an hour and a half of country tunes; a half-hour stint in the afternoon, plus a live show on Saturday mornings." . . . Mickie Evans is pickin' and singin' between records on her two-and-a-half-hour show over WHOO, Orlando, Fla. . . . Kurt Alexander recently kicked off a new show over KWEM, Memphis. Heard every afternoon from 4-5, the show features top c.&w. tunes, with the Friday seg presenting the top tunes in the country as listed in The Billboard.

• This Week's Best Buys

EDDIE, MY LOVE (Modern, BMI)—The Teen Queens—RPM 453

This "sleeper" has taken the country by storm in the past two weeks. It vaulted easily on to the national retail best seller list this week and placed on the New York, Philadelphia, Cincinnati, New Orleans and Los Angeles territorial charts. Flip is "Just Coofed" (Modern, BMI). A previous Billboard "Spotlight" pick.

DROWN IN MY OWN TEARS (Jay and Cee, BMI)—Ray Charles—Atlantic 1085

Charles has another powerhouse in this blues weeper. Already on the Cincinnati territorial chart; he is a top seller currently in Atlanta, New Orleans, Durham, Nashville, Philadelphia, St. Louis, Detroit and other cities as well. Flip is "Mary Ann" (Progressive, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

HOWLIN' WOLF

Smokestacklightning (Cr.) (Arc, BMI)

You Can't Be Beat (Arc, BMI)—Chess 1618—Howlin' Wolf comes thru with a sock performance on both these sides. "Smokestacklightning" is a hard driving, primitive chant, with a fascinating rhythm and a solid beat. The flip spotlights another good vocal on a fast-moving, happy-sounding rhythm item. Both sides should get plenty of play, but "Smokestacklightning" is the stronger.

SMILEY LEWIS

Ain't Gonna Do It (Reeve, BMI)

One Night (Reeve, BMI)—Imperial 5380—Smiley cracks thru with two big performances. On top, he pours out the good intentions in a shouted, goin' home style chant, while the "One Night" opus is a deep and moving hymn of shame, sung in genuine pleading tones. The latter has shades of "O Sole Mio." Both have sock potential.

BO DIDDLEY

I Am Looking for a Woman (Arc, BMI)

Diddy Wah Diddy (Arc, BMI)—Checker 832—In the tremendous "Diddley" tradition, these sides both wail and move with great abandon. The "Woman" side has a primitive beat as the singer shouts his wants with all-stops-out excitement. On the flip there's more effective shouting about the friendly folks in the place that "Ain't No Town and Ain't No City." Both these jobs have the paydirt sound.

• Reviews of New R & B Records

COUNT BASIE-JOE WILLIAMS

Smack Dab in the Middle . . . 82
CLEF 89169—Williams' tremendous talent and Basie's rocking support should pump new life into this tune which never quite broke thru a few months ago in other versions. Great side. (Roosevelt, BMI)
Big Red . . . 72
No vocal here, just pure Basie instrumental drive. Frank Wess' flute is featured. Good side for jazz buyers. (JATAP, BMI)

ERNE FREEMAN

Rockin' Around . . . 79
IMPERIAL 5381—A sock instrumental with an exotic melodic line and an irresistible tempo. Another fine disk by the "Jivin' Around" man. (Reeve, BMI)
Lost Dreams . . . 76
Another good instrumental side with a solid catchy beat. However, flip will probably get more of the play. (Reeve, BMI)

"BIG MIKE" GORDON

Walkin', Slippin', and Slidin' . . . 77
BATON 219—Gordon belts out this blues with authority. The disk has bright sound, a smart lyric and it's likely to get good exposure. (Dare, BMI)
(Ho Ho Ho) You Don't Want Me No More . . . 77
Big Mike chants this blues in excellent style. The backing gives his performance strong support. Disk has a Southern flavor. One to watch. (Dare, BMI)

LIGHTNIN' SLIM

Just Made Twenty-One . . . 76
EXCELLO 2075—A showmanly reading by Lightnin' Slim on a humorous blues with a primitive Deep-South beat. (Excellorec, BMI)
Sugar Plum . . . 75
Another effective vocal on a Southern blues with a powerful beat. (Excellorec, BMI)

JAY HAWKINS

Talk About Me . . . 76
WING 90055—This one could take off. Hawkins chants a bright lyric. Ditty is a blues with a Latin beat, and there are plenty of smart lines in the song as well as solid instrumentation. (Westbury, BMI)
Even Though . . . 74
This side is a ballad, slow and relaxed. Hawkins sings it solidly. (Munson, BMI)

JONAH JONES ORK

Come Sit By Me . . . 76
GROOVE 0140—An unusual side, with vocal by the Constellations and great orking by the fine trumpeter and his men. Has a rollicking gospel flavor and should register with r.&b. spinners who took for something different. (Lynd, BMI)
Gold Loves You Child . . . 70
Jones sponsors thrash Rebecca Lea in

a slow chant that struggles under its own weight, altho the gal intones it with great feeling. (Franklin, BMI)

THE CALVANES

One More Kiss . . . 75
DOOTONE 380—A strong performance by the group on an appealing ballad. The lead singer comes across with effective sincerity. (Williams, BMI)
Florabelle . . . 71
Same comment. (Williams, BMI)

THE BOMBERS

I'll Never Tire of You . . . 74
ORPHEUS 1101—Pop-type song is intoned by a rich bari lead and good group backed by organ and rhythm. Can make some noise if it gets properly pushed. (El Dorado, ASCAP)
Mama . . . 68
Great bass lead on this side, but the material is stronger on the flip. (Simon House, BMI)

TONY ALLEN

Check Yourself, Baby . . . 74
SPECIALTY 570—Allen chants a good blues, backed with a vocal chorus and honking horns. A very amusing lyric. (Venice, BMI)
Especially . . . 66
This side is a slow ballad. It's just fair. (Venice, BMI)

RUDY GREEN

My Mumbly Baby . . . 73
EXCELLO 2074—An up-tempo blues with a funny lyric-line is handed an effective reading by Green. Gimmick is that his gal has mush in her mouth. Both sides are interesting joke material. (Excellorec, BMI)
Cool Lovin' Mama . . . 73
Rudy Green wails plaintively on a slow blues about a "cool mama" who "don't know right from wrong." (Excellorec, BMI)

THE SCALE-TONES

Everlasting Love . . . 71
JAY-DEE 810—Slow, solemn singing here about the "angel that appeared last night." A sincere reading. (Davis, ASCAP)
Dreamin' and Dreamin' . . . 69
Lead man sings the story of an optimistic dream in a rockin' setting with suitable help from the rest of the crew. (Davis, ASCAP)

THE BALTINEERS

Moments Like This . . . 66
TEEN-AGE 101—The new group kicks the label off with this slow, pulsating love opus. High solo voice shows great feeling. (Jeepster, BMI)
New Love . . . 66
Baby's need for a new love is taken much to heart here in a driving, upbeat effort. Piano sets a rocking beating while the group goes all out with emotion. (Jeepster, BMI)

SAVOY SAVOY

THE BIG 3

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"SITTIN' IN THE DARK"
HAPPY BROWN—Savoy 1176

"HOT ROD"
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EDITORIAL

New Avenues to Fun

Keeping pace—and often taking the lead—is the showman's way. Today, as the face of the nation is changed by new population trends, new buying habits, new ways of doing things, it is fitting that outdoor show business, too, should take on some new aspects.

And that is the way it is. Outdoor Amusement Recreation Centers are a show business medium of the future. They also are a thriving, growing business of the present.

The era when amusement centers measure their success by their degree of tie-in with the trolley system or by their proximity to the center of a city is giving way to the age of free wheels. Now amusement seekers can go anywhere easily.

More and more of them are starting for fun from homes in the suburbs or neighboring cities. Almost all of them are finding they have more time and more money for fun spending. They turn to the automobile as the means of seeking out their fun centers. That automobile is something more, too; it is the family car. And that means that the fun seekers of today and tomorrow are family groups—children and adults, with free time, extra money and the means to go nearly anywhere they care to.

Under this same way of life, merchants are building open, clean, modern shopping centers. Industrialists are moving plants from cities' central areas to outlying districts.

And under this way of life the Outdoor Amusement Recreation Center comes into prominent existence. The lone drive-in operator joins forces with the batting range man, like the neighborhood grocer joins up with the independent butcher. They put in kiddie rides and sports courses just as the grocer and butcher add a line of notions and drug items. More parts and possibly more partners are added as success spreads out.

The whole package is wrapped with parking space and decorated with landscaping and more extra facilities than any portion could afford alone. It is promoted and advertised more widely than any element could hope for by itself.

Moreover, an Outdoor Recreation Center may be expanded in more ways because of the ever-expanding interests of the public. Participating sports, for example, are gaining greater popularity and fit neatly now into the realm of amusements. Hobbies and means of relaxation offer other avenues by which an amusement operator can find new attractions with which to widen the scope and drawing power of his center.

All this is the OARC development. A one-stop fun-shopping center for the whole family, it is the formula by which many present operators in the amusement business and many newcomers will find their place in the fun picture of the future.

Zoning Vagaries Present Problems

AN OVERRIDING factor regarding establishment of an amusement center either within or adjacent to a metropolitan area, besides the money involved, is zoning. The regulations frequently provide for a business such as the center may include, and the operator can set his sights next on obtaining a license.

The fallacy, however, of depending too heavily on a possible variance came to light last year in Brooklyn, when a tract was purchased for a kiddie park, altho it was zoned for residential purposes. The operator had figured on obtaining the necessary variance. He was unsuccessful. He had based his hopes on the fact that the avenue on which his property fronted contained numerous filling stations and littered vacant lots.

Altho intending to beautify the property and provide recreational facilities for nearby apartment dwellers, the operator soon learned that his persuasive powers were not as convincing as those of the major oil companies which had constructed gas stations along the strip.

Costly Mistake

Costs in property purchase and incidentals in waging a losing battle for a variance amounted to over \$75,000 in this case. Altho an experienced operator of truck-mounted rides, the man admittedly plunged impulsively into a situation which was doomed to failure. The tract cost \$38,000 at city auction prices and other money was tied up in deposits on kiddie rides. To date it is understood the variance has not been forthcoming and the property has not been resold.

The vagaries of zoning and short leases have also put a damper on two other amusement enterprises, one of which has been forced out of business; the second is operating

quietly until it can obtain an extension of its variance.

In Valley Stream, on Long Island, a large recreation center was uprooted when its property was sold for conversion into a gigantic shopping center covering 14 acres. Owner George Chapman spent seven years building his location to where it contained a 24-tee driving range, 18-hole miniature golf course, batting range, car hop restaurant, archery and five-ride kiddie park. Altho the property's equipment can to a large measure be resold or moved elsewhere, there is no way of realizing any money from the expensive landscaping and concrete work Chapman had undertaken.

Altho the operator in this case has control of a lot of suitable size in suburban Cedarhurst, also on a heavily traveled thoroughfare, zoning is against him. The situation is similar to the one in Brooklyn, where a "gasoline alley" exists on a barren stretch of highway. But, also as in Brooklyn, the operator has found two fathers reluctant to grant a variance, altho it has been established that the proposed recreation center, with its landscaping and modern concession buildings, would enhance the value of the adjacent eyesore property.

Expansion Blocked

Altho Westchester County has been storied for its residential exclusiveness, there are amusement and recreation elements existing outdoors, besides county-owned Playland Park. But expansion is virtually an impossibility. In Armonk, for instance, a successful driving range has been operated for several years, but the operator is throttled. The property is zoned specifically for the driving range, and not even a drink-dispensing machine can be installed there.

Even a beautiful spot like Stan

(Continued on page 68)

A SPECIAL SECTION ON

OUTDOOR AMUSEMENT RECREATION CENTERS

LEASING DISPLAY SPACE

Rail Town Gets Highball; Start Building R.R.-Ad Amusement Center

STARTING to take shape on a 165-acre tract south of Milwaukee is Rail Town, U. S. A., a multi-million-dollar amusement center inspired by railroads and backed by national advertisers.

Most of the site has been graded. An old-time railroad depot has been moved there. And last week the work of transporting Rail Town's narrow-gauge steam locomotive and cars to the park was started.

By opening time in June, 1956, Rail Town will "flag" motorists on the highway between Chicago and Milwaukee with a giant figure representing Casey Jones with a railroad's lantern. It and a mock-up of a steam engine will be atop

a modernistic building marking the entry to Rail Town. Surrounding it will be parking space of more than 60 acres of green paving.

Surrounding the park area itself will be the narrow gauge railroad on which the locomotive and string of eight cars will operate.

The rail line will run three miles—not only looping the park, but also going on along the Root River bank to another turnaround before returning to the antique station. It could carry 28,800 riders per day.

Visitors crossing the railroad to the park proper will come first to Rail Hall, a combination main entrance and arena for a wide variety of indoor events. The opera-

tors anticipate using this hall, with upward of 4,000 seats, for conventions, sports and theatrical attractions. The hall also will be devoted to exhibits placed by railroads.

Rail Town requires that exhibitors' displays be entertaining. So they will look for animated exhibits and displays with special features attracting youngsters. This will apply to exhibits thruout the park.

Beyond the Rail Hall is to be a recreation of a mining town of the 1890's. The town will include 24 shops, each with appropriate store fronts. And each is to be leased either to a national advertiser or to an entertainment enterprise. Executives of Rail Town state that half of this space has been leased now, and they are negotiating with others for the remainder. Remindful of the style of exhibits used by many at world's fairs, the stores operated by makers of nationally known products will offer their products in an appropriate setting. Thus, the "saloon" will be operated by a soft drink company.

The town may also have a photo gallery and camera shop, gift shop, Western apparel shop, book store, toy shop, dairy and cheese shop, restaurant, arcade and shooting gallery, as well as several others.

Western Section

Rail Town plans detail that to the right of the 1890 town will be Pioneerland. Here will be a live pony ride and corral, ox cart, stage coaches, cowhands and Indians. A grandstand will be built so the area can accommodate rodeos and similar attractions. As the train passes Pioneerland, it is planned, "robbers" will stop it and "hold up" the passengers.

Beyond that will be a picnic area, with wooded acreage and a view of the Root River. Plans call for promoting industrial picnics

(Continued on page 69)

CASE STUDY NO. 2

Starlite Drive-In Grows Into Full-Scale Fun Zone

WHEN the Starlite Drive-In Amusement Park opened for business in Chicago's Southwest suburban area eight years ago, it was strictly a motion picture establishment. Today it's a complete outdoor amusement center and, according to the management, the theater's role is now of secondary importance.

The management, which is headed by veteran showman Stanford Kohlberg, has created a center that has attractions for every age group and these facilities are being constantly expanded to heighten the appeal to a greater number of amusement tastes.

In addition to its 1,800-car thea-

ter with free playground and concession building, Starlite has, in the matter of a few years, added a Kiddieland with mechanical rides, a 40-tee golf driving range, 36-hole miniature golf course, combination golf shop and refreshment stand and an Arcade with 20 coin-operated machines in addition to 10 others in the theater concession building.

The trend toward additional entertainment will be demonstrated this summer. Plans are to add a shooting gallery in the amusement area and a 50-by-75-foot stage will be constructed in front of the giant theater screen. On the latter will

(Continued on page 69)

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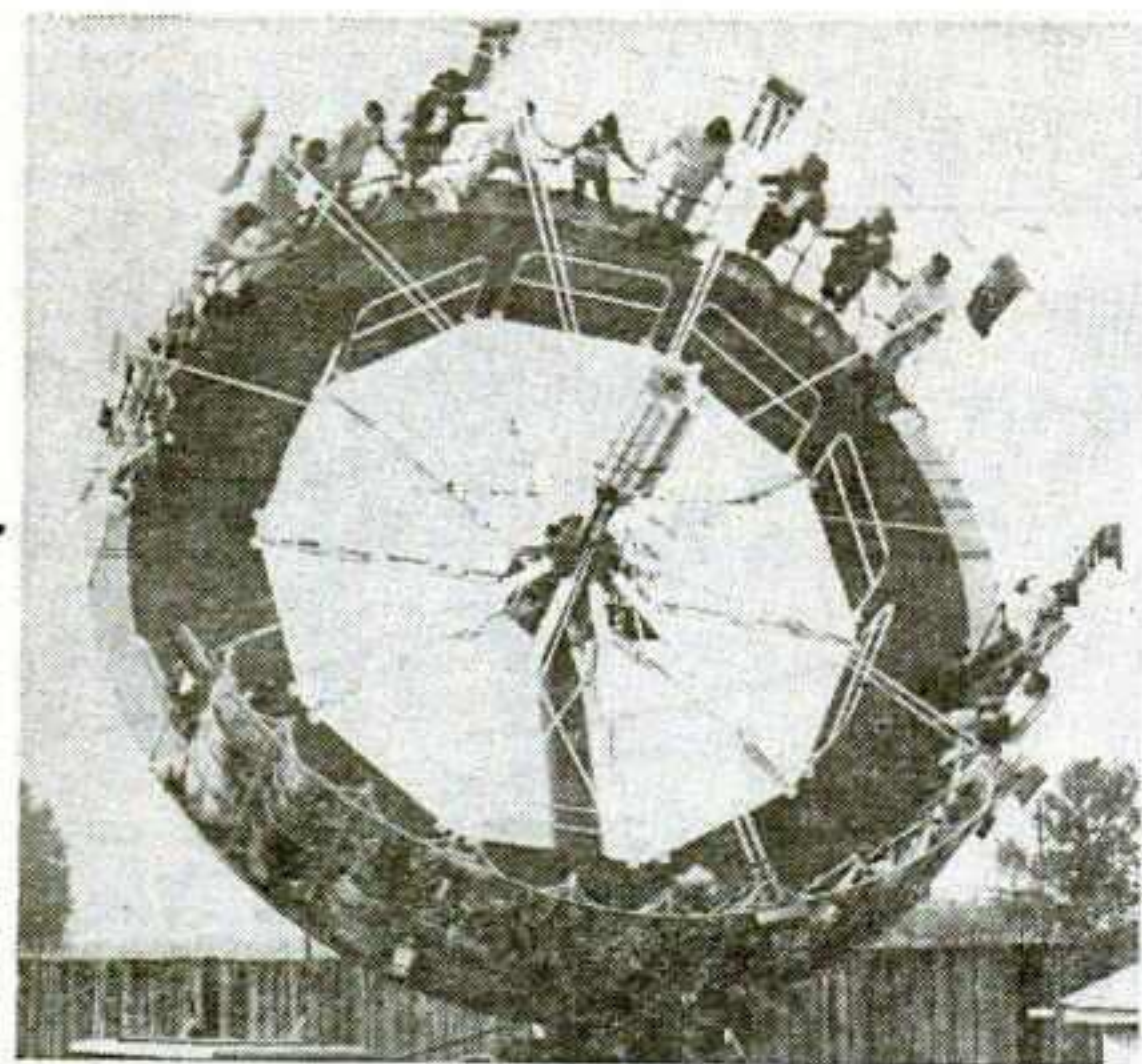
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Kiddielands, Drive-In Theaters
Serve as Basis for New Fun Zones

• Continued from page 1

habits are shifting rapidly and that Americans like the one-stop principle of shopping. The Ezell circuit is already doing the research and planning necessary to enter into this type of an operation. The drive-in not only will be a place to shop and be entertained, but it also will be a place for complete family relaxation. It will have picnic grounds, with adequate facilities for lounging and food preparation, Ezell predicts.

Probably the largest single investment made in an outdoor amusement center is Disneyland, the 160-acre park opened last year in Anaheim, Calif., at a cost estimated up to \$20,000,000. Nearest competitor to this appears to be Rail Town, U. S. A., currently under construction near Milwaukee, which will feature railroads but will also integrate the various amusement elements for greater ef-

fects than in many existing kiddielands.

Not all the new amusement centers being started are in the big-money price class. Enchanted Forest, to be opened near Gary, Ind., this summer would probably fall in the middle class. To be fully equipped with kid rides, miniature golf course, animal zoo, Arcade and other entertainment features, its estimated cost is close to \$250,000.

And the amusement centers are not all located near big cities. Typical of this is Fun Town Amusement Park, scheduled to open this spring in Midwest City, Okla. A 50-acre tract has been set aside and all departments—including driving range, golf course, rink, drive-in theater, kiddieland and refreshment stand—will be leased to individuals to operate.

Amusements have also entered the battle between shopping centers and downtown stores. Their ammunition, however, is strong, including ample parking, diversification of appeal to all age groups and their location, which is generally convenient to that growing class—the suburbanite.

INFORMATION PLEASE:

Basic OARC Facts . . .

SHOOTING GALLERY:

AREA REQUIREMENTS: From 8 by 10 feet to 12½ by 31 feet for basic target wall for long-range gallery.

INSTALLATION COST: From \$2,000 to \$8,000 depending on number of targets. Ammunition, \$10 per 1,000; rifles, \$43.75 each.

OPERATIONAL DATA: Most galleries are custom built to fit a particular need and take from 30 to 60 days to be constructed. Spatter-proof ammunition is most popular today. Made of pulverized lead mixed with paste, slug dissolves on contact.

BATTING RANGE:

AREA REQUIREMENTS: 75-foot frontage needed for five-unit operation, 90 feet deep.

INSTALLATION COST: Five-unit open range, \$10,000-\$12,000; enclosed, \$22,000-\$23,000. Need minimum of 40 dozen balls at \$7.45 per dozen. Ten dozen bats at \$10.75 per dozen.

OPERATIONAL DATA: Concrete floors wear out balls faster than grass but gives better rolling return to machines on an incline. Best programs include targets such as holes, barrels or boxes. Worn-out balls, out-of-round, cause trouble.

GOLF DRIVING RANGE:

AREA REQUIREMENTS: Twelve acres for 35-tee range, including space for parking, equipment building, golf shop.

INSTALLATION COST: Based on 35-tee range, landscaping \$5,000-\$10,000; lights, \$1,500-\$3,000; 70 clubs, \$3.50-\$7.50 each, 105 dozen balls, \$1.75 per dozen for used to \$4 per dozen new; ball retriever, \$400-\$600.

OPERATIONAL DATA: Average play will fall between two and three buckets per hour per player. This multiplied by the number of tees times the number of peak hours of play gives an estimate of income. Balls sell at 75 cents for 50-60 balls.

MINIATURE GOLF COURSE:

AREA REQUIREMENTS: Minimum of 18 holes.

INSTALLATION COST: \$3,000 and up for 18 holes, plus balls, clubs, score cards, lights. Balls \$4 per dozen; clubs \$2.50-\$6 each.

OPERATIONAL DATA: Adequate lighting is important as most play comes during the evening hours. Maintenance costs can be held to minimum. Grass areas will create cutting and watering costs.

SWIMMING POOLS:

AREA REQUIREMENTS: 4,000 square feet and up.

INSTALLATION COST: Small pools (less than 4,000 square feet), \$15 per square foot of water surface; 4,000-6,000 square feet, \$11.50; larger, \$11, not including bathhouse or property.

OPERATIONAL DATA: Important items to check are health regulations, water supply, sewage capacity, safety, shade.

ICE SKATING RINKS:

AREA REQUIREMENTS: Need rink 80 by 180 feet (standard hockey size), plus parking, space for warming house and concessions.

INSTALLATION COST: Range from \$3 to \$4 per square foot of ice surface for artificially refrigerated rinks not including land, buildings.

OPERATIONAL DATA: Most successful privately financed operations have a skating school in conjunction, plus skate rentals and sales and refreshment stand.

DRIVE-IN THEATER:

AREA REQUIREMENTS: 11 acres for 500-car drive-in.

INSTALLATION COST: Estimated \$81,000, including \$8,500 preliminary, \$50,000 for construction, \$20,000 in equipment and \$2,500 miscellaneous.

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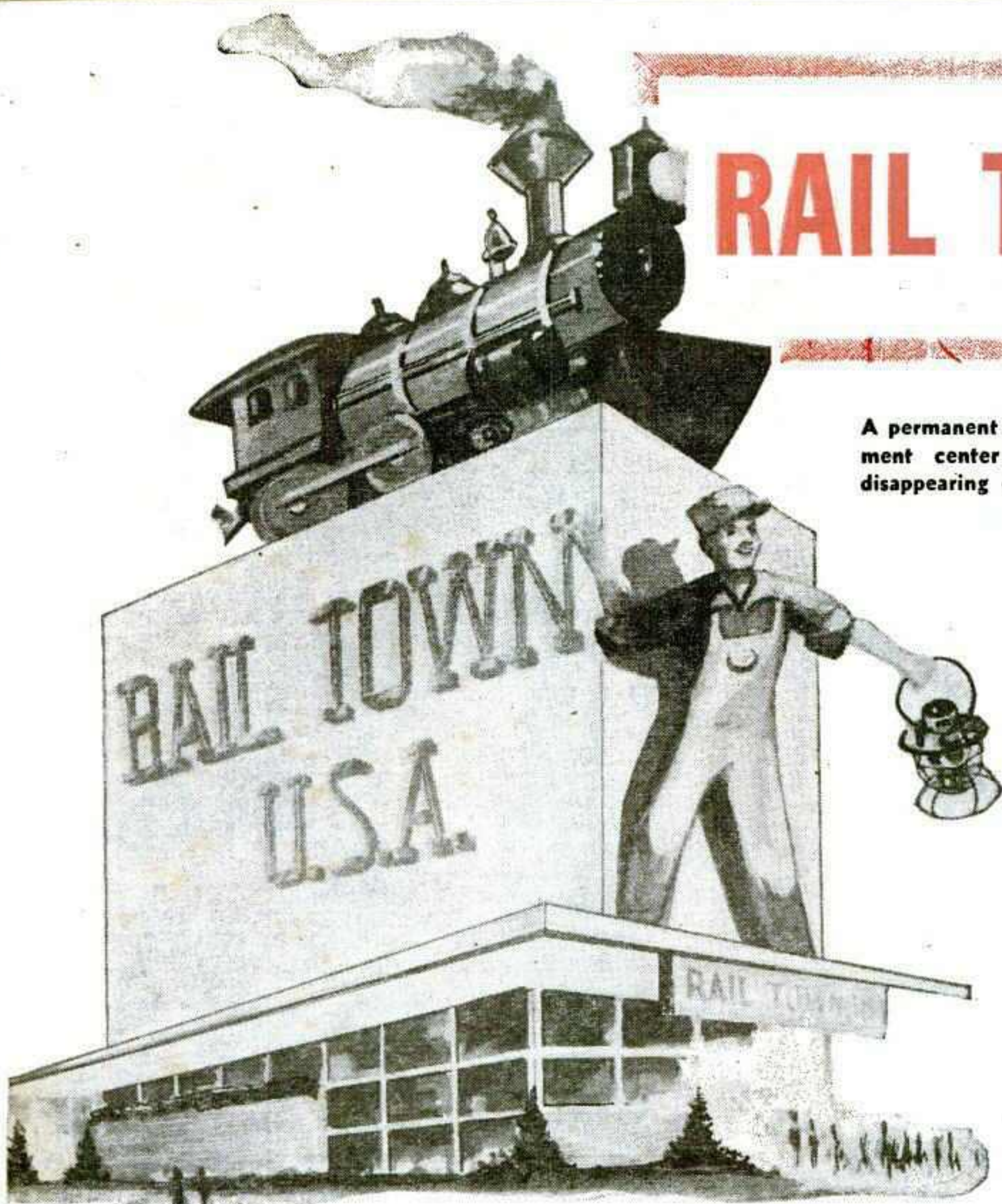
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A permanent railroad fair, museum, educational and amusement center dedicated to the preservation of a fast disappearing era of American life—the Steam Locomotive.

We invite inquiries and bids from reliable amusement park and kiddieland operators for the establishment and operation of a permanent kiddieland on a long-term percentage-basis lease, starting in June, 1956.

MORE THAN

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nationally known firms leasing ground, space, buildings, ad space, etc., to offer various forms of entertainment on the grounds along with institutional advertising—more than half the facilities already are leased!

FACTS ABOUT RAIL TOWN, U.S.A.:

- Located on the major Chicago highway to Milwaukee and points north—U. S. 41.
- 165 acres developed . . . 40 more pending.
- Seven major sections:
 1. Kiddieland 2. Land of the Future 3. Storyland
 - ★ 4. Picnicland 5. Pioneerland 6. Main Street —1890 ★
 7. Bandstand
- Estimated attendance, over 3,000,000 people the first year based on ticket distributing program, local population and highway count of tourists.
- Tremendous national promotional program.
- Modern shopping center to be developed in 1957.
- All necessary facilities and improvements in.
- 60 to 80 acres of free parking . . . no admission necessary to enter park.

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We are interested in capable concession operators to handle:

- Photo Gallery
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And others for the park. Please submit your qualifications. Long term leases available.

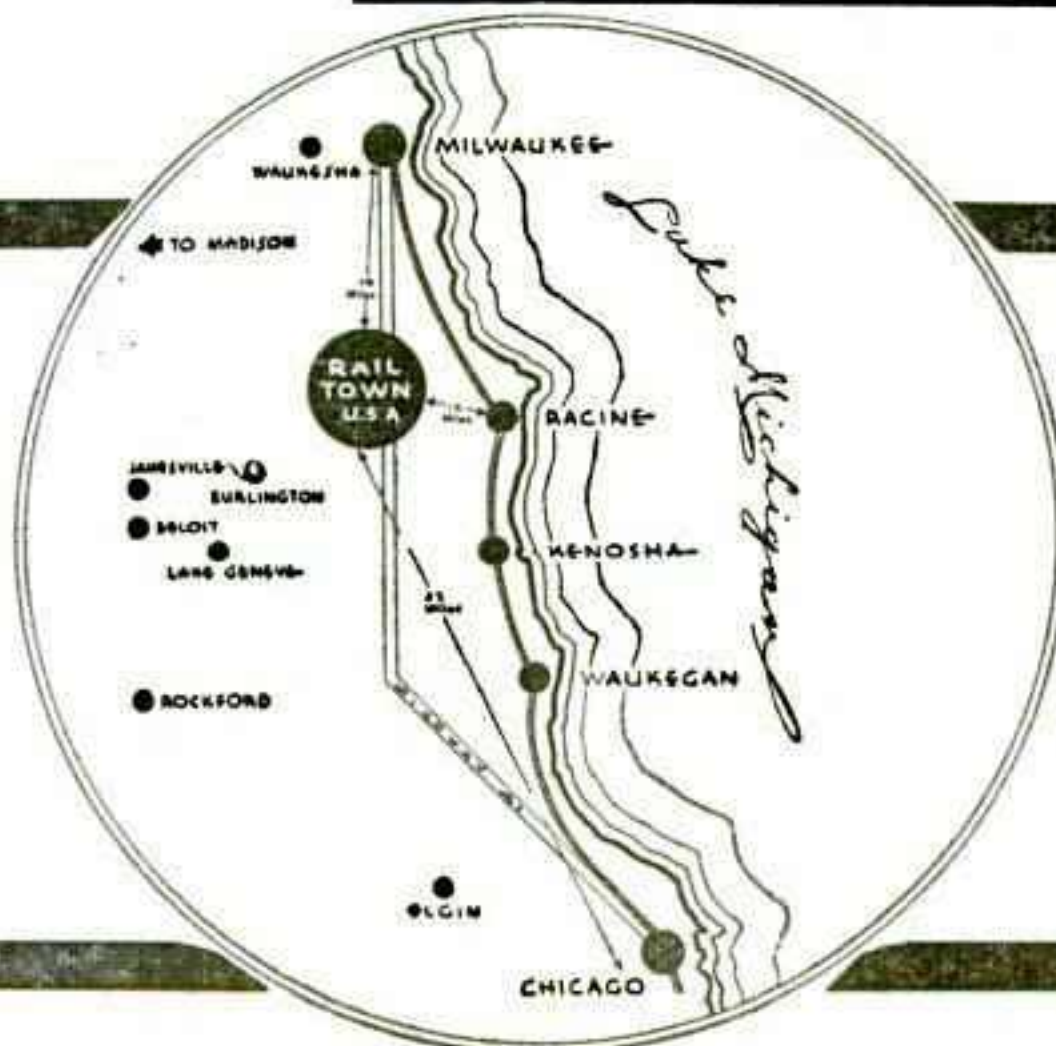
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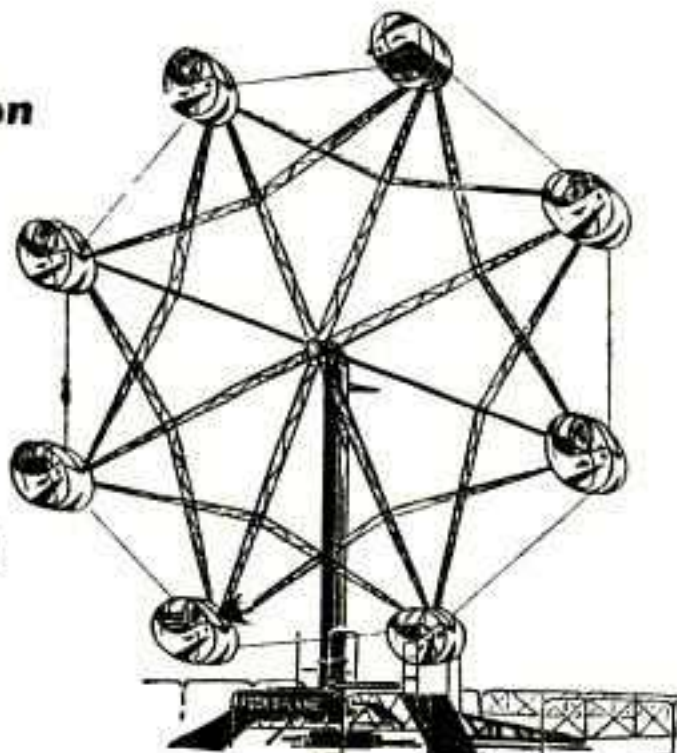
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Originators and Builders of

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WRITE FOR DESCRIPTIVE CIRCULARS

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You have HEARD about them, now CONVINCE YOURSELF. Send for Literature and Locations nearest you where Hodges Hand Car Ride and all Steel, Caged, Park or Portable Type Kiddie Ferris Wheel can be seen in OPERATION.

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CASE STUDY NO. 1

New 250G Indiana Fun Center To Open With Complete Line-Up

ENCHANTED FOREST, which will open this spring on the Indiana shores of Lake Michigan, is an indication that big investors, as well as the small, have come to recognize the potential of one-stop family amusement centers. And while most of the established fun spots started with one attraction and then expanded over a period of years, Forest will debut with a full complement of amusements for all age groups.

Scheduled to operate behind a 50-cent gate for adults, with children free, the Forest will offer a variety of amusements, some free—others paid. On the income-producing side will be a complete Kiddieland, 70-piece Arcade, toy store, miniature golf, driving range, batting range and a full-fledged restaurant and refreshment stand. Free attractions will include deer, antelope, llama and buffalo; story book lane, with exhibits themed to fair tales; playground and picnic equipment, a wading pool and a Santa Claus workshop.

Location is one of the strong points of the \$250,000 34-acre Forest, which is being built by a group of Midwestern businessmen headed up by Ted Kruse, veteran Chicago Arcade operator. It is less than an hour's drive from Chicago, a mere 15 minutes from the highly industrialized Gary area and is located on U. S. Highway 20, gateway to Michigan's popular vaca-

tion area, a road that's annually traveled by thousands of vacation-bound families. While these factors in themselves would be enough to satisfy most amusement operators, Enchanted Forest is located at the entrance to the popular Indiana Dunes State Park, which last year drew 416,735 people, 73,316 of them children.

These important factors, plus the varied attractions and a comprehensive planned promotion program, have led the owners to estimate that they could conceivably draw upwards of a million patrons in the six-month operating period.

As the name indicates, the park will be located in a stretch of woods that abounds in towering virgin trees.

Animals, however, will be one of the main attractions of the park. Deer, antelope and llama will roam thru a fenced-in five-acre tract. Patrons will have access to this the animals, the food being purchased, where they can pet and feed

Ten Rides

The Kiddieland, figured as one of the important revenue producers, will have from 10 to 12 rides. Already ordered from Allan Herschell Company are a 36-foot three-abreast Merry-Go-Round, Jolly Caterpillar, Skyfighter, Roller Coaster, Boats and the firm's new Roadway ride with 600 feet of track. Miniature Train Company will soon deliver a full-size model train that will operate on a three-

quarter mile track that will encircle the fun zone. Also planned are a Ferris Wheel, fire truck, tractor ride and a live pony track.

At the entrance will be characters from the "Land of Oz," a lion, woodsman and scarecrow, which will direct visitors to the various attractions. A pond with swans and a separate 50-foot wading pool will be other attractions for the kiddies. Under construction is a Santa Claus workshop, where St. Nick will reside the summer long with a line of toys to sell visitors. A family attraction will be 200 picnic benches, fireplaces and playground equipment, all free for the patrons.

For action-seekers there'll be a golf driving range, baseball batting range, 18-hole miniature golf course and the Arcade. The latter, a 100 by 30-foot building, will have overhead doors opening at all sides and will house some 70 coin-operated devices, including a shooting gallery, coin-operated gun games, baseball games and kiddie rides.

Eat Facilities

For those who don't pack their own picnic lunch, there'll be a restaurant, serving pizza pie, Italian sausage, hot dogs and hamburgers and all types of beverages to take to the picnic benches.

With 34 acres of land, parking doesn't figure to be a problem at Enchanted Forest. The owners estimate there'll be room for 5,000 automobile at one time, and this can be expanded if necessary.

The promotion program is already under way. Publicity releases are being prepared and will get broad distribution. An advertising campaign will be conducted throughout the area from which the spot expects to draw and a large number of billboards will be spotted on all the main highways near the park. Once the Forest opens, there'll be a wide distribution of bumper signs, pony giveaways on the holidays are planned and a million dinner checks, carrying the Enchanted Forest message on the back, will be distributed to a sizable number of restaurants in a broad area.

SPECIAL TIMES ONLY

Kiddieland Minority Uses Free Acts; TV Names Draw

MOST kiddielands make only infrequent use of "free acts" or personal appearances by performers. This was borne out by The Billboard's nationwide survey of the kiddieland field.

The survey showed that local TV personalities are among the most effective free acts in kid spots.

Nearly half of those operators responding to the survey's questionnaires said that they make no use of any type of free acts.

Approximately 25 per cent of them have used such attractions on special events only. Many of these have booked acts or other features for such occasions as July 4 and Labor Day.

The remaining one-quarter of the operators indicated in the survey that they have used acts on some different schedule. One, for example, uses special attractions once a week in July and August. An-

other uses them weekly, and still another books acts twice a month.

There is no set amount to be paid for special attractions, of course. In some cases, appearances are tied in with parallel use of TV time, and other considerations also alter the price picture.

However, among those replying to the questionnaire, about half indicated they paid from \$50 to \$100 for appearances. Some of the other reports told of paying from \$200 to \$300. Highest price range mentioned by kiddielands buying talent was that of from \$300 to \$500.

Most of those kiddielanders taking part in the survey who said they did use free acts indicated that the results they got were only mediocre. Some termed the outcome as "fair" and some spoke of breaking even on the deals. None of those reporting said he got outstanding results and none said he lost money.

Oklahoma Spot To Lease Out Fun Features

FUN TOWN Amusement Park, currently under construction in Midwest City, Okla., will have many features of an outdoor amusement center, but all will be leased out to individuals.

A 50-acre tract on the edge of town has been set aside for the fun zone by W. P. (Bill) Atkinson. It will include ample parking, a golf driving range, pitch and putt golf courses, skating rink, drive-in theater, riding academy, bowling alleys and refreshment stand.

First lessee is the Clayton-Dorris Company of Oklahoma City. It will operate the Kiddieland. Plans are to put in 10 rides, including a train that will circle the park.

Much of the park's potential patronage will be drawn from the 20,000 workers and 5,000 military personnel at nearby Tinker Field, giant aircraft repair center. The annual payroll there is reportedly \$96 million and population within a six-mile radius is estimated at 60,000.

TINKERTOWN'S GAY 90's TROLLEY RIDE

This is the famous Gay '90's Tram that really draws the children . . . large capacity . . . seats 8 and 4 standees. Car is 7 feet long and 57 inches high. This ride is earning as much as rides costing 5 times the amount!

Get the facts! Be sure to act now! See why this ride is the best buy in the Outdoor Amusement Field today! For complete information fill in the attached coupon and mail it today!

— CHECK THESE FEATURES —

- ✓ TWO 4-WHEEL TRUCKS
- ✓ 8 WHEEL BALL-BEARING CONSTRUCTION
- ✓ FULLY AUTOMATIC "END-O-THE-LINE" TIMER INCLUDED
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- ✓ SWEEP ELIMINATED—ANY LAYOUT POSSIBLE
- ✓ 120 FEET OF TRACK—30 FEET DIAMETER—MAKES OVAL 30'x48'

NEVER BEFORE FEATURES LIKE THESE.

RUSH TODAY COMPLETE INFORMATION

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6039 W. 76th Street
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Complete with
car—track—power supply—READY TO GO

\$795.00

COMMENTS ON COVERAGE

Insurance No Obstacle To Kidspots; Few Claims

LIVELY topic among kiddieland operators posing questions they would like to have answered is that of insurance. Yet, among those operators who received The Billboard's questionnaire on insurance, most indicated they had found adequate coverage no great problem.

The insurance survey was a portion of an over-all study of the kiddieland field made with questionnaires mailed to hundreds of kiddielands.

Replying to questions about how much public liability insurance they carry, 63 per cent of the participants said their coverage fell in the range of from \$100,000 to \$250,000. Close to 20 per cent had policies for amounts between \$250,000 and \$500,000. The others were about evenly divided between the less than \$100,000 and the \$500,000-\$750,00 brackets.

Not Hard to Get

The returns reveal that most kiddielanders have experienced little difficulty in finding insurance coverages of the type they want. More than 70 per cent said they had no difficulty, and less than 20 per cent indicated they had to look around some before locating an underwriter offering the coverage they require.

By a statistical co-incidence the same figures turn up in connection with the question about where the operators buy their insurance. Seventy-two per cent said they obtained it locally, while roughly 27

per cent said the buy from brokers specializing in amusement and ride coverage. The survey showed that despite the likeness of the figures, there was no indication that the 72 per cent buying locally were the same ones who found no difficulty in locating coverage. On the contrary, some replying operators said they had coverage by specialists and had no trouble getting insurance, and some who said they had difficulty were among those with local coverage. Also the question usually boiled down to whether the broker was local or out of town, and many indicated that wherever they did business the final insurance coverage was with one of the same world companies.

Only a scattering of those replying to the questions said they would not be in favor of kiddieland coverage thru a suggested group insurance plan.

But while they said they would join such a group if it were organized, their sole reason in most cases would be because of the specification that the group plan might bring lower rates. In other words, the survey revealed that by and large, kiddieland operators are satisfied with present insurance set-ups.

That is brought out more directly by their answers to the questions about claims and how they are handled.

The most important factor in this

(Continued on page 76)

ATTENTION!

- Kiddieland Owners
- Park Owners
- Drive-In Theatre Owners
- Fair Managers

GREATEST ATTENDANCE GETTING PREMIUM TODAY

Thunderbird Jr.

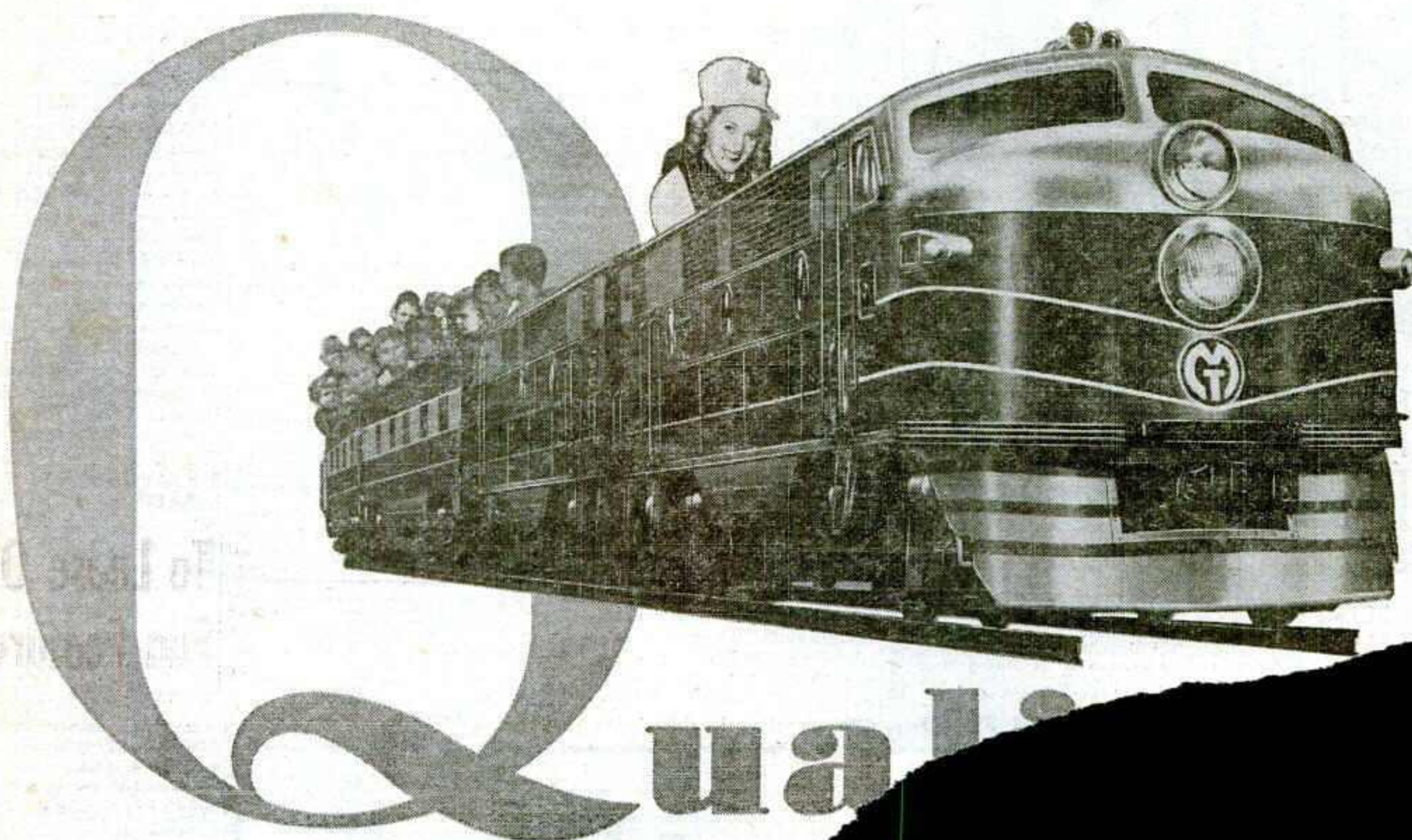
IT HAPPENED TO PEPSI-COLA SYRACUSE BOTTLING, INC. (N. Y. STATE FAIR). OVER 15,000 ADULTS REGISTERED THEIR CHILDREN TO WIN A THUNDERBIRD JR.



Use this fascinating juvenile prize as an attendance-stimulator at your location or event and just watch the thousands of ADDITIONAL Kids (6-60) you will draw. Added gross receipts for just one day will certainly more than pay for the cost of this popular car. Electrically powered and supplied complete with battery and recharger. Nothing more to buy.

WRITE US TODAY FOR FURTHER DETAILS AND THE SURPRISINGLY LOW COST OF THE THUNDERBIRD JR.

POWER CAR COMPANY WILLOW STREET, MYSTIC, CONN. TELEPHONE: JEFFERSON 6-9641



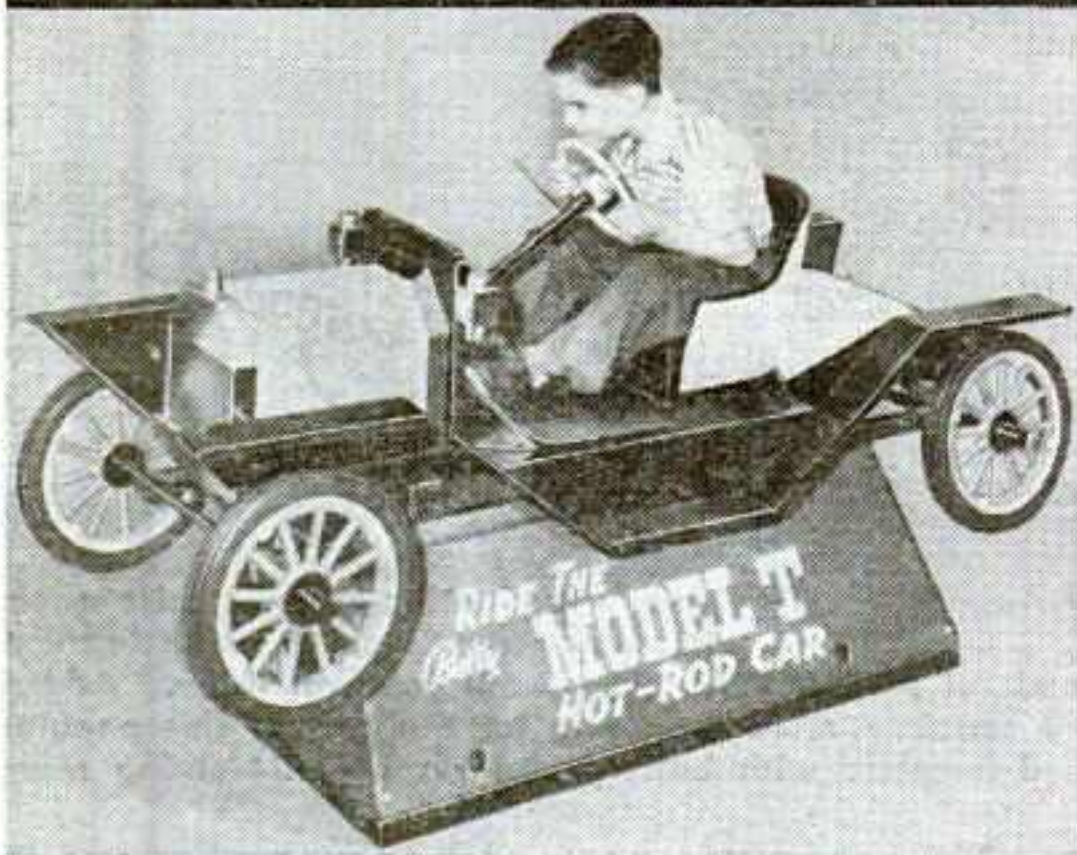
The essential element in the manufacture of a Miniature Train is quality. Every MT Miniature Train is "Duty"—carrying payload all season.



MINIATURE TRAINS

Bally Kiddie-Rides EARN BIGGEST PROFITS

MODEL T COIN-OPERATED AUTO-RIDE



BALLY MANUFACTURING COMPANY, 2640 BELMONT AVE., CHICAGO 18, ILL.

AMUSEMENT PARKS • KIDDIE LANDS DRIVE-INS • SHOPPING CENTERS ICE SKATING RINKS

Especially engineered and designed for your location.
Indoor-Outdoor Permanent-Portable

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(15 Years' Experience in the Design and Construction of Ice Skating Rinks)

GIVE TO DAMON RUNYON CANCER FUND

Amusement Ops to Cash in on Population, Suburban Growth

MOUNTING population and the mushrooming growth of suburban areas are two factors already felt by outdoor amusement-recreation centers. The impact will be even stronger in the years ahead as a record number of postwar babies begin to use the amusement facilities.

Births in 1955, for the second consecutive year, topped the 4,000,000 mark and the trend toward larger families continues. The rate now runs close to 25 new babies per year for each 1,000 population.

Projected figures on school enrollment are also indicative of the big potential facing, among others, the operators of outdoor amusement centers. Ten years hence, there will be an estimated 6,600,000 more youngsters attending elementary schools than there are today.

Expected Increases

High school enrollment is expected to increase 4,200,000 by 1965, while college enrollment should be up over a million by that time.

The growth of the suburbs, areas from which outdoor amusement centers draw a big part of their patronage, has been tremendous. The Census Bureau points out that of the total U. S. population gain of more than 11.8 million in the last five years, suburbs of 168 cities have accounted for more than 9.6 million. For every new resident gained by the big cities since 1950, the suburbs have picked up more than five.

The income of this group, made up mostly of middle class wage earners, is significant. In 1950 the percentage of families in the \$5,000 to \$10,000 group was 19 per cent. Now 32 per cent of all U. S. families fall into this category.

Zoning Presents Problems

• Continued from page 63

Backel's on Boston Post Road in Westport, Conn., was the target of criticism when it sought permission to install a baseball batting range. Already in operation were several eye-pleasing and well-maintained amusement elements, but prejudicial objections were voiced to the possibility that the batting units would result in noise and attraction of undesirable crowds. The protests were proved to be groundless, but before the variance was granted, valuable operating time had been consumed.

Premature construction was the cause of losing costly time in Northern New Jersey, when an operator wanted to install a golf driving range along busy Route 46. His variance was denied, altho much money had been expended on fill. He started work in the fall, placed his fill, then the variance was turned down and not okayed until August of the following year, which killed the entire season. In this case it was assumed the necessary okay would be granted quickly because the site adjoined a drive-in theater, which was already operating on a variance.

In New York City a kiddie park has a short-term variance, but has learned that city planners have been eying the location for possible city park use. This would mean the loss of money expended on tons of fill, paving, building and electrical work, to say nothing of the problems concerned with transplanting all the equipment to a new site which may not be anywhere as suitable as the present one. The park has been operating with a minimum of advertising and promotional work, altho it can af-

ford these activities and needs them if business is to be increased.

"We can't help it," The Billboard was told. "We stick out enough as it is without attracting more attention."

Generally the metropolitan operators have found their biggest problem to be the opening up of new territory. They have learned thru expensive trial and error that to proceed with improvements before zoning approval is obtained is fool's play. It results in tying up large sums of money in work which often cannot be completed until a full season is missed, or it turns out that approval to operate is denied after work has been started.

For the novice operator with limited resources, it is financially impossible to approach business in this fashion, altho the strain is not so great on the man who can afford a one-year delay in obtaining a variance. But even if he is financially able to complete the installation ahead of time and be set to open when it is granted, the experiences of others should have taught him that it is unwise to risk the chance of having a zoning board deny his application.

The unfortunate happenings affecting many amusement people should function as a guide to the inexperienced who might be prone to invest money without the necessary research into zoning situations.

CAROUSELS—ORGANS KIDDIE RIDES—TRAINS

Complete line. Write for catalog and terms.

H. E. Ewart Company

707 East Greenleaf Street
Compton, California

ADD RIDES

Ozone Movie Ops Broaden Patron Lure

DRIVE-IN THEATERS, established originally for the presentation of motion pictures, are becoming the hub of one-stop family amusement centers.

Kiddielands, miniature golf courses, golf driving ranges, archery ranges, shooting galleries and even swimming pools are becoming part of the movie business so that operators can broaden their appeal to all age groups. And the added attractions serve to bring out the patrons early and keep them late, during which time they're prone to spend more money and give the food and drink business more revenue.

According to a survey of drive-in theaters by The Billboard, Kiddielands are the most important addition to the theater. Of those answering the poll, 32 per cent have Kiddielands that range in size from a few rides to a half dozen. While many lease out the concession to ride operators, the majority, in fact, approximately 90 per cent of those having the kid devices, own and operate them themselves.

Feature Pools

Swimming pools are a popular addition at open-air theaters in the South, according to the survey, while others have added roller rinks, kiddie zoos, miniature golf courses, golf driving ranges, baseball batting ranges, Arcades, novelty shops, archery ranges and one, the Family Drive-In at Urbana, Ill., has an airport for the flying movie-goers.

A typical example of what a drive-in can grow into is the Starlite Drive-In, located in Chicago's suburbs. Since 1948, when the theater was opened, it has grown into a complete amusement center. Stageshows, driving ranges, miniature golf, an Arcade, ping-pong, special event stunts and even ice skating are features of the successful operation.

Kiddielands, ones that stand on their own merits, have become an important part of National Drive-In Theaters, which operate ozone movie houses in Cleveland, Toledo, Buffalo and Baltimore. The fun zones were started originally to combat television inroads, but it was later found that the drive-ins were little affected by the new media. With the kiddielands already established, it was up to the operators to make them pay their way. And that they did, even to the point where they now are holding their own as money-makers.



THE HIT OF THE KID RIDES

THE HOFFMAN-PONY TRACTOR TRAIN

ALL SAFETY FEATURES FOR LOW INSURANCE RATES

Powerful Puller Tractor with 4 cy. Red Seal Continental Motor. Direct chain drive. Differential on rear axle. Will pull double train of tractors if large capacity desired. Throttle for any speed that's proper. Shipped in crates for low motor freight rates. The best buy and the best money maker in kid rides today. Prices start at only \$695.00.

A NEW AND PROVEN SENSATION FOR BIG KIDS—LITTLE KIDS:

They go wild about the Chugging Tractors. They crawl on by themselves. Each ride an excursion. On road sets up in 20 minutes. A perfect ride for Amusement Park or Kid Land.

So arranged each tractor follows in puller Tractor's tracks.

Runs on cement, gravel, grass or dirt.

Write **HOFFMAN-PONY TRACTOR TRAINS** 1459 RICHARDS STREET
SALT LAKE CITY, UTAH

PALISADES AMUSEMENT PARK

(Mr. Jos. A. McKee, Supl.) Palisade, New Jersey, says:

"We are very proud of our plant here and everything in it. That goes for the BIG ELI 716. The Wheel has proven a fine attraction and a good investment for us."

Now is the time to join other satisfied members of the BIG ELI FAMILY of Wheel Owners. There is a size BIG ELI to fit your requirements. Ask for information, including Price List #A70 TODAY.

ELI BRIDGE COMPANY

Builders of Profit-Earning Rides Since 1900
800 Case Avenue Jacksonville, Illinois

KIDDIE CAR RAILROADS

Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 185 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

when answering ads . . .

**SAY YOU SAW IT IN
THE BILLBOARD!**

HEALTHY \$\$

Docs Build Kiddielands As Sidelines

LAWYERS, ball players, dentists, realtors, policemen, merchants—men in all professions have entered the Kiddieland business for sideline successes.

Now their ranks have been swelled by the coming of two more doctors. One is Dr. N. N. Khuri, a physician in Binghamton, N. Y. The other is Dr. John Irvine, Quincy, Ill., optometrist.

Dr. Khuri's new Kiddieland is being built in the tri-city area of Binghamton, Johnson City and Endicott, a section with a population of about 140,000. He will start with an MT miniature train, and Allan Herschell Auto, Boat, Sky Fighter, Tank and Kiddie Merry-Go-Round.

"My wife and I were on a vacation last summer and everywhere we went our children wanted to enjoy rides in Kiddielands," Dr. Khuri recalls. "We thought to ourselves, if there was that much interest on the part of children in Kiddielands, why not have one in our own city?"

"Now we are looking forward to it with great interest. We are going to make it the best we know how, with landscaping and a fine refreshment stand. Once we get it built, my wife will be in charge of running it."

The Khuri Kiddieland will be on the airport road, not more than eight miles from the farthest reach of any one of the three cities. His nearest competition is 60 miles away in Elmira.

Dr. Irvine is an optometrist with a flourishing practice in Quincy.

"I always wanted to own a Kiddieland," Dr. Irvine said. "I can't explain why. I just wanted to own one, so when a Kiddieland was for sale in Quincy I bought it."

Quincy has a population of 40,000, with many more thousands to draw from near by. Dr. Irvine found it hard work at first to run his practice and Kiddieland, too. But he did pretty well right from the start and the prospects are bright.

He has live burros, tractors, a Turnpike ride and Herschell Sky Fighter, Jolly Cat, Kiddie Merry-Go-Round and Boat.

His chief assistant is a biology instructor at Quincy College, John Weise, who also is an expert electrician. On Sundays, he employs seven operators, with one in the concession stand.

"I have done quite a bit with promotions and found they have paid off," Dr. Irvine said. "A bottle top promotion with the Pepsi-Cola people went over big, and so did a bread wrapper promotion with a local bakery. The main advantage of these promotions was that it brought new people into our Kiddieland."

KIDDY RIDES FOR SALE

Complete Kiddy Park for sale. All equipment like new—used only 1 year.

1. Little Dipper (Herschell)
2. Kiddie Carousel (Mangels)
3. Boat Ride
4. Fire Truck & Jeep
5. Kiddie Roto-Whip
6. Miniature Train
7. Pony & Cart

7 — NEW RIDES — 7 and Playground equipment, located in Baltimore, Maryland. Must be seen to be appreciated.

ASKING PRICE: \$22,500

Reply to
BOX #26

The Billboard
1564 Broadway, New York 36, N. Y.

Rail Town Gets the Highball

• Continued from page 63

here, and a goal of 35 major week-end outings has been set.

To its left will be Storyland. Here, again, national brands will be represented in each display. Exhibits will depict stories for children and nursery tales. A Wisconsin egg concern has taken "Humpty Dumpty" for example and the display will include a man inside a plastic egg shell. Approximately 10 displays are being leased in this eight-acre section.

Seek New Rides

Adjacent to Storyland and bringing patrons back to the central Mining Town will be a small parkway with an old-fashioned Town Bandstand at the center. Concerts will be given regularly. Fronting on the parkway will be a Miniature Golf Course and probably a commercial display of an all-electric house. To the left of this and the Mining Town will be the amusement ride area. Part is to be given over to Land of the Future, and plans are under way for this to have three European rides. One will be a rocket device combined with an illusion, another will be a monorail and the third will be a flying-saucer type ride. It is being determined now whether these will be leased, purchased or tied in with commercial displays.

Most of the left side of Rail Town will be for the Kiddieland. Here will be a junior Coaster, Ferris Wheel, Merry-Go-Round and a number of other rides, according to present plans. This area is to be leased.

Hall of Science

At the left edge of the Rail Town site are to be three buildings. One is to be a train shed for maintenance of the narrow-gauge equipment, and another will be for ride maintenance.

The third will be a Hall of Science, and this will be another of the locations leased out for commercial-entertainment displays. Automobiles are scheduled to be shown here.

Another feature being planned for the park is a circus which would be located in the kiddieland area. It will probably have a stripped tent, one ring, acts and animals. Rail Town also will have a large area for further expansion and plans already made cover the additions scheduled in the second year.

Railers Head Firm

Heading up the Rail Town corporation are four veteran railroad men of the Milwaukee area. Officers are Hume Krohn, president; Marshal Borchart, vice-president; Earl D. Rogers, secretary; William

Lubke, treasurer, and N. M. Molitor, assistant secretary and temporary manager. The first four were with the Milwaukee Railroad prior to retirement.

The project began years ago under the name of the Oak Creek Central Railroad. This is a group of about 220 railroad fans in the Milwaukee area. The Oak Creek Central acquired the locomotive from Alaska's White Pass & Yukon Railroad and a number of coaches from defunct narrow gauge roads in Colorado. Their investment was a reported \$100,000, when they learned they could not also afford to buy a site and lay tracks as well as transport their equipment to Milwaukee.

A small part of the membership, now stockholders in Rail Town, bought out the club, sought more financing and proceeded with plans that first brought in a kiddieland and then expanded to the present scheduled layout.

N. M. Molitor reports that financing of the entire project was completed in negotiations which were finalized last week. He said rail cars are being moved soon from Colorado and that contracts soon will be let for construction of all facilities at the site.

Among the leases already signed are those with John Cooper, Milwaukee, restaurant operation; Bob and Betty McCleod, miniature golf; Walter McCullough, arcade, and Chapman Paulson, Pioneerland. Also set are many of the commercial leases, but Molitor said they did not want to announce these yet. Other negotiations are for a river boat ride for use on the adjacent river.

Sell Promotion Plan

Molitor also tells of additional developments which may be expected in the spot. The park may come in for considerable attention from the American Association of Railroads and it may be linked closely with a proposed museum by another agency. The Milwaukee and other railroads already have contributed much equipment, and railroads presidents and governors are to be invited to the grand opening, when a golden spike will be driven.

Promotions already sold include two by which 1,500,000 train tickets will be distributed thru Milwaukee firms. Excursions from Chicago are being mulled by another firm. Material publicizing the fun center will be distributed thru 2,100 travel bureaus.

A manager is to be named soon, Molitor said, and other staff people and lessees will be announced later.

Drive-In Fun Zones Growing

• Continued from page 63

be presented vaudeville, with eight variety acts scheduled to play the spot each evening on the weekends.

Ice Rink

To add even more diversification to its amusement program and to increase good will, Starlite even flooded a portion of its area last winter and offered free ice skating. This, however, was discontinued due to vandalism.

In addition to the number of amusements offered, the big center stresses service. The spot recently scored a good publicity break on its service to the horse set when it provided free hay to all horses whose riders wanted to see a movie, drive some golf balls, play miniature golf or take advantage of any of the other amusements. More practical, however, is the free milk available for infants and the diaper service, where a harried mother can take care of her youngster.

Kohlberg said the organization not only tries to provide plenty for old and young alike but strives to provide a location where a family can virtually spend a weekend of recreation. And they keep busy landscaping the grounds for the customer's pleasure. The big area already has 250 poplar trees and 80

bushes, and an attractive fence, seven feet high, surrounds the entire area on which Starlite is located.

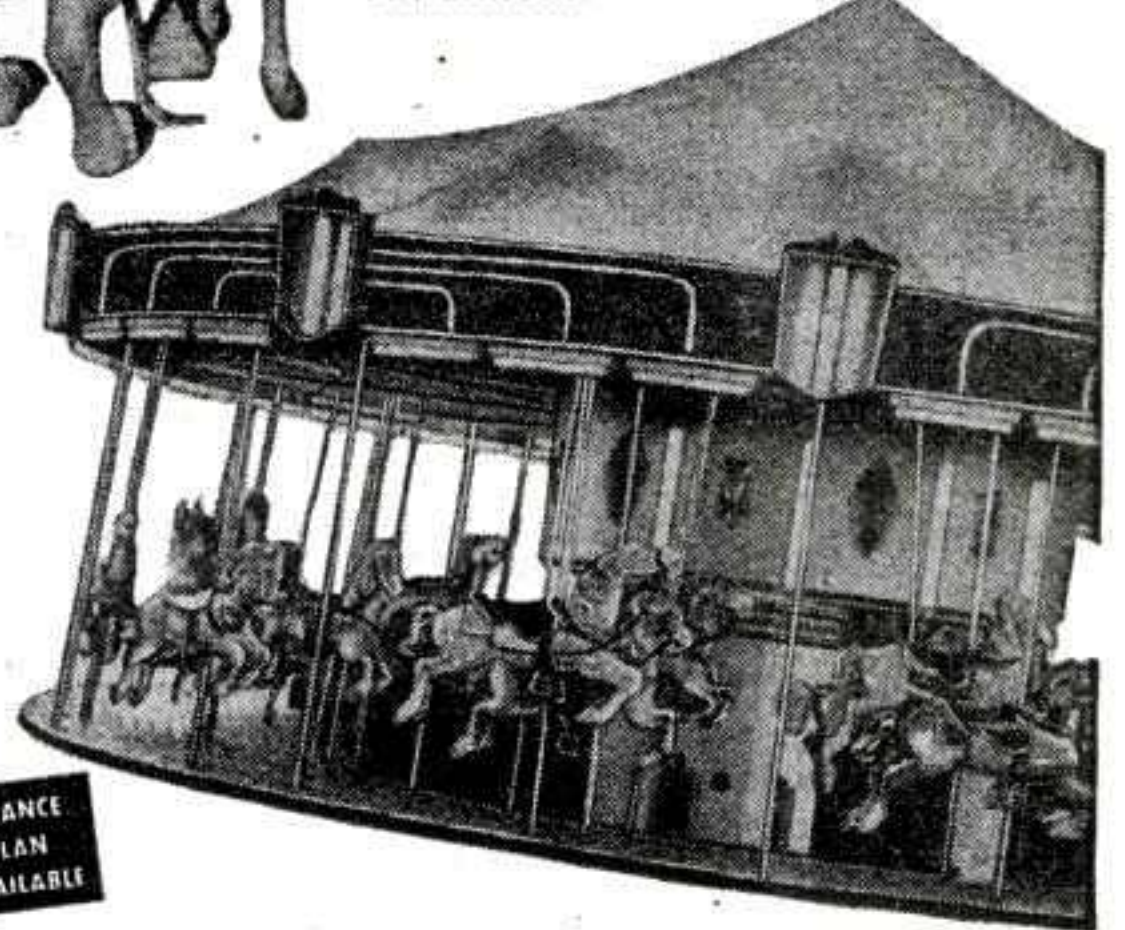
Daylight-saving time, ever a problem with ozone theater operations, has been solved to a great extent at the Kohlberg-operated fun spot. The offering of variety acts and even name attractions on its new stage this summer is expected to be an added solution. Jitterbug contests helped in the past and brought in sizable crowds as early as 7 p.m., an hour and a half before the movie starts. In fact, there are more than a few patrons who come out at 5 p.m., drive some golf balls, enjoy the rides, play miniature golf, have dinner and see a movie.

There has been much speculation as to whether the policy of varied entertainment at the Starlite pays. Kohlberg answers this by pointing out that his theater was the first in the Chicago area to break thru the once traditional 80-cent admission. It has since upped its price to \$1.25, and this year, with its added services and extra attractions, particularly the free stage show, plans to move into the \$1.75 or \$2 class.

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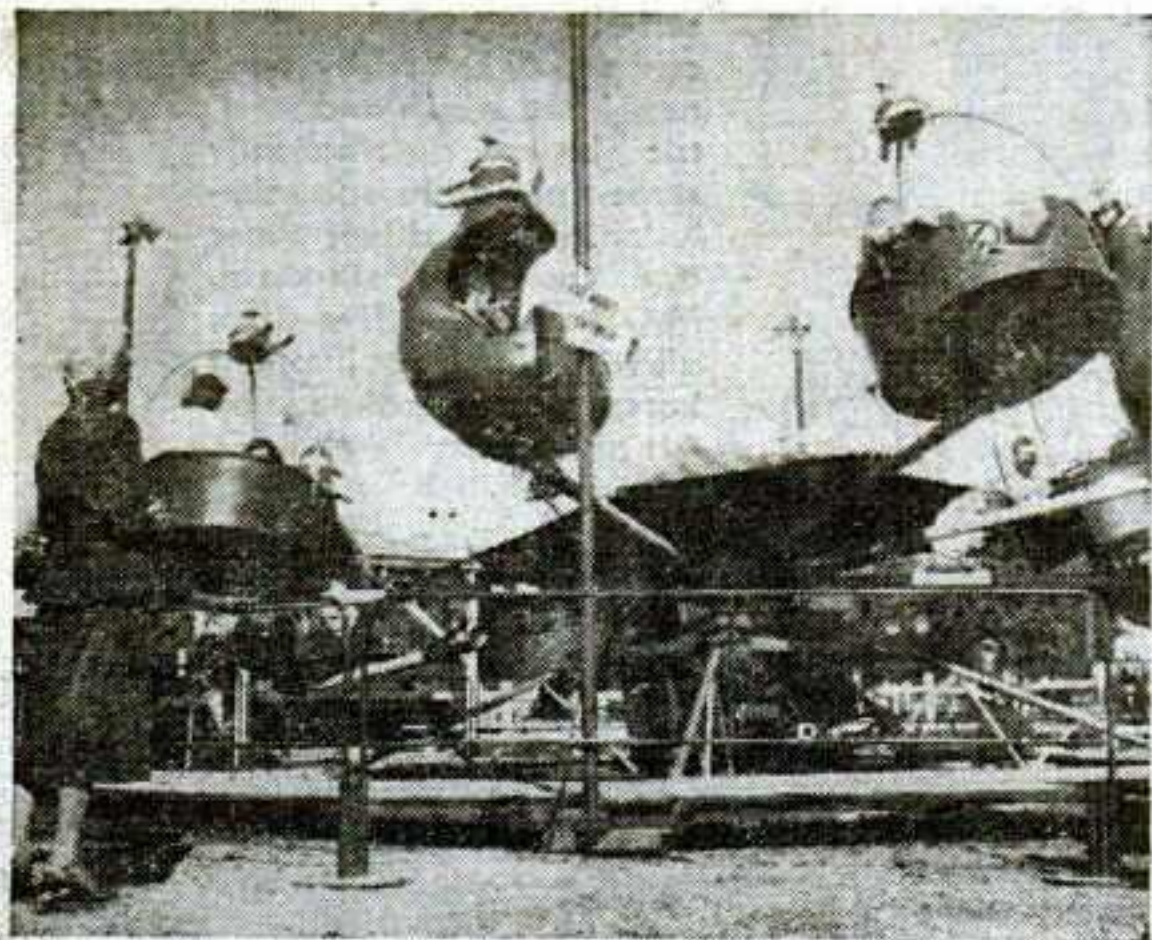
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BILLION-\$ BUSINESS

Golf Up-Surge Stimulates Miniature Game, Driving Ranges

WITH an estimated five million Americans swinging away at small white balls in pursuit of that goal called par, golf driving ranges and miniature golf courses appear to have a bright future. For as golf goes, so goes the practice business.

The outlook is brighter than it has been since pre-depression days, according to the National Golf Foundation. More new courses opened for play in 1955 than in any year since 1930. And more new courses are being built at the present time than any time since 1930.

Golf has not only become big from the participant standpoint but its now big business with close to a billion dollars spent annually by the greens and fairway set.

Major reason for the up-surge in the game—which was originally a pastime for the carriage trade—is the influx of countless thousands of middle income people who have more leisure time and more money for recreation. Women head the list, which includes factory workers, teachers, clerks, mechanics, housewives and business men of all ranks. The distaff side is taking over the weekdays on the fairways. Youngsters of high school age—stimulated

by golf classes and teams in school—are also crowding the links. Even oldsters, who would normally have given up the game, are now touring the courses in motor-driven buggies.

Indicative of the trend to golf by the middle-income people, is the large number of municipal and semi-private golf courses being constructed as against a smaller number of private clubs. During 1955, a total of 675 municipal and semi-private courses were opened, compared with 480 private clubs. And currently under construction are 1,323 courses that will be open to the public compared to 756 private courses.

Not to be overlooked in the golf picture is the popularity of the Par-3, or short-hole golf courses, which are gaining in popularity. Many of these courses are now being operated by private capital in conjunction with golf-driving ranges and miniature golf courses, drive-in theaters and other commercial amusement centers.

Information of interest to the operator or would-be operator of miniature courses, driving ranges and the new Par-3 courses, as prepared by the National Golf Foundation, is presented below.

Driving Ranges . . .

Figures on the average revenue of a driving range are almost impossible to get, thus only an estimate on income can be made. Most golf ranges in the Chicago area sell a bucket of between 50 and 60 balls for 75 cents. The average will fall somewhere between two and three buckets of balls per hour. This, multiplied by the number of tees, times the number of peak hours of play, should give a fairly conservative estimate of the lower limit of income. Almost every evening there are at least three hours and maybe more of rather solid play. On some nights, play is often solid up to 11 p.m.

A 35-tee range is usually adequate and all recommendations and estimates given here will be based on a range of this size. Basically, the 35-tee range will measure from 250 to 300 feet in depth by 200 yards in width, which amounts to about 60,000 square yards or 12 acres. This will provide space for a small combination shop and equipment building and a reasonable amount of parking space.

From the standpoint of land, it's better to have the slope away from the tee line because it gives the player the certain psychological treatment of seeing the ball roll away regardless of how far he hits it. From \$5,000 to \$10,000 can easily be spent in turfing the range, according to going rates for such services in your community.

Lighting will cost from \$1,500 to up to maybe more than \$3,000, depending on the number of tees. Floodlights are mounted on posts with lights 25 to 30 feet above ground. Posts should be spaced not more than 50 feet apart and six floodlights are recommended per post.

It's advisable to have a few automatic tees, with a larger number of rubber tee mats and brush mats alongside on which player may make iron shots. Automatic tees range from \$100 to over \$650, although some are available at \$20 to \$25.

Biggest equipment cost are golf balls. Minimum needs are to have at least a bucket of balls per tee on the tee line, a bucket per tee in the field and at least a bucket per tee in the clubhouse. Cost of range balls vary from \$1.75 a dozen for used balls to as much as \$3.75 per dozen for new driving range balls. Also necessary is a ball washer that can be purchased for around \$600.

Par-3 Courses . . .

The Par-3 golf course is identical to a regulation golf course in everything except the length of the holes which, as the name implies, are seldom over 200 yards. Tees, greens and fairways are the same as those of a regulation course except that they are usually scaled down in size.

The Par-3 course fits perfectly into the picture where land costs or even availability of land in sufficient quantity for regulation courses (60 acres for a nine-hole, 120 acres for 18 holes) is a problem. The smaller land area required, the generally lower cost of construction per hole and the lower cost of maintenance and operation make a Par-3 course the answer where a regulation course would be out of the question.

It is generally agreed that the Par-3 course produces a greater and quicker return on investment required than does the regulation course. While most Par-3 courses charge smaller green fees for play than are paid at regulation courses, the profit margin enjoyed is equal and sometimes greater than that of the longer courses. Add to this the fact that the Par-3 can handle more players per day than the longer course due to the shorter playing time per round. All this adds up to a profit potential that makes the Par-3 a sound business investment when operated with reasonable business judgment.

Many Par-3's are now being operated in conjunction with golf driving ranges and miniature golf courses, drive-in theaters and other commercial centers catering to the casual as well as regular passerby with a few hours to spend on recreation.

Basically, cost of a typical Par-3 golf course average from \$750 to \$1,200 per hole to build, exclusive of land cost and watering system. One of the factors that makes the shorter course an attractive business operation is the low overhead in personnel. The smaller courses can be operated by one person, particularly if they're laid out so that the entire course is visible from the clubhouse. One person renting clubs and balls. When a refreshment stand is operated, additional personnel are required. Only other personnel necessary is one man to maintain the course.

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Miniature . . .

The initial cost of building an 18-hole miniature golf course ranges from \$3,000 up.

Much will depend on how elaborate the installation will be, but it's advisable to make the surroundings as attractive as possible.

On the basis of operating at full play, with a foursome at each of the 18 holes, the greatest number of putters and balls that could be in play is 72 of each—in other words, 18 foursomes. Naturally, a reserve of equipment is necessary and five to 10 per cent of the clubs should be of the left-handed variety.

Equipment costs vary. Clubs run from \$2.50 to \$6 each. A good grade of golf ball, the same as used at driving ranges, can be purchased for less than \$4 per dozen. Along with these essential items of equipment, a supply of pencils and score cards are needed. These are incidentals but the cards can be used as an advertising medium.

The matter of maintenance can be held to a comparative minimum. If there are grass areas between the fairways and greens, this will add watering and mowing costs.

Because the miniature course is most active during the evening hours, it is important that it be adequately lighted. Prices on this installation vary greatly, according to how elaborate it will be.

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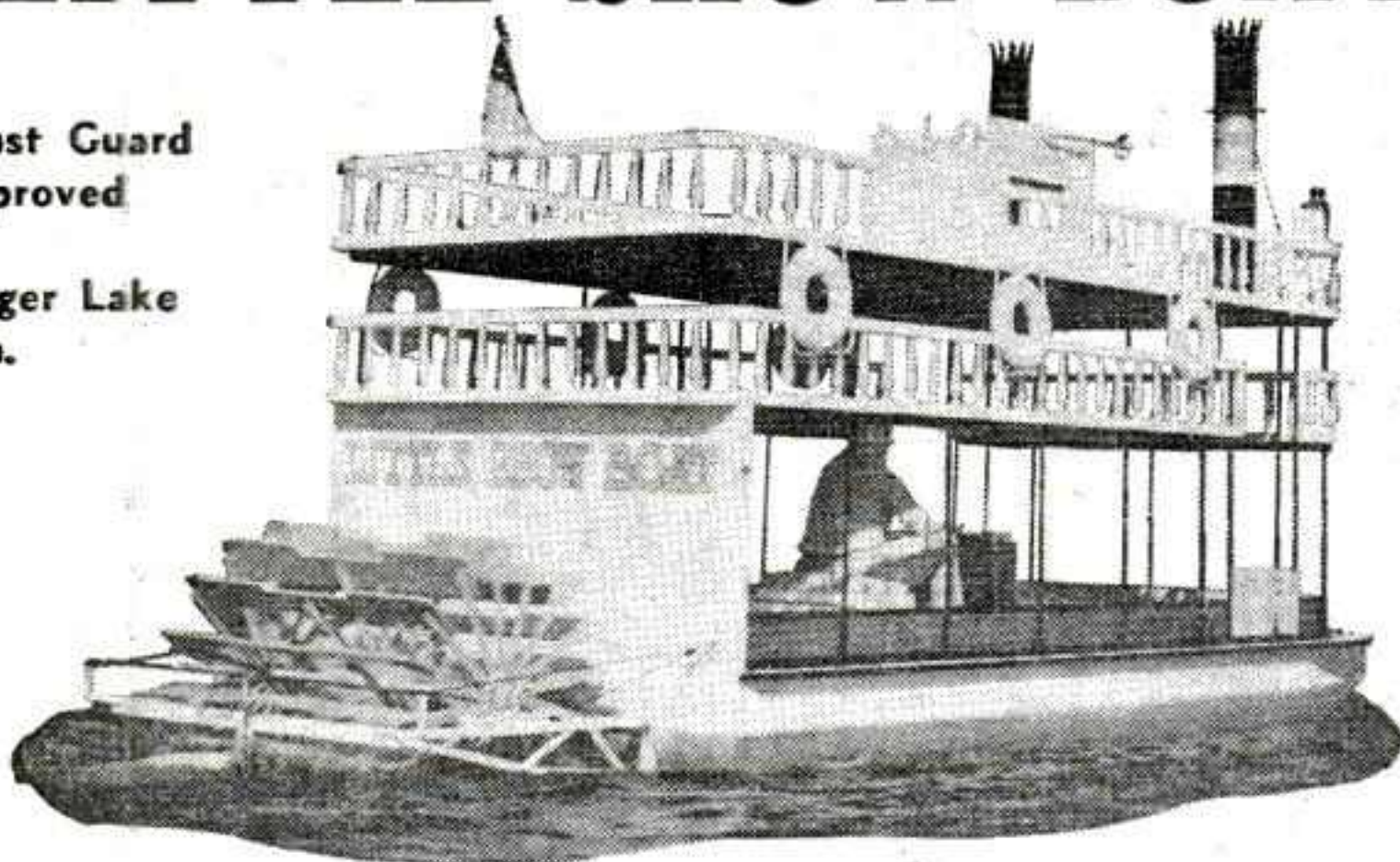
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WHICH RIDES ARE BASIC?

Merry-Go-Round, Train, Boats Take Lead in Kiddie Ride Poll

THAT old master of the midway, the Merry-Go-Round, keeps spinning to the top. That's how it placed in The Billboard's survey of Kiddielands from coast to coast. Roaring up close behind the Jenny was the Kiddie Train.

Kiddieland operators were asked in the survey to tell how many rides they figured were essential to a kiddie park, what number was the minimum needed to operate a successful Kiddieland.

They also were asked to name the rides in their order of preference. And that is the running in which the Merry-Go-Round placed first. No differentiation was made between adult or kiddie MGR's in this case. Similarly, no differentiation was made between steam or diesel trains. No brand names or identification of the makers were involved except to the extent that certain manufacturers are the sole makers of some rides or otherwise dominate that field.

How Many Rides?

What is the basic number of rides a Kiddieland needs at the start? The present Kiddieland operators answering the survey gave a decisive answer. Ten, according to slightly more than half of the participants, is the minimum number.

But their decision is not without challenge. A group totaling just under half of those replying says the magic number lies somewhere between five and eight rides. Their votes are pretty evenly divided within that range.

Their answers also were notable for these points: No one said more than 10 was needed. No one said less than five would do the job.

Popularity Judged

Replies naming the types of rides recommended for including in the "minimum" line-up were weighted so that each device mentioned was allowed more credit

for being named third in one list than fourth in another, for example. Statistics then were added to credit each type of equipment with points for the number of votes it got in each level or position.

Here are the results, showing position and points:

1. Merry-Go-Round, 87
2. Train, 74
3. Boats, 54
4. Coaster, 42
5. Ferris Wheel, 38
6. Autos, 37
7. Airplanes, 27
8. Live Ponies, 25
9. Hand Car and Sky Fighter, tied, 17

Runner-ups were swing rides, with nine points, and drive-yourself rides, eight points. Several other devices were named in the remaining scattered returns. Included were Tanks, Whip, Whirly, a live donkey ride apart from ponies, any small thrill ride, and a major Scooter.

Results of the survey showed that most operators rate certain rides in roughly the same relative position. That is, virtually every vote for the Merry-Go-Round rated it as first or second. A great majority placed the Train in the second spot, although a few put it first and others dropped it to fifth or sixth.

In the same way, the preponderance of votes for the Kiddie Boat ride placed it in fourth place. (Subsequent weighting of results for it and others put Boats in the third place.)

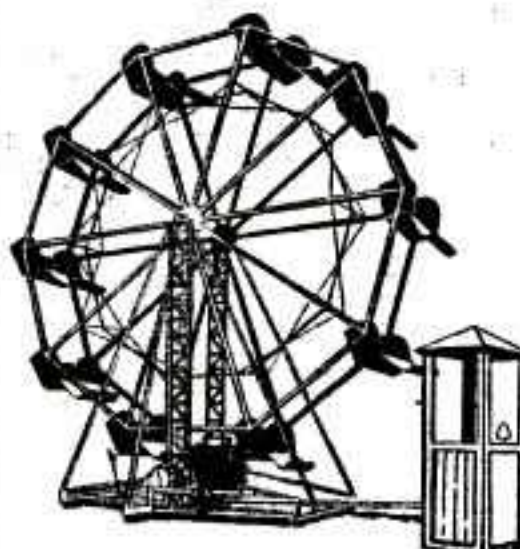
On the other hand, the Coaster won its points thru votes at many levels. Some Kiddielanders said it was first, some said it was seventh, and other votes were in between. They added up to enough points to win a citation as fourth.

Number of Mentions

Among those casting votes in the runnings, everyone mentioned three rides. They may have rated

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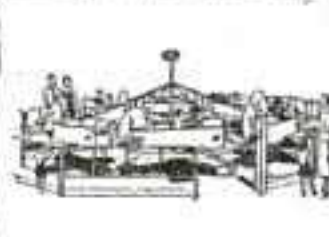
ROLLER COASTER



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them differently, ranging from first to ninth, but everyone indicated no minimum Kiddieland was complete without a Merry-Go-Round, Train and Kiddie Boats.

There was a four-way tie among rides receiving the next most mentions. Included were live ponies, the Coaster, Kiddie Autos, and the Ferris Wheel. Two-thirds of those voting gave some points, high or low, to each of those.

Slightly more than half of them made some mention of Kiddie Airplanes, and about 44 per cent gave a nod to Kiddie Handcars. One-third of the replies mentioned the Sky Fighter, swings and drive-yourself devices. Since Sky Fighters mentioned were for higher position, its weighted score was enough to qualify in the top 10.

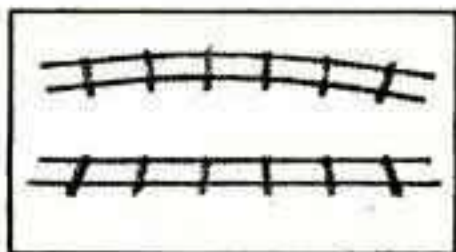
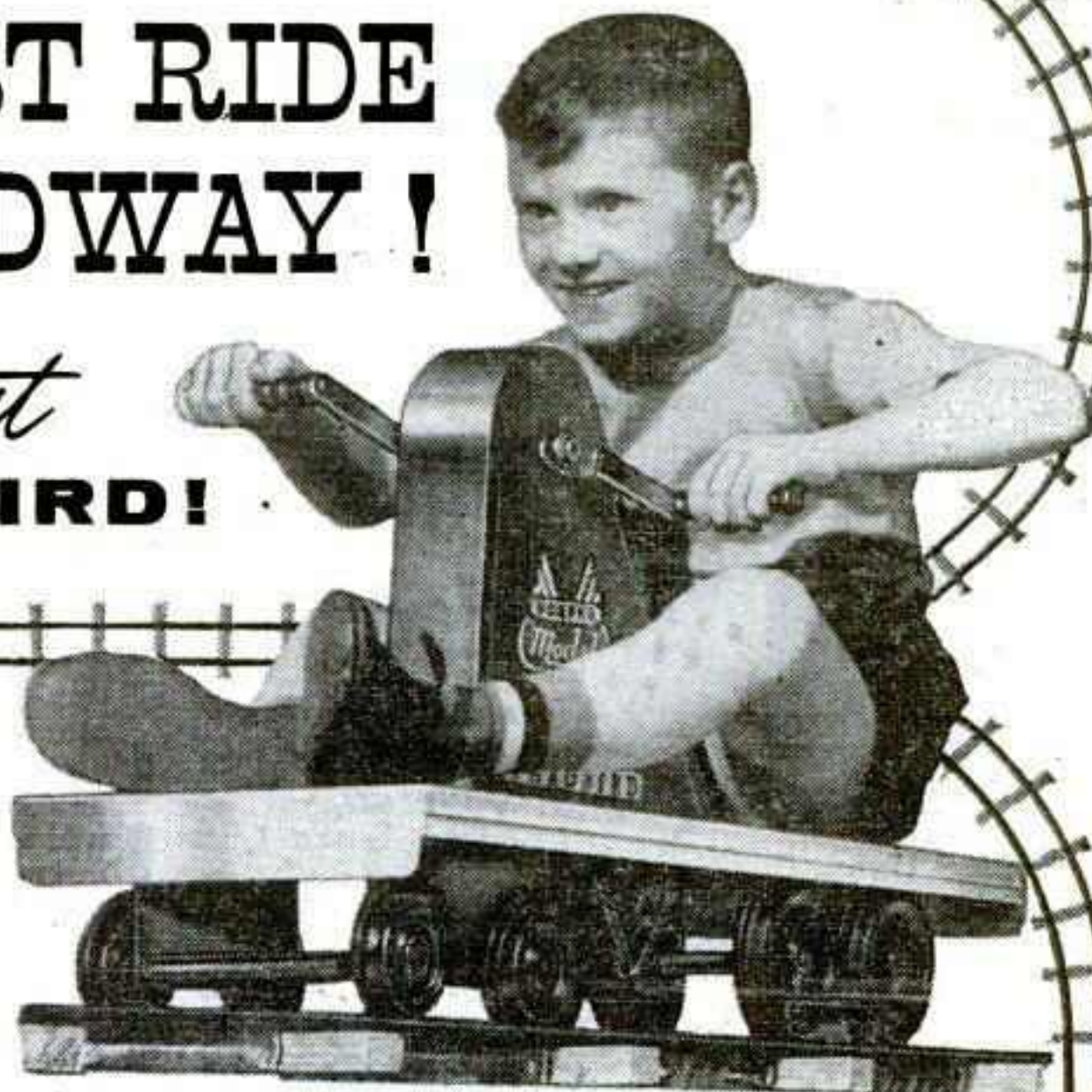
Run-down of the survey gave some insight into the place for major rides at Kiddielands, but this was not a primary or direct question. Returns seemed to indicate that among the first 10 rides in a Kiddieland, the adult models would be few.

It was assumed that many of the Merry-Go-Round votes were with major models in mind, but it was safe, too, to guess that about as many were thinking of kiddie-size ones. Coaster votes were held strictly to junior and kiddie models, since no Kiddieland has a full-blown major Roller Coaster. The Ferris Wheels at Kiddielands include both kiddie and adult sizes, so those votes apparently would be divided. There was little other indication that the operators would include majors in their first 10 rides, altho some Kiddielands do have such equipment and many larger ones add adult devices after they have 10 or more kiddie rides. There was a scattering of mention of non-ride attractions in the voting for 10, but it was minor.

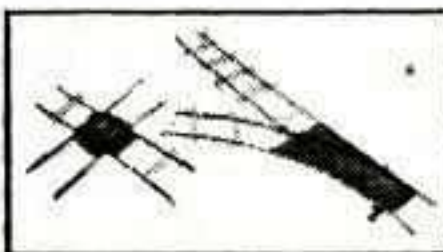
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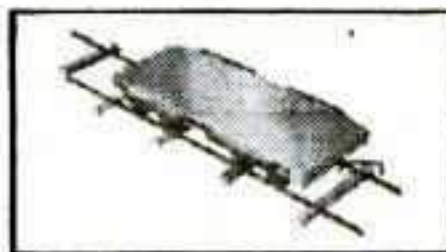
THE YARDBIRD is a crank-operated, chain-driven car that travels on a miniature track. Track comes in five-foot sections, and with switches and crossings, can be laid out in any length and pattern to suit your needs. Show people are using up to 250 feet of track, with from five to ten cars—and they keep rolling day and night. This year you can add the new diesel type gasoline powered units. Powerful enough to haul trailers with passengers—slow enough for safety.



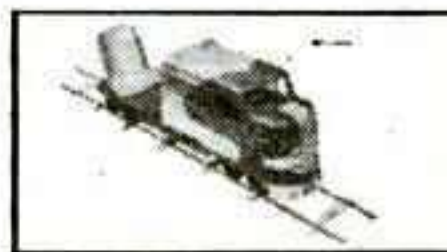
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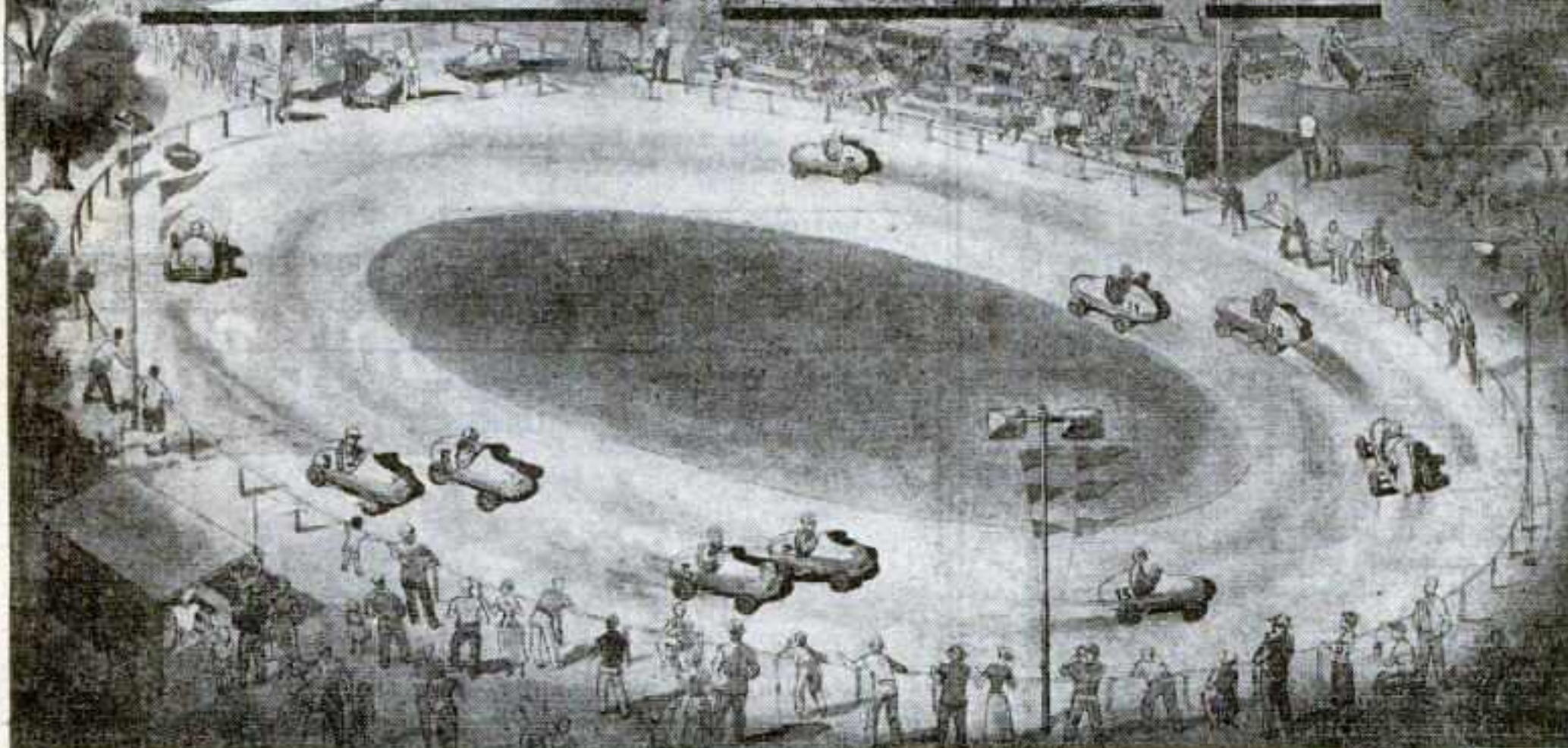
Developed originally for private use, the Yardbird is now used extensively in Motels, Kiddielands, Drive-In Theatres, Carnivals and Amusement Parks. The track is easily assembled and just as easily knocked down for travel. The Yardbird and its accessories are offered to ride operators at regular dealer discounts. All items will be ready for delivery by the end of February. Write now for complete information.

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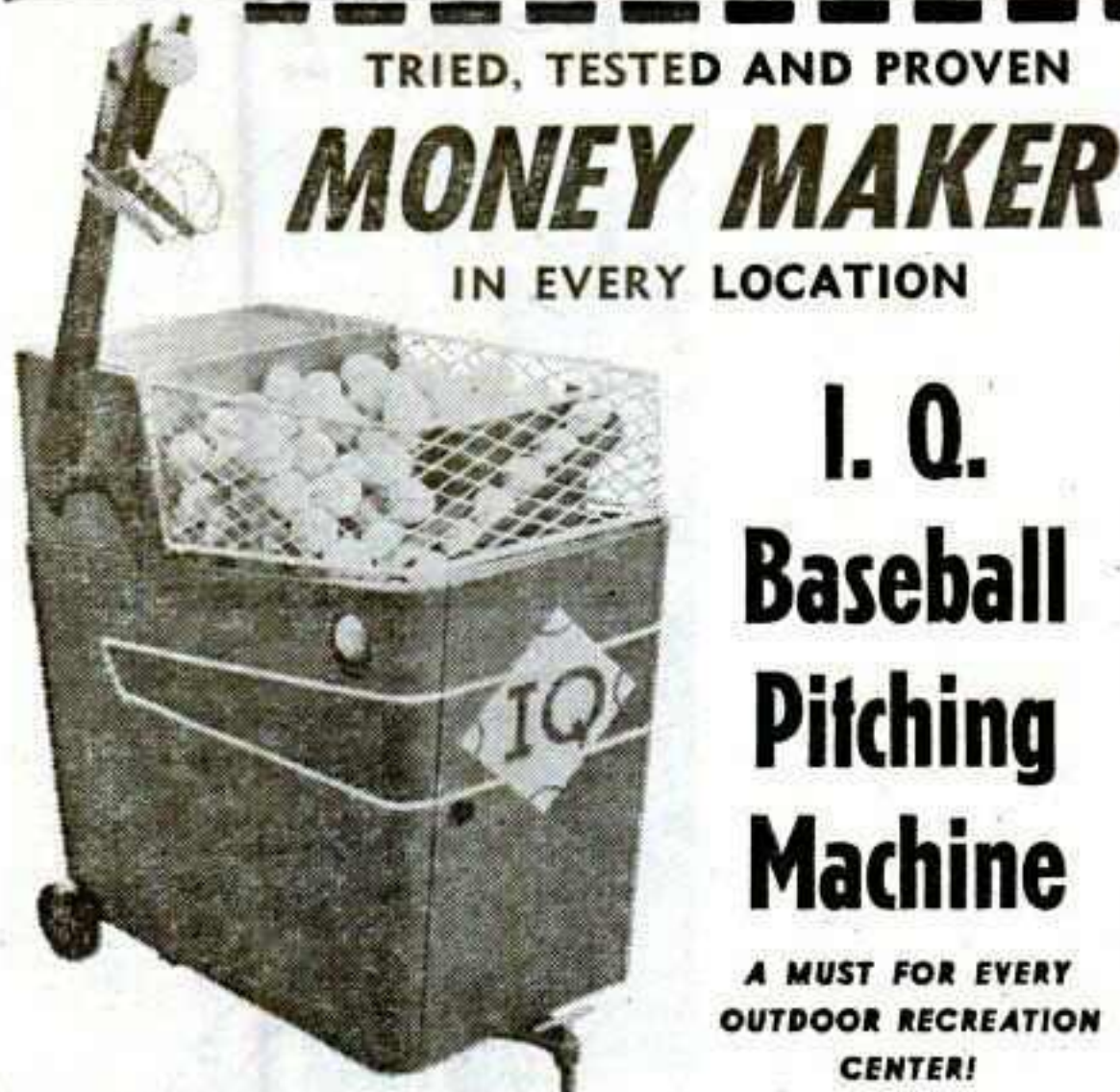


MIDGET AUTO RIDES are an entirely new type of ride. These beautiful little cars were scaled down from full-sized racing cars and give you all the thrills and excitement of driving a full-sized racing car. You sit only a few inches off the ground which tends to give you exactly the same sensation as if you were going 100 miles an hour when actually you are traveling at a slow, safe speed. The ride is completed in three minutes, but so much fun, action, and excitement is packed into three minutes that it seems like ten and satisfied customers come back again and again confident that no other ride gives them so much for their money. Customers like a ride they control themselves which is the reason MIDGET AUTO RIDES are such an outstanding repeat ride. At Disneyland occupant controlled Midget Cars proved to be the most popular by far of all the rides. MIDGET AUTO RIDES will attract more people to your park and make you more net profit than any other ride.



Send for complete information, prices, and delivery schedules. We are now accepting orders for spring delivery.

COMET MANUFACTURING CO., DEPT. B-5, P. O. BOX 1882, SACRAMENTO 9, CALIFORNIA



TRIED, TESTED AND PROVEN

MONEY MAKER

IN EVERY LOCATION

I. Q. Baseball Pitching Machine

A MUST FOR EVERY
OUTDOOR RECREATION
CENTER!

Typical Users:

PALISADES AMUSEMENT PARK
FUNLAND PARK
N. Y. YANKEES
BROOKLYN DODGERS

Two models available—designed and priced to fit your specific needs. Sturdy, compact, built for constant trouble-free service and peak performance. ONE MAN TENDS A COMPLETE RANGE!

I.Q. offers entire complete range equipment—netting, caging, bats, balls, even lighting systems.

RANGE OPERATORS! Write us for our low prices on quality bats and balls and other equipment.

DESCRIPTIVE BROCHURE ON REQUEST

IQ**IQ BASEBALL MACHINE CORP.**

55 West 42nd Street, New York 36, N.Y.
Bryant 9-1950

ALLIED EFFORT:

Co-Op Landscaping, Promotion Aids Multi-Element Locations

By ERWIN KIRBY

ONE factor which has held up the growth and scenic progress of many recreation centers is a reluctance, on the part of the operators, to participate in any sharing of some important budgetary matters. Among these expenses are landscaping and promotion-publicity, which, in a grouping of operators, are valued more highly by some than by others.

Altho the benefits accruing from these activities help all operators at the location, some businessmen consistently shy away from contributing to a central fund. Smaller businesses may not be able to contribute much money; some operators of larger endeavors may object for any of a number of reasons: They may not see the importance of promotion, or they may feel decorative work should be undertaken by each individual operation.

From the beautification standpoint, however, most operators agree that landscaping is best which conveys some impression of unity, welding all elements together in an effect of oneness. It is then that the customer recognizes that he is faced with a recreation center capable of supplying most of his amusement needs, and will understand, as he does in a department store, that somewhere in this concentration is the item he is seeking. The recreation center has thus taken on the identity of an amusement department store, able to provide rides, food, drink and a wide variety of other items to satisfy the patron's desires.

All Pay, All Benefit

Promotion and publicity, for a grouping of operations, is good for

all, even when it is pinpointed at one, for the intent is to attract people to the location. Once there, they are exposed to the many facilities which have been set up for their patronage. Expense, however, is a prohibitive item for the owner of a small custard stand or miniature golf course, and so the logical course to follow is one whereby everyone shares, and everyone benefits.

The difficulties of getting the approval of businessmen with varied tastes and opinions has been a bottleneck in the plans of many far-sighted operators, for usually someone in every recreation center gets the idea, sooner or later, that a co-operative outlay would be a boon, businesswise.

Just breaking out of the morass of internal opposition is Funland, many-faceted operation on Bruck-

WORLD'S FASTEST THRILL RIDE

THE

SPINAROO

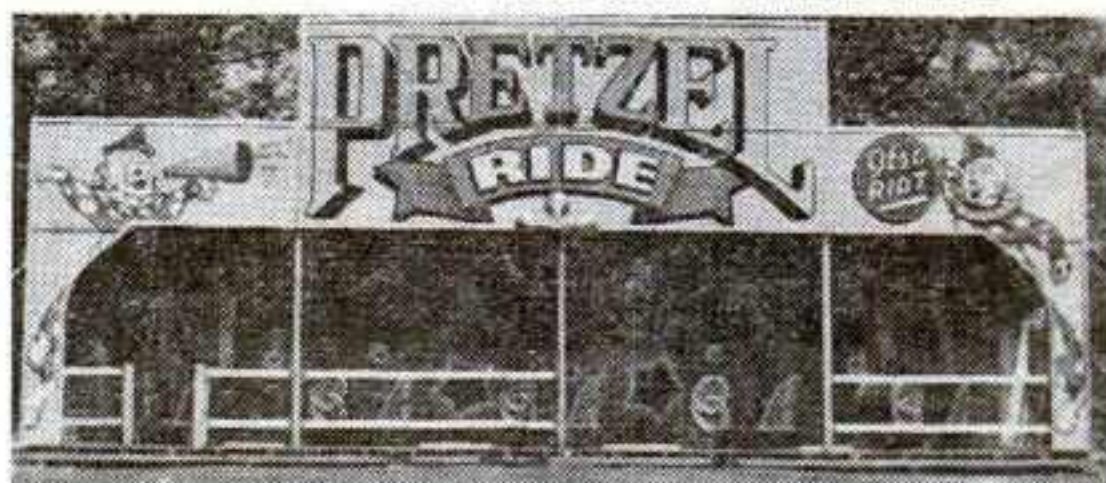
Sensational new adult ride requiring space 30x42, eight tubs have a total capacity of 48, requires only one man to operate.

This large, elaborate portable ride suitable for either park or carnival operation.

Write today for complete information

KING AMUSEMENT COMPANY

MT. CLEMENS, MICHIGAN

PRETZEL—THE ORIGINAL DARK RIDE

- Pretzel Rides—Park or Portable • New Dark Ride Rotating Cars
- Whirlo Ride • Circus Ride • Toonerville Trolley • Jeep Ride

PRETZEL AMUSEMENT RIDE CO.

Bridgeton, N. J.

More Popular than ever!

THE CONSISTENT DODGEM

FIRST IN POPULARITY, PERFORMANCE AND PROFITS.

SMALL AND LARGE INSTALLATIONS EQUALLY SUCCESSFUL!

STATIONARY

PORTABLE

WRITE OR WIRE

DODGEM CORPORATION LAWRENCE, MASS.**WATER-BIKES**

Foot Pedal Operation

CANNOT TIP
CANNOT SINK**CATAMARANS**

Hand Paddle Operation



WITH FOOT PEDALS

WITH OARS

CANOE-PADDLES

KAYAK DOUBLE-PADDLE

Wonderful WaterCraft with unusual appeal and high profits. No parts to oil, no framework to rust, minimum storage space. For full details and factory prices write to

SELLECK WATERCRAFT Boca Raton, Fla.—11th Successful Year

THE TLT-A-WHIRL Ride

Standard Equipment Features for 1956



P. O. Box 306
Phone: 4-6362

SELLNER MFG. CO.Faribault,
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Coming in 1956!

WILD MOUSE

A New Major Ride. First in the U.S.A. The Sensation of Europe.

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MIAMI 44, FLORIDA

ARCADES—AMUSEMENT PARKS—KIDDELANDS—FAIRS—AMUSEMENT CENTERS

All Get the **BIGGEST PLAY...NIGHT and DAY**

with EXHIBIT'S VACUUMATIC CARD VENDERS

Featuring
VISIBLE VENDING ACTION and
"OFF-THE-TOP" DELIVERY!

TROUBLE-FREE OPERATION
TESTED AT THE FACTORY
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Here's what users say . . .
"Nine VACUUMATICS sold 372,966 cards in 17 weeks with NO BREAKDOWNS!"

"The most satisfying and TROUBLE-FREE machine I have ever operated!"

It's the VISIBLE ACTION in the LIGHT-UP CABINET that attracts the customers for MASS PLAY and BIG PROFITS!

Vends novelty cards. Also available to vend scenic postal cards, self-mailers, scenic packs, booklets, folders, etc. Available for a wide range of selling prices: 1c, 2c, 5c, 2 for 5c, 3 for 5c, 10c, 3 for 10c, 2 for 25c, 3 for 25c and other combinations.

Complete Line of
Cards on
All Subjects!

Exhibit's VACUUMATIC VENDERS Also Give You—
GREATER CARD CAPACITY—POSITIVE CARD
DELIVERY—FASTEST RELOADING—HANDSOME
CABINETS!

EXHIBIT'S VACUUMATIC VENDERS—THE BACKBONE
OF PENNY ARCADES!

Model 311
New Single Column
Vacumatic



Model 307
Double Column
Vacumatic

Model 307-B
Storage Base for
Double Column
Vacumatic

WRITE FOR COMPLETE DETAILS ABOUT THE 2 GREAT MONEY-MAKING VACUUMATIC VENDERS

THE EXHIBIT SUPPLY CO.

ESTABLISHED 1901

4218 WEST LAKE ST. • CHICAGO 24, ILLINOIS • PHONE: VA 6-3100

ner in the Bronx, New York. Having started as a kiddie park eight years ago, the spot now contains as varied a line-up of facilities as there is in any such operation. Co-operative landscaping and beautification was undertaken in 1955, and this year, for the first time, a budget has been set up to provide for exploitation via advertising, publicity and promotion.

In charge of the endeavor is Don Becker, one of the sons of Arthur Becker, who owns two ride operations at the center. Another son, Roger, supervises the rides. A five-figure budget is being spent on many things, all of which are aimed to draw additional people and business to Bruckner Boulevard.

Over-All Title Adopted

A vital decision was that, for promotion and advertising purposes, all elements at the center be lumped together under the name, "Bronx Funland Amusement Park." Previously the name Funland was sported merely by the Beckers' park, which contained five kiddie rides, live pony ride, Kiddie Coaster, Merry-Go-Round (three-abreast), Dodgem, Tilt-a-Whirl and Ridee-O. Several lots further down the road, Becker also operates a five-ride park designed for smaller moppets. It contains a kiddie Carrousel and four rides of the former Mar-Craft firm of Buffalo, N. Y. Originally known as "Joyland," this park, too, is included under the new Funland title.

Becker also owns the connecting property on which a refreshment-type restaurant is leased to an operator, and a couple of adjoining acres which will be graded for parking this year.

Other major parties at the site are Carl Littman, Lee Channing and Frank Solento, whose primary business is a dairy company. They own Funland acreage on which they operate some elements and lease out others. Included are a golf driving range, batting range, Carvel soft ice cream stand (replacing an archery which came down two seasons ago), park-type concessions such as ball games and balloon darts, Arcade, restaurant, miniature golf, and outdoor roller rink (opened in late 1955).

Funland, eight years ago, was swampland, condemned for any building purposes. The golf range was an instant success, as was Becker's small kiddie park, and the development grew from there, but with no outward appearance of unity. Don Becker, altho failing initially to obtain a co-operative publicity-promotion budget, managed to get one for the Becker interests, and the plans showed their worth at the outset.

Clown a Success

Prime gimmick of last year, which is being retailed, is the characterization of "Lolly," a white-faced clown with distinctive makeup. Lolly carries a hand puppet which is a replica of himself, and distributes lollipops in the park grounds and at numerous places at which he appears to ballyhoo the park, such as TV programs and school groups. In co-operation with the Safety Council, Lolly will make a series of lectures on safe deportment at amusement parks before school kids this winter and spring. He will hand out lollipops and ride tickets, and also discourse on the history of the Merry-Go-Round, using the Mangels text, "The Outdoor Amusement Industry," as a source.

The moving figures at Funland, namely the Becker and Littman-Channing-Solento interests, are standing the nut on Don Becker's budget this year, and in 1957 it is anticipated that all tenants and

operators will be brought into the program on a pro-rated basis. Smaller operators have a "let's see" attitude, but say they will go along with the two land-owners if the campaign this year produces added patronage and revenue.

Previously having handled all aspects of the campaign by himself, Don Becker this year will have publicity handled on a contract basis by the Cayton & Klemper Agency. This will leave him to devote all his efforts to promotions and advertising.

Several impressions resulted from last year's operation, Don Becker notes. On attractions, he said that where no formal staging area is set aside, the best thing is for the attraction (such as TV's Captain Video and Merry Mailman) to merely walk around and shake hands, hand out pictures, and talk with customers and their children. Appearances will be sought again this year, with publicity on a reciprocal basis. The attraction will ballyhoo his date at the park, and Lolly will appear on the TV show to hand out lollipops and tickets.

Milk Collars Used

Chain stores will again be solicited for business in 1956, based on last season's success with a Food Fair outlet. The Beckers gave the store 50,000 nickel-off ride tickets to hand out with food parcels, and the return over a one-month period was better than 7,000. Contests this year will include kiddie beauty, rock 'n' roll, clown makeup, and others. Advertising on special collars for milk bottles will go into 130,000 homes, with the collars carrying discount ticket offers.

In addition to newspaper advertising, it was learned, Funland will also go out for subway platform ads. Special days will be offered as in the past, with organizations given the run of the park for their own charitable purposes. Lined up so far are the Police Athletic League, Herald-Tribune Fresh Air Fund, and Lions Club. The PAL will be solicited with an aim toward getting roller skate hockey off the city streets (man-hole covers are used as goals) and onto the Funland rink, with the PAL backing and supervising a roller derby hockey league.

Biggest improvement in the recreation center's operation, it is felt, is that operators have co-operated in assuming an over-all label and decor which gives it a park-like identity. The co-operative publicity-promotion-advertising budget is an experiment which will be watched not only by the two land-owners whose money is involved, but also by tenants of the various Funland facilities who will contribute to it next year, if success results.

Funland's decisions are a reflection on how businessmen of diverse elements can get together on actions which can be of benefit to all.

"It's a REPEAT Ride"!!

The "Mighty Midget"

Wherever it goes it steals the show

"BIG" THE ATTRACTION

in any park

THE "ORIGINAL" OBSTACLE COURSE RIDE!

LINE UP FOR ACTION NOW!

VISIT CALL WRITE

SANCAMCO, INC., TULSA, OKLA. 211 S. Cinn. Phone: LU 72483

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"Teleskopic" LIGHT TOWERS

"LIGHTING THE MIDWAYS FROM COAST TO COAST"

THE DOWNEY "TELESKOPIC" LIGHT TOWER IS THE "ONE" PROVEN AND PRACTICAL

Highly endorsed and recommended by carnival owners, amusement and municipal parks, kiddielands, fair grounds, exposition grounds, drive-ins, shopping centers, resort areas, etc., etc. Durable—Will last a lifetime.

All parts interchangeable. No loose screws, nuts or bolts.

SAVE MONEY BY ORDERING NOW—DELIVERY AT ANY DATE YOU SPECIFY.

SEND FOR BROCHURE, GIVING FULL DESCRIPTION, DETAILS, PRICES & TERMS

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392 ARCADE BLDG. Phone: Chestnut 1-0444 ST. LOUIS 1, MO.

BACK THIS YEAR WITH A STILL MORE RUGGED

"CARNIVALITES"*

*Copyright applied for

THE EXTRA HEAVY DUTY ROUGH SERVICE & STREET LIGHTING LAMPS THAT SOLVED YOUR PROBLEMS LAST YEAR!

We also carry a complete line of:

- Fluorescent and Incandescent Lamps
- Bug-A-Ways
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Get Ready for the Road

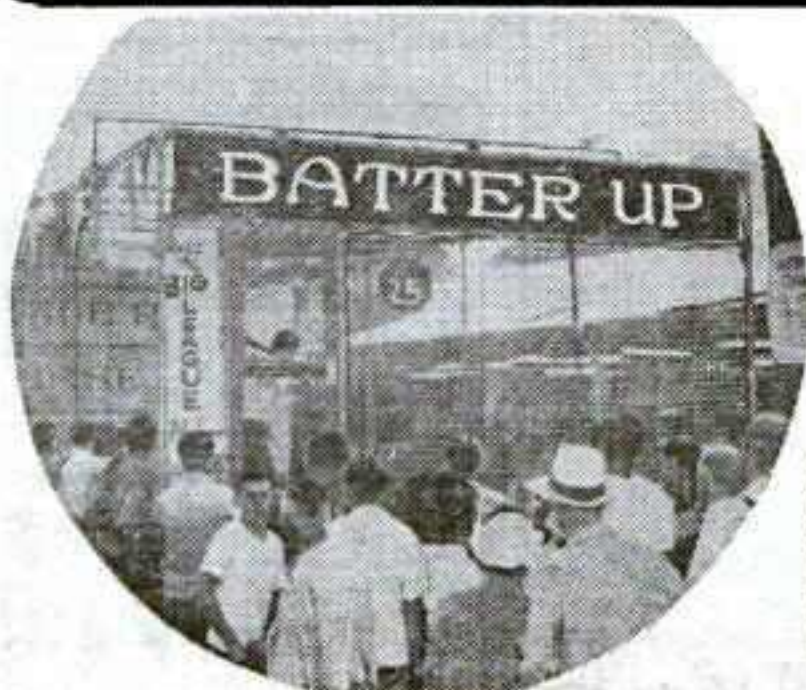
Write or Call Now for 1956 Brochure

ELECTRICAL WHOLESALERS, Inc.

2027 S. Michigan Ave.
Chicago 16, Illinois
Phone: DAnube 6-6960

"I took in \$254.00! In ONE day!"

Never less than \$175.00 and better than \$2,000.00 for the 10 Michigan State Fair days.



"I have been in the show business for the past nine years running concessions on various park locations and I will say here that 'Batter Up' is the finest, cleanest game that I have ever seen and I think it is without question one of the best money-makers."

Ellen Pearsall



BATTER-UP CAN EARN \$20,000.00

A YEAR FOR YOU! LURES ALL AGES, BOTH SEXES!

"BATTER UP" has all the features of any Baseball Driving Range and many more! Will earn \$30.00 an hour! Completely automatic pitching and return of balls! One-person operation! Sturdy, all metal construction! Built to last a lifetime! Pitching machine is compact, light weight, fool-proof, accurate and fully guaranteed! Pitches regulation baseballs! Travels on and assembles from 12-ft. trailer that pulls behind any car! Requires only 13x40-ft. space! No lost time between games! Only 12 balls used in play! Tremendous profits, no overhead! Can be completely assembled, ready for business in 2 hours' time! Neither assembly or operation requires any mechanical knowledge! \$1,250.00 down delivers complete unit, balls, bats; yes, everything! Balance in payments out of profits! 30-day delivery!

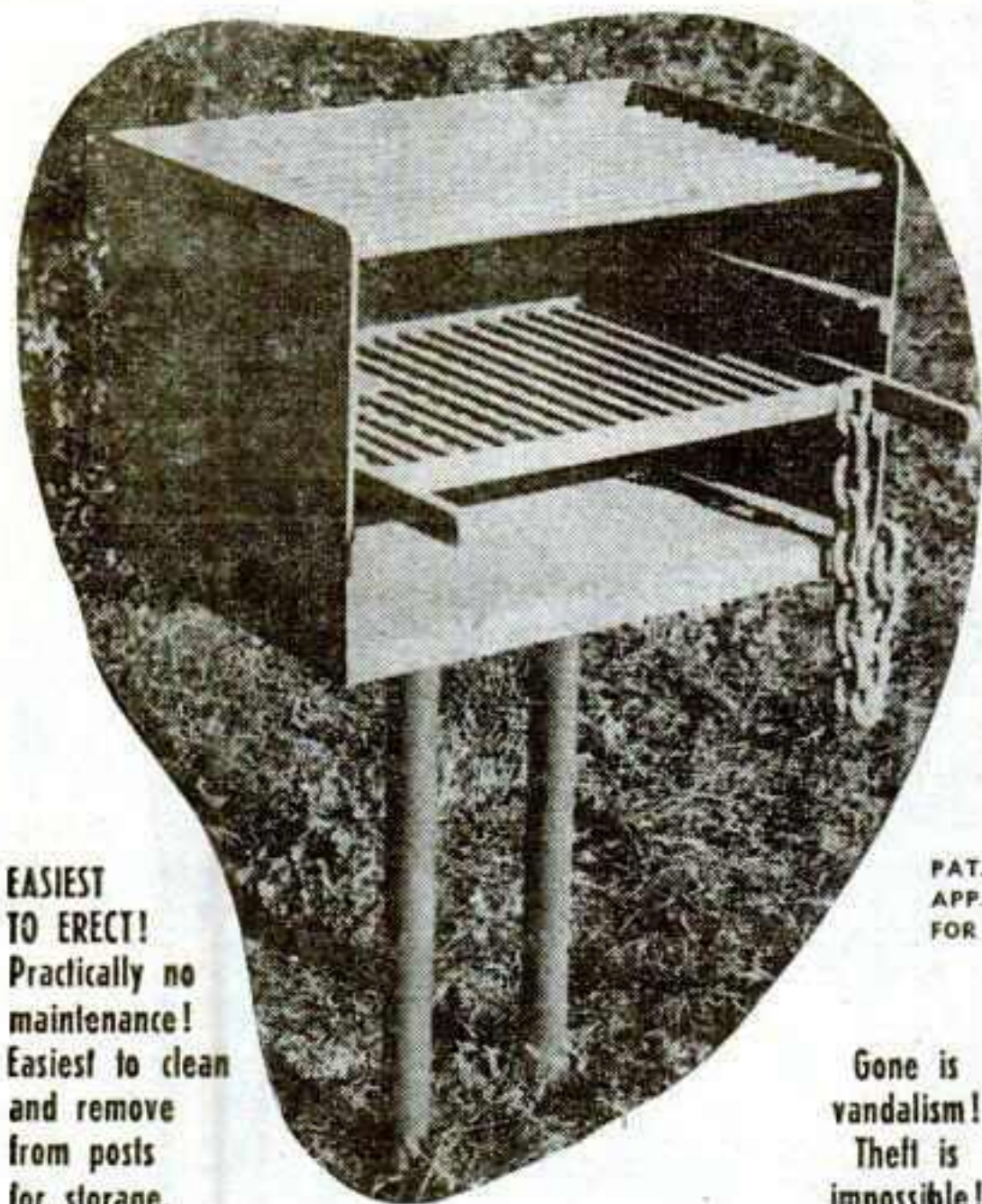
E. B. WILSON & ASSOC., Detroit Leland Hotel, Detroit 26, Michigan. Woodward 2-2300

CAROUSEL FOR SALE

Large park-size Carrousel. 44 wood-carved animals, plus 2 moving boats and 2 animal coaches. Can be seen by appointment only.

Contact Lou Lereari

Levittown 9-4090, or write
P. O. Box 17, Bethpage, L. I., New York



EASIEST
TO ERECT!
Practically no
maintenance!
Easiest to clean
and remove
from posts
for storage.

PAT.
APP.
FOR

Gone is
vandalism!
Theft is
impossible!

ALL-STEEL Swiveling PARK GRILL

• Electric welded construction. 3/16" plate. Grill unit 20"x14"x14". Full circle swivel. Shipping weight with posts, 115 lbs.

\$26.10
EACH

• Removable grate, adjustable in height. No damage if water is thrown on hot fire. No accidental breakage if dropped.

LOTS OF 12 OR MORE.

1 1/4" Pipe Posts
Included

• Grill secured to posts by padlock. Movable grate permanently attached by chain.

Less Than 12—\$29.00 Each.
Stainless Steel Grate and Top,
\$14.00 Ea. Extra.

MEXICO FORGE

Write for FREE CATALOG.

Steel Picnic Tables, Park Benches, All Outdoor Furniture.

MEXICO, Juniata County, PENNA.

FOR YOUR GRAND SPRING OPENING



ORDER
NOW

SUPPLY
LIMITED

DECORATE YOUR PARKS . . CARNIVALS . . FAIRS

With These Beautiful New U. S. Navy Signal Flags
DURABLE—WILL WITHSTAND STORMS AND GALES FOR MANY SEASONS

(Not like fragile commercial type which deteriorate in the first rain)
Size: 3x3 ft. Assortment of designs & colors.
Each flag has snap and ring for easy joining to make various designs and color combinations in a string of flags.

Cost to U. S. Navy over \$3 ea.

OUR LOW PRICE 40¢ EA.

Minimum order, 250 Flags in a variety of colors & designs.

Check With Order, Please

J. J. EDELSON

454 BROADWAY

NEW YORK 12, N. Y.

ALgonquin 4-3086

Insurance Survey

• Continued from page 67

region was that kiddielands have few claims against them for public liability. Safe rides and safe operation are indicated.

About half of those participating in the survey declared they have had no accident claim within the past year. Some went on to say they have had no claims or exceedingly few over a period of several years.

With half of them having no claims they could not comment about whether they were pleased or displeased with the manner in which their insuring company handled claims.

Among those who did have claims in the past year, none gave any hint of dissatisfaction. Almost all of them said they believed the claims were handled well, and a scattered few said their claims were handled only fairly well.

The number of claims reported for the year is consistently small. No one answering the quiz had more than three claims in 1955. In that 50 per cent of kiddielands that did have some sort of claim, the number was about evenly divided among those with one, two and three claims.

GOLF RANGES

MINIATURE COURSES

WE CAN FURNISH
YOU COMPLETELY
WITH OPERATING
EQUIPMENT.



Prices and details on request

EASTERN GOLF CO.

2537 Boston Rd. Dept. 5

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We're Looking! We're Buying!

We will soon open a new Kiddieland in this area and we are now inviting ideas, plans, suggestions and prices. Send all to

Fred Wright

Wright Products Co.

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CHAIRS • TABLES

IMMEDIATE DELIVERY
138 STYLES • STEEL • WOOD
FOLDING • NON-FOLDING
ON CHAIRS MINIMUM ORDER IS 4 DOZ.
STATE QUANTITY NEEDED—ASK PRICES
Adirondack Chair Co. Dept. T-3
1140 BROADWAY (27 St.) N.Y. • MU 3-4824

Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING

137-139 Marine St., Ocean Park, Calif.

SKEE-BALL

REG. U. S. PAT. OFF.

DOESN'T COST—
IT PAYS

STEADY EARNINGS AND PROFIT
ARE FACTORS WHEN MAKING
AN INVESTMENT, SO . . .

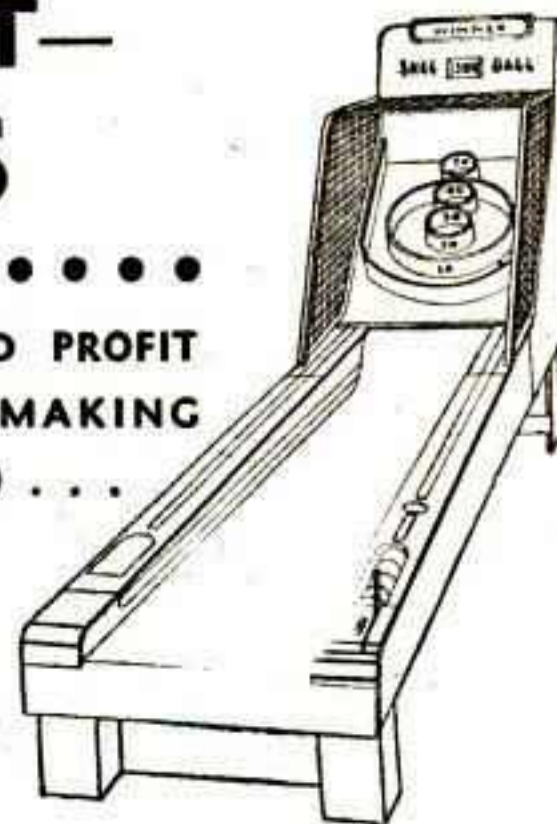
IF IT'S PROFITS
YOU WANT, BUY
SKEE-BALL

SOLD ONLY BY
PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET

PHILADELPHIA 44, PA.

Serving the Amusement Industry Since 1904



AUCTIONEERS!
CONVENTIONEERS!
PITCHMEN!
BARKERS!
TRIPLE YOUR
PROFITS WITH
THIS SENSATIONAL
Radionic "Ultra Sonic"
PORTABLE
PUBLIC ADDRESS
and PAGE SYSTEM



• Finest quality microphone with 8-ft. rubber-covered coiled cord and genuine phone plug.
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• Has range up to 1/4 mile.
• Finest voice clarity and fidelity.
• Extra large 9" trumpet-type speaker.
• Order yours today. Proven performance, economy, dependability. Money-back guarantee.
• Price includes batteries.
F.O.B. Chicago. Complete, only

\$66.33

RADIONIC INDUSTRIES

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DON'T OVERLOOK THE PROFITS A WELL-STOCKED NOVELTY STAND CAN BRING YOU!

We will gladly help you set up and stock a stand with the fast selling merchandise that will give you maximum turnover on your investment dollar.

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| ★ SOUVENIRS | ★ PLUSH TOYS |
| ★ HATS | ★ NOVELTIES |
| ★ PIN WHEELS | ★ CLOCKS |
| ★ CANES | ★ LAMPS |
| ★ COMIC BUTTONS | ★ PREMIUM MERCHANDISE |
| ★ DOLLS | ★ BALLOONS |

★ 1000's of items to choose from.

Do you have our catalog? If not, write today. State nature of your business in first letter.

Check our weekly ad in the merchandise section for today's best buys.

WISCONSIN DELUXE CO. 1902 W. Third St.
Milwaukee, Wisconsin

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL or FOLDED TICKETS

DAY & NIGHT SERVICE
SPECIALLY PRINTED

CASH WITH ORDER PRICES—10M \$15.00—ADDITIONAL 10M's SAME ORDER, \$2.80
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS
1 ROLL \$1.75
EACH ADDITIONAL ROLL SAME
ORDER AT 90¢ PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

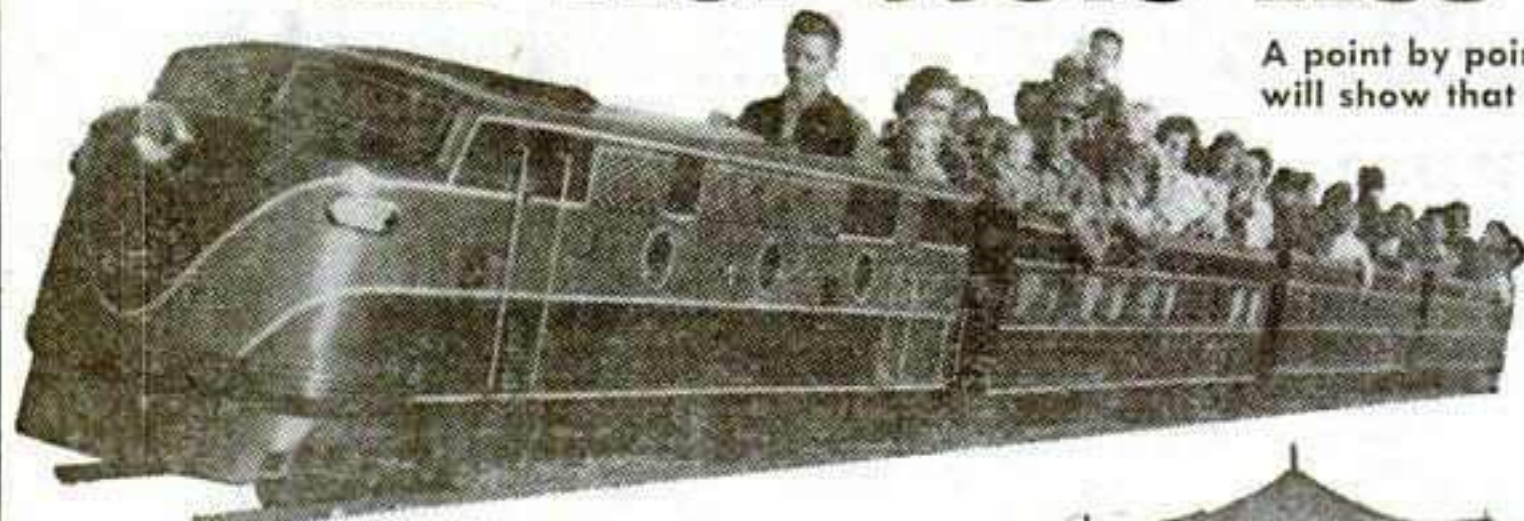
KIDDIE FERRIS WHEEL

Over 125 Sold to Date

SAN ANTONIO ROLLER WORKS

322 NOLAN—SAN ANTONIO, TEXAS

THE BEST COSTS LESS

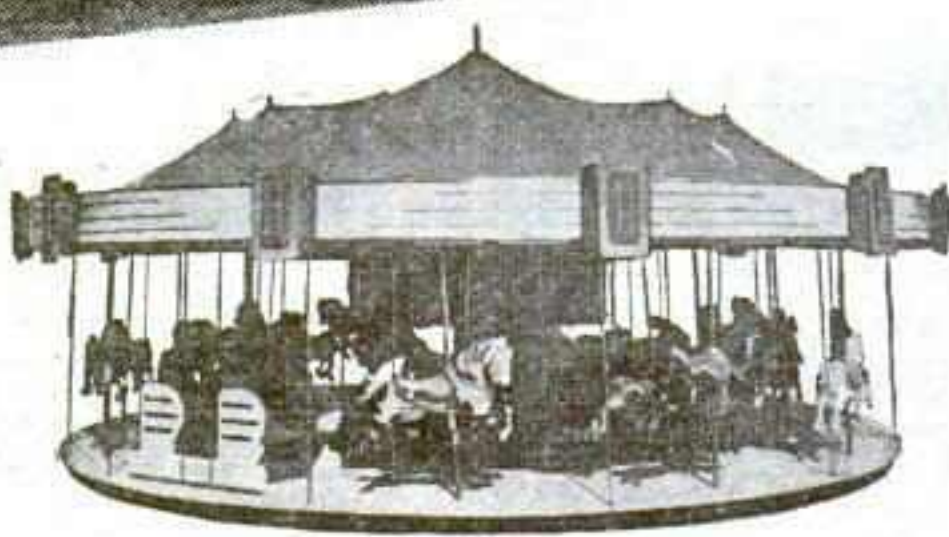


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(ADULT & KID SIZE)

AUTO RIDES
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STREAMLINER TRAINS
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(CAN BE USED FOR PARK OR PORTABLE.) CAST ALUMINUM HORSES. CUSTOM DESIGN AND MANUFACTURE. SEND FOR CATALOG.

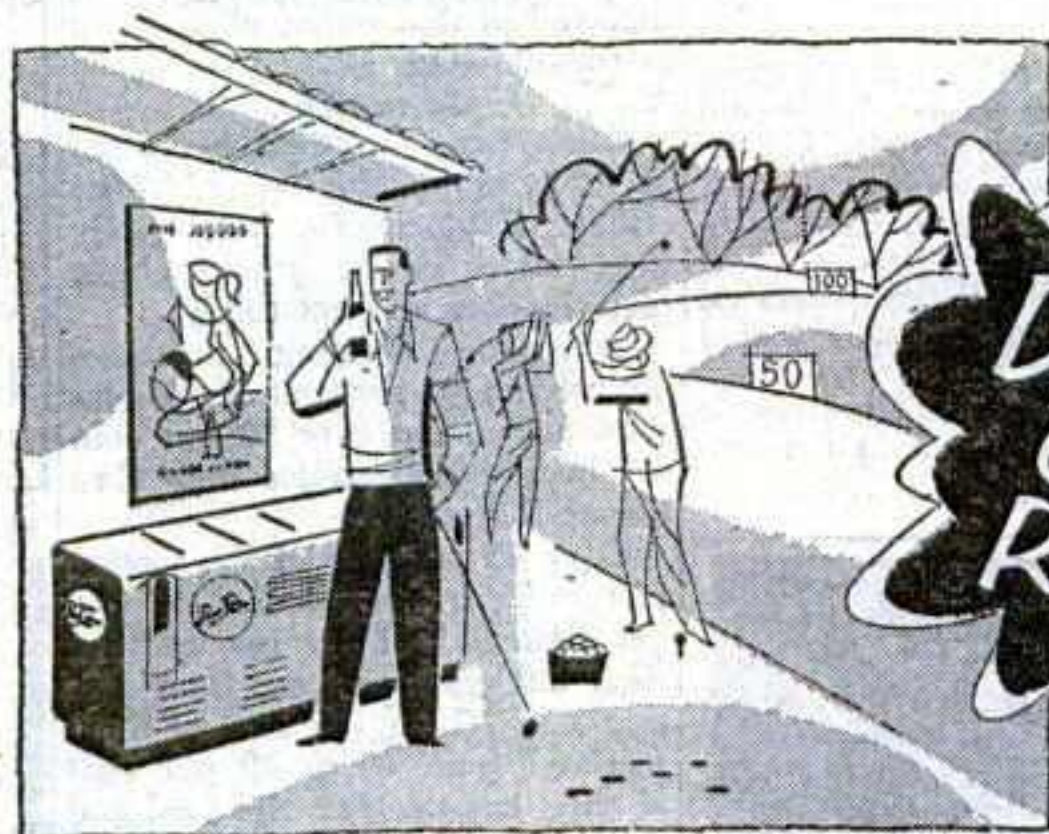
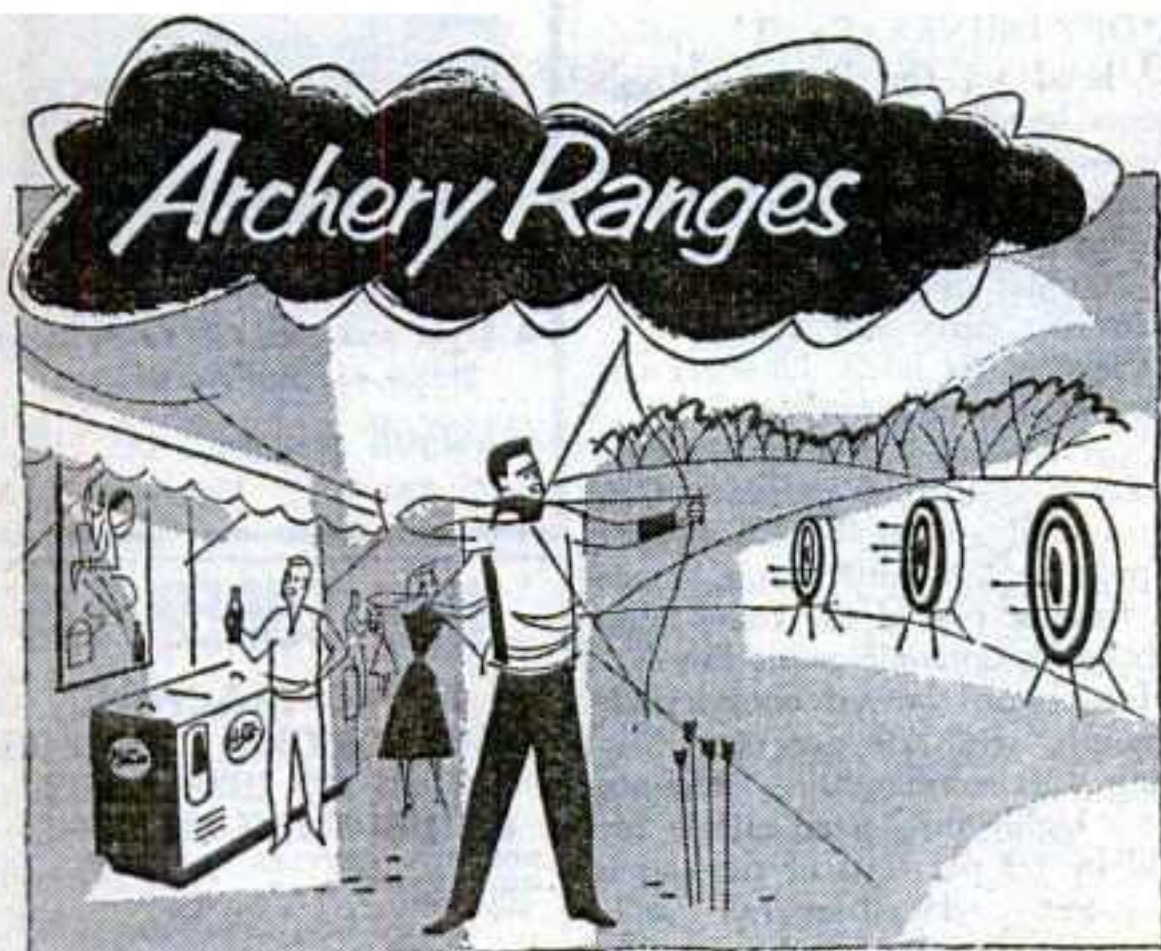
A point by point comparison will show that Arrow Equipment costs less to buy, costs less to maintain.



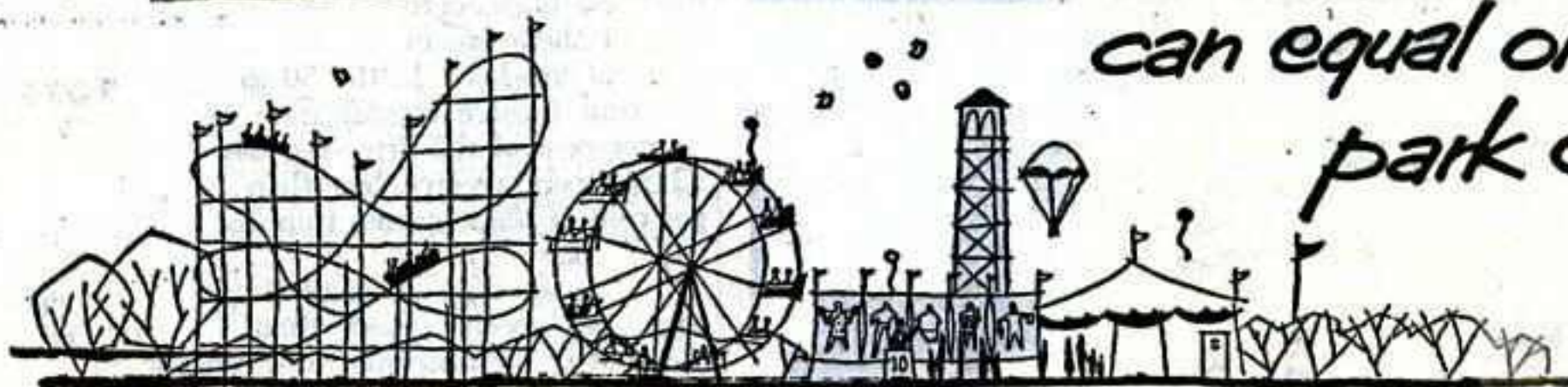
ARROW DEVELOPMENT CO., INC.
243 MOFFETT BLVD. MOUNTAIN VIEW, CALIF.

REFRESHMENT CONCESSIONS MINT NEW PROFITS

-for play park operators



*—on any outdoor show lot—
net profit from refreshment
can equal or exceed
park operation profit*



Wherever people look for recreation, they look for refreshment, too. For refreshment and amusements go hand in hand.

Movie theatre operators learned it long ago. And across the country, refreshment profits are topping their box office net.

Make refreshment available, and your patrons will welcome it. Give them what they want—popcorn, candy, ice cream, Pepsi-Cola—they'll buy and enjoy them all, on your location.

Remember, too, that Pepsi-Cola is an old friend.

More people, in more places, are asking for Pepsi than ever before in history. It is the fastest growing beverage in the world.

Tie in with this money-making trend. Let refreshment concessions work for you. Pepsi's small concession bottle or bulk syrup will mint new profits for you.

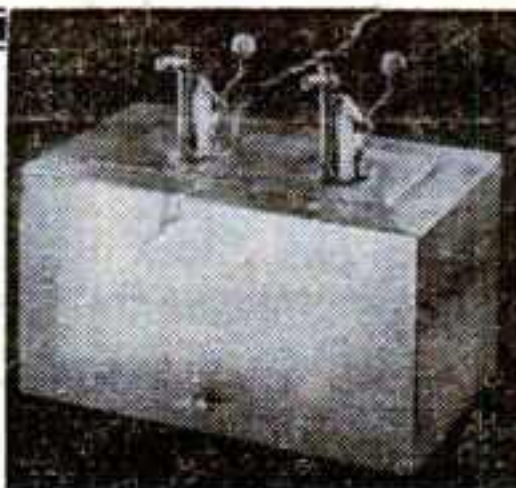
Your local Pepsi-Cola bottler will be glad to give you valuable information and assistance. Call or write him today. Let your refreshment concessions grow with Pepsi-Cola, the fastest growing beverage in the world.



National Sales, Pepsi-Cola Company, 3 West 57 St., New York 19, N. Y.

—The Light refreshment

Just the Thing
**FOR FAST
SERVING**
Non-Carb



LARGE CAPACITY BEVERAGE DISPENSERS

Ice or Electric Refrigerated
Made of Stainless Steel, Unlimited Capacities
Also
Fruit Juices
Frankfurter Griddles and Stands • Food Equipment

W. KESTENBAUM, INC.

1790 First Ave., New York 28, N. Y.

Write for Circular, Fill in Coupon:

Name

Organization

Address

WIDE SCOOTER APPEAL

Pepsi Adds Teener Gimmick to Promotions

NEW YORK, Feb. 11.—Pepsi-Cola's promotion program, largely centered in outdoor show business, which began with the live pony giveaway, has been expanded to include a third teen-age-adult phase.

Next week bottlers will be notified that the Italian motor scooter, Vesta, will be available for promotional purposes along with the ponies and Thunderbird Jr., an electrically powered miniature car offered last year for the first time.

Pepsi spokesman Paul Little said the Vesta was an ideal licensed teen-age-adult lure. It is a valuable transportation-recreational aid and not a toy. The unit was added, he said, to widen the age appeal of the promotional aids offered bottlers. Since the ponies and miniature cars were ideal for children and sparked their interest and Pepsi sales phenomenally in some franchise areas, it was felt an item that would appeal to a large segment of the adult population would work just as well.

Exclusive Deals

The Vesta, a two-wheeled vehicle with a rear seat, is held exclusively by Pepsi for promotional purposes, Little said. The same arrangement holds with the Thunderbird Jr.

The parent company will urge the bottlers to use the promotion aids in combination, so as to interest the widest possible consumer group.

Many Pepsi promotions, all of which are instigated and underwritten by the bottler with the aid of the parent company, beginning with the pony giveaways, have been tied in with outdoor events, including fairs, parks and carnival dates. These events and other interest shown in the industry by Pepsi headquarters have boomed the firm's outlets and sales in the outdoor field.

Reporting continuing progress during the 1955 season, Little said efforts to increase sales in the outdoor field would be continued. Representatives of the firm again this year attended virtually all of the state fair association meetings. Their efforts were largely aimed at fair officials, in the knowledge that fairs provide the biggest single outlet for the product in the outdoor field.

Altho the availability of the Vesta is not generally known, Little said considerable interest in its use as a promotional aid has already been shown, with the Roller Skating Rink Operators of America likely to recommend its use as a door prize, with the usual Pepsi tie-in, by member rinks.

Complete work kits, detailing the staging of the promotions, are available to bottlers.

DRY PATRONS:

Soft Drinks Top Food List At Drive-Ins

SOFT DRINKS of a wide variety head up the list of refreshments handled by drive-in theater concessions stands. According to a survey of ozone movie houses conducted by The Billboard, close to 100 per cent of the operators answering carry soft drinks.

Close on its heels, however, are popcorn, hot dogs and candy, with 98 per cent of the concessions offering these to their patrons. Coffee and cigarettes, both long-time popular night trade items, made up the last two of the basic items carried for open-air movie fans.

Ice cream showed considerable strength, with 76 per cent handling this commodity. Peanuts, not a highly publicized article, are sold by 69 per cent of the movie operators. Hamburgers, milk, other sandwiches and popsicles followed in that order, all well up in the standing.

Other Items

Other items handled by some, generally in the minority, are frozen custard, caramel corn, pizza, candy floss, snow cones, potato chips, plate lunches and hot toddy.

Automatic vending machines are used by 43 per cent of the concessionaires, but over 90 per cent of them sell cigarettes only thru the machines.

Over 55 per cent of the motion picture operators receive in the neighborhood of 40 per cent of their total gross income from concessions. Thirty per cent of them received from 40 to 49 per cent of their income from the food and drink establishments, while 25 per cent of them are in the 30 to 39 per cent bracket. In the 50 to 59 per cent income classification are 19 per cent of the drive-ins, while 13 per cent receive less than 30 per cent of their income from food and drink.

There are only a small 3 per cent that receive more than 60 per cent of their income from concessions and, by the same token, less than 1 per cent get less than 5 per cent of their income from their customers' appetites.

MAKE \$100.00 A DAY

On Candy Floss



Our PERFECTION is just that—precision built spinnerhead, volt meter, rheostat. No vibration. FREE parts. Write today for free literature.

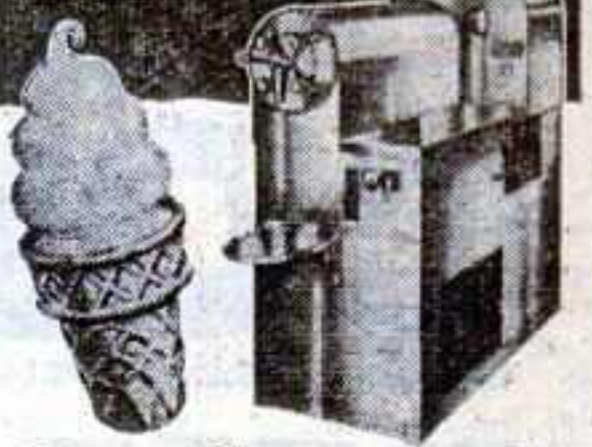
ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Ave. Nashville 4, Tenn.

ROYL POPCORN Concession Supplies & Equipment ROY SMITH CO.

365 Park St., Jacksonville
Adamo Dr. at 19th St., Tampa

BIG PROFITS

with SOFT
ICE CREAM



Sani-Serv DIRECT DRAW
DAIRY FREEZER

WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1348 STADIUM DRIVE • INDIANAPOLIS, IND.

SNOW BALL

Ice Shaver



A Style and Size for Every Need
Write for full particulars

CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

NEW SUPER 120

FLOSS MACHINE

**BIGGEST PRODUCTION... LOWER COST
PRE-HEAT AND REMOTE CONTROL
ONE STOP SERVICE FOR SUPPLIES**

POPCORN KETTLES FOR EVERY REQUIREMENT, 8, 12 & 35 QUART, ALL ALUMINUM. POPCORN STANDS. HOT DOG STEAMERS & BUN WARMERS. STAR & CRETORS EQUIPMENT. CUPS. CORN BOXES. BAGS. OILS. COLORING. SNOW CONE EQUIPMENT AND SUPPLIES. DAD'S ROOTBEER DISPENSERS & SYRUPS. BEVERAGE DISPENSERS. BUTTER DISPENSERS. ROLLED CONES. BANDS. RIBBONS. REPAIRS. ICE-MAKING EQUIPMENT. UMBRELLAS. KIDDER RIDES. EVERYTHING FOR THE CONCESSIONAIRE.

WRITE FOR
50TH ANNIVERSARY CATALOG
CONCESSION SUPPLY CO.
3916 SECOR RD. TOLEDO 13, OHIO
Phone: Kingswood 2408



**Food Concessionaires...
Sell PRONTO PUPS**

America's original
"Hot Dog on a Stick"

Big profits—Big volume

Write to
PRONTO PUP CO.
2014 N.E. Sandy, Portland 13, Oregon

HOT DOG on a STICK

WAREHOUSES: St. Louis, Mo. & Hollywood, Calif.
100 lbs. \$25.00 cwt.
300 lbs. 23.00 cwt.
1,000 lbs. 22.00 cwt.
Revolutionary new Cooker produces 4 hot dogs per minute—\$84.62. Send for detailed information.

PARTY BATTER CO.
2022 Oakstone Way, Hollywood 46, Calif.

L. D. HARRIS POPCORN CORP.
Complete line of Concession Supplies and Equipment.

GOLD MEDAL • STAR • CRETORS
314 W. 44th Street, New York 36, N. Y.
Judson 6-0527-8

FEATURE ATTRACTION

The Sensation of the Beverage Field

— Cramores—Delicious Quality "ADE" Type Beverage Bases —

For OUTSTANDING PROFITS
(Both Dry and Wet Syrups)

Full Bodied Flavors —



Lemon	Grape
Lime	Cherry
Orange	Root Beer
"Gillhooley" (Mint)	
Black Raspberry	

BIG SAVINGS • FANTASTIC DEALS
on NATIONAL BRANDS of DISPENSERS
With Your Purchase of
CRAMORE PRODUCTS
8 Choices

CRAMORE FRUIT PRODUCTS, INC.

Point Pleasant, N. J.

NEW DEVELOPMENTS:

Portable Venders Have Big Capacity

CHICAGO, Feb. 11. — A two-wheeled drink vending cart that dispenses over 1,000 drinks of non-carbonated cold drinks or hot coffee per hour, is being manufactured here. According to the maker, it holds the equivalent of nine cases of bottled drinks or about 10 gallons of hot coffee in one load. Through its use, the concessionaire can eliminate losses peculiar to bottled drinks and the danger presented by broken bottles, the manufacturer points out.

The unit, which is made of stainless steel, solves the labor problem by enabling operators to make more money with less work, overcomes the congestion of stand service, insures sanitation and, through the handling of bulk beverages, increases the profit margin, the manufacturer states.—Vacuum Can Company, 19 South Hoyne Avenue, Chicago 12.

Beverage Dispenser . . .

CLEVELAND — A pre-carbonated root beer dispenser that is said to deliver 60 gallons of 38-

degree root beer per hour, has been introduced. The unit, 53 inches long, 38 1/4 inches high and 31 inches wide, also has a built-in orange-drink dispenser. Carbonator pumps and circulating pump use 110-120 volts. Stand-pipe drains and beverage compartment drain are connected to a single drain line. The single draft arm unit may be converted to double draft-arm unit.—Reed & Bell, Inc., 3506 Vega Avenue, Cleveland 13.

Burger Holders . . .

STURGIS, Mich.—A new, modern hamburger holder is made of specially treated white paper or colored stock. A second model for hot-dog sandwiches is also available. All styles are available with or without printed messages.—Harvey Paper Products Company, Sturgis, Mich.

Big-Capacity Dry Cooler . . .

ST. LOUIS—A storage capacity of 570 half pints is supplied by a new dry cooler being marketed here. The unit requires only 28 by 48 inches of floor space and there are no coils or motors in the nine-cubic-foot storage compartment. Grill dividers are optional. The noiseless, quarter-horsepower, sealed refrigeration unit carries a five-year warranty.—Beveco Com-

pany, Inc., 3320 S. Broadway, St. Louis 18.

Improved Fry Basket . . .

BROOKLYN. — A new-style, deep-fry basket that features welded-mesh construction, is being produced here. The basket has a weld at every point which is said to make it stronger than woven baskets. The handle is so constructed that wires are kept apart to cut down conductivity, thus keeping it cooler.—Metropolitan Wire Goods Corp., 70 Washington Street, Brooklyn 1.

Fryer Has Big Output . . .

SAN FRANCISCO — A heavy-duty counter fryer, said to match the output of a floor model, is being manufactured here. Unit takes only 22 inches of counter space yet fries 60 pounds of potatoes an hour. Three large heating elements and three individual thermostats, three large baskets, lifetime stainless-steel shield and front drain are among the unit's features.—Wells Manufacturing Co., 220 Ninth Street, San Francisco.

Kid Spots Ring Up Big Sales

REFRESHMENTS, including soft drinks, sandwiches, popcorn, candy and countless others figure big as revenue producers at kiddielands. According to a survey of leading amusement spots that cater to the small fry, 43 per cent of the operators receive from 10 to 25 per cent of their total income by satisfying the appetites and thirsts of the moppets and their parents.

Many do much better than this average. In fact the study shows that 13 per cent of the operators receive 25 to 50 per cent of their income from food and drinks and a similar percentage report they're in the 50 to 75 per cent class.

The five basic articles handled by the kid fun spots are headed up by soft drinks, with close to 100 per cent of them handling this refreshment. Popcorn and ice cream, both naturals for the youngsters, were tied for second place with hot dogs, cigarettes and candy following in that order. The cigarettes, most of which are sold through vending machines, indicates the good turnouts of adults at the centers.

Coffee was also handled by a good number of kiddieland refreshment stands followed in order by milk, hamburgers, frozen custard, popsicles and candy floss. In the minority were spots that sold caramel corn, plate lunches and pizzas.

Proof!

It's a fact — proved by operators everywhere —

Popsit's Pop

More people stop and buy popcorn when it has the butterlike flavor and color that comes only from POPSIT PLUS.


Props Profits!

Get our case histories . . . or order a sample case today!

the only liquid popping oil with butterlike flavor!

popsit plus!

It's Digestible! Made Only of Pure Peanut Oil



Made by **C. F. Simonin's Sons, Inc.** Philadelphia 34, Pa.
POPPING OIL SPECIALISTS TO THE NATION
Convenient warehouse stocks and distributors from coast to coast

★ "FEWER DUDS"

★ COSTS LESS PER BAG

★ POURS READILY IN ALL WEATHER

★ MEASURES ACCURATELY — WITH NO WASTAGE

★ STORES EASILY — NO FIRE HAZARD

IT'S "SNOW" MAGIC

Watch Billboard For The Revolutionary "New" Snow Machine Highest Output & Lowest Cost of Any Machine. Now Available

THE NEW 1956 "SNOW MAGIC"

Fully Automatic — Patented

Sensational! New! 360° REVOLVING LIGHT



TRIPPE HI-BALL



- ★ FREEZE-PROOF
- ★ WATER-PROOF
- ★ FADE-PROOF
- ★ TROUBLE-PROOF
- ★ EASY TO INSTALL OR REMOVE
- ★ MADE LIKE A FINE WATCH
- ★ BUILT FOR YEARS OF SERVICE

Hi-Powered attention getter! Its parabolic mirror rotates around the powerful light bulb at 60 TIMES A MINUTE. Intense flash can be seen at great distances. Plastic dome available in Red, Amber, Blue, Green or Clear. 115-130 Volt, A.C. 9 1/2" diameter. Heavy chrome. Ultimate in beauty and operation — and the price is LOW!

Write or Wire for Beautiful Catalog or Call Your Jobber

TRIPPE MFG. COMPANY
218 N. Jefferson St.

Dept. R
Chicago 6, Illinois

Multiplex Faucet Co. Serving the Trade Over 50 Years


SELF-CONTAINED DISPENSER

Draws two different mixed drinks - - COKE or PEPSI and ROOT BEER

and has a draft arm for plain carbonated water (includes electric carbonator and mechanical refrigeration). **COMPLETE, READY TO USE!**

WRITE FOR INFORMATION

MULTIPLEX FAUCET CO.
1400 Ferguson Ave., Dept. BB, St. Louis 14, Mo.



There's something new for you in money-making Equipment and Supplies

POPPERS SUPPLY CO. of Phila.

1211 N. 2nd ST., PHILA. 22, PA., GARfield 6-1616

ASK FOR OUR LATEST CATALOG



- POPCORN • FLOSS
- SNOWBALL • DRINKS
- CANDY APPLE • PEANUTS

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

COTTON CANDY CONES

By putting on extra shifts we have increased production on Cotton Candy Cones and we can now give you all you want. Our dealers from coast to coast have been stocked up again so order from the source nearest you.

The demand this year was far greater than we had anticipated and we appreciate your patience in waiting for delivery.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD ST. CINCINNATI 2, OHIO



NEW! low-cost Cretors counter model popcorn machine

Here's the biggest little money-maker in the country—the new CRETORS "America" Counter Model. All-steel kettle, thermostatically controlled, pops 6 oz. of raw corn per charge, turns out \$12.00 of corn per hour. Automatic cover lift. White all-metal frame with red top and blue "POPCORN" sign. Popper case heated by electric element. Equipped with Plexiglas doors. Measures 25 1/2" high x 27" wide x 21" front to back. Plugs into any ordinary AC outlet.



Giant popping units gas or electric

The ever-popular CRETORS Giant Popping Unit with 2-lb. capacity (50 lbs. per hour) is available with either Gas or Electric Kettle. Either can produce \$75.00 worth of popped corn per hour. The Giant Electric Popping Unit is also available with an 18-oz. capacity kettle, or \$50.00 per hour.

Cretors

POPCORN MACHINES SINCE 1885

SALES OFFICE: CRETORS, POPCORN BLDG., C, NASHVILLE, TENN.
FACTORY: CHICAGO, ILLINOIS

MOBILE CONCESSION UNITS



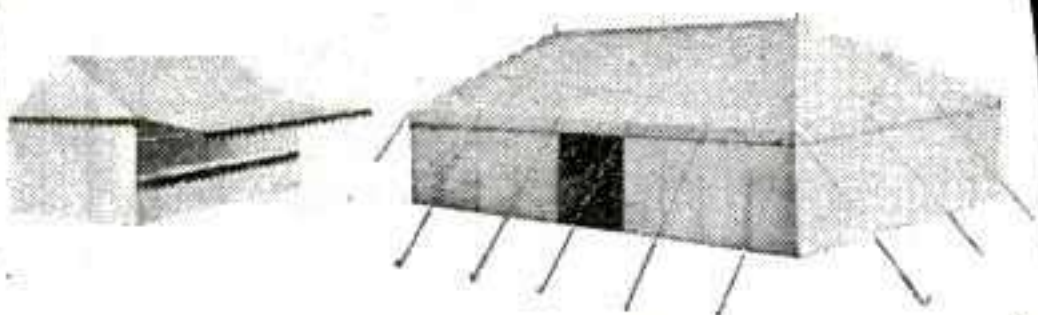
POPCORN TRAILER Popcorn and many other food products can be sold from these modern, sanitary units. From 8 to 30 feet in length and arranged to meet your requirements. For complete information, tell us your specific needs and we will give you our proposal. Write Today.

11575 So. Wabash Avenue • Chicago 28, Ill.

Calumet Coach Co.

GIVE TO DAMON RUNYON CANCER FUND

CONCESSION TENTS and BIG TOPS



By HOOSIER, makers of America's finest Concession Tents and Big Tops. HOOSIER, craftsmen in canvas for over 30 years, offers you the very best at lowest price. Large Square End Tents in stock. Round End and Special Tents made to order. Prompt delivery. WRITE TODAY for Hoosier's FREE Tent Catalog.

HOOSIER
Tarpaulin and Canvas Goods Co., Inc.
P. O. Box 574, 1302-10 W. Washington St.
Indianapolis 6, Indiana

PITCHMEN'S UMBRELLAS
SPECIALLY PRICED
MANY COLORS, SHAPES, SIZES 6, 7, 8 FT. DIAMETER.

CONCESSION TENTS
Any color, size or shape
8' x 10' 10' x 10' 10' x 12'
Write us for all Carnival needs
FLAGS, COIN APRONS, BALLY CLOTHS

A. MAMAUX & SON
120 BOULEVARD OF THE ALLIES • PITTSBURGH 22, PA.

POWERS TENTS
Tents well reinforced, 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.
Largest manufacturer of show tents in the East. Write for prices

Powers & Co. 5929 Woodland Ave. Philadelphia, Pa.

SEND US YOUR SIZES

AMERICA'S FINEST SHOW TENTS

O. Henry Tent & Awning Co.

Will be in MIAMI, FLA., thru February 25
c/o Miami Showmen's Association
Bernie Mendelson
4862 N. CLARK ST. Phone: ARdmore 1-1300 CHICAGO 40, ILL.

ALL WEATHER PENNANTS
Made of Heavy Gauge Polyethylene. 4-Ply Sag Proof Tape. Pennants arranged in fluorescent sequence, bright colors. Plastic finished with special double sealer to insure lasting glow.

106 Ft. 12x18" Pennants—54 to String	\$3.95
53 Ft. 12x18" Pennants—26 to String	1.95
106 Ft. 2x18" Strip Dangles—144 to String	3.95

Also Souvenir Felt Pennants.
Terms: Cash with order or 25% dep., bal. C.O.D.
RODIN NOVELTY CO., 3217 No. Clark Street Chicago 13, Illinois
Phone: Blittersweet 8-6225

BUMPER STRIPS!

In Brilliant Fluorescent Colors!

Write for rates and free literature entitled: "A GREAT NEW ADVERTISING MEDIUM THAT RIDES FOR YOU FREE!"

PEREL PROCESS PRINT CO. 1831 N. 77th Street Philadelphia 31, Pa.

ROLL TICKETS
PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

100,000	\$32.50
10,000	\$10.00
20,000	\$12.50
50,000	20.00

Send Cash With Order, Stock Tickets \$24.00 per 100,000.

TAMPA ANNUAL STRONG; HITS NEAR-RECORD PACE

**Royal American Shows Register
\$42,000 One-Day Midway Gross**

By HERB DOTTEN

TAMPA, Feb. 11.—If the saying, "As Tampa Goes, So Goes the Nation's Fairs," holds, a big fair season looms ahead.

Tampa, or more specifically, the Florida State Fair here, has been experiencing a strong run, one which may prove the strongest in its history.

Thru Thursday (9), ninth day of its 11 days, a new all-time high, single-day attendance mark was set, and the gate for the nine-day period was close to, tho under that for the corresponding period in 1954, the previous record year.

Hangs on Finish

There was a possibility that the

gate would nudge ahead of 1954 by the fair's close. Whether it would, hinged upon attendance during the closing two days.

Saturday (4), a combination FFA-FHA and auto-race day, provided the record single-day's turnout. The grounds were crammed from early until late and all segments of the fair enjoyed bumper business.

Other records were heaved into the discard as the fair set the new single-day high, which eclipsed the previous peak set in 1954. The Royal American Shows amassed a ride and show gross of more than \$42,000, the biggest one-day midway take in the fair's history. The enormous gross ranks as the second largest single day's business ever

experienced by the Royal American, being topped only by the \$48,000 take at the Minnesota State Fair in '55.

Sweeney Eyes Record

Final tabulation of the auto race turnout Saturday (4) put the count at 1 per cent under the previous record set last year. Two other auto race programs also drew heavy crowds, and still another was scheduled for today. Al Sweeney, National Speedways prexy, which staged the events, looked for the grand total of auto race patrons to hit a new high for the fair here.

The Jimmie Lynch Death Dodgers enjoyed excellent business, with Bill Reed, who heads the operation, reporting record

(Continued on page 90)

NOVEL ATTRACTIONS

New York Show Sets Paid Carp-Bass Tank

NEW YORK, Feb. 11. — An altered space sales policy and new revenue-producing gimmicks are in the cards for the annual sports show in Kingsbridge Armory. The show also has a new title, inserting the word "Travel" to come up with the New York Sports, Travel and Vacation Show. One of the gimmicks is a carp-bass fishing tank.

The huge Bronx drill hall,

which drew an estimated 100,000 customers in 1955 for the sports event, is expected to show a sizable increase this time. The 10-day run starts next Friday night (17). Optimism of Lester Eisner, president of the show, stems from the whopping run scored by the recent National Boat Show and by the reception so far of discount tickets to area sportsmen's clubs. He is assisted by Shari Colan, who succeeds former manager Mrs. Jesse Barnes.

A section of the armory, which boasts 180,000 unobstructed feet of floor space, will be set aside for direct sales concessions. There were orders taken last year, but no take-homes.

Free Talent Show

On the talent side, the 4,000-seat bleachers will again be available at no extra charge for a series of tank and platform acts booked in by Max Roth. Nic Bel Castro was the 1955 booker. Acts this

(Continued on page 97)

Magic Team Scores in East; Going West

WATERBURY, Conn., Feb. 11.—The Harlem Magicians, with Goose Tatum and Marques Haynes, have concluded their Eastern tour, with dates from Bangor, Me., to Jacksonville, Fla., their Eastern agent, William Selitsky, said here.

The attraction now is playing the Middle West. There is a possibility the team will appear on NBC's TV show, "Wide, Wide World," February 19, while they are at Fort Wayne, Ind., Selitsky said.

February issue of Ebony magazine contains a feature about the Magicians. Summer plans of the troupe are uncertain, with an overseas jaunt being considered, according to Selitsky.

Wagner Signs N. H. Dates For Stunters

PHILADELPHIA, Feb. 11.—Thrill show promoter Buddy Wagner this week announced signing for four performances at the fair in Plymouth, N. H. Wagner's Stunt Capades will show on opening Thursday, August 16, and closing Sunday (19). Wagner played the date last season and was re-booked by Lester Mitchell, fair secretary.

Johnny Purtill, publicist, returned recently from a trip thru New Brunswick, Nova Scotia and New England, and reports season prospects as good. He said Wagner will also play the Cheshire Fair in Keene, N. H., picking up an extra performance on closing Sunday, August 26, in addition to opening day.

MESSMORE • DAMON

1461 Park Avenue • TRafalgar 6-3530 • New York 29

AT LAST OUTDOOR NURSERY RHYME FIBERGLASS KIDDIELAND ATTRACTIONS

PLUS: Our standard
MECHANICAL FIGURES, LAUGHING CLOWNS and CARNIVAL HEADS

TICKETS

WRITE FOR PRICES ON
SPECIAL PRINTED ROLL TICKETS
FOLDED MACHINE TICKETS.
RESERVED SEAT COUPON TICKETS
GIFT AND THRIFT BOOKS, SEASON BOOKS AND PASSES

STOCK TICKETS FOR IMMEDIATE SHIPMENT

WRITE FOR SAMPLES AND PRICES

New York Office—1564 Broadway, Palace Theatre Bldg.
Plaza 7-1426 (Shamokin—Phone: 8-6803)

NATIONAL TICKET CO.

SHAMOKIN, PA.

ILLINOIS FIREWORKS

World's Largest
Manufacturers and Exhibitors
"Known Everywhere"
Catalogue mailed upon request.
Write or Call
Box 792, Danville, Ill. Phone 1716

FOR SALE—GOOD RIDES

Rides in perfect condition, none better offered by anyone. Junk buyers need not waste their time or ours. We set up complete parks or single rides as you wish. We will buy rides of good make, no junk; we rebuild to first-class condition. Crosley Memphis-built Fire Truck, good shape, \$1,000.00. 8 Auto Car circular safety ride, portable, adjustable, \$1,250.00. 8 Pony Cart circular ride, pony legs in trotting motion, portable, \$1,500.00. Same as above with 4 pony carts and 4 Kiddieloc auto cars, \$1,400.00. 16-passenger Swan Ride, new condition, refinished, \$1,250.00. 1 Shooting Gallery with Evans kicking mule, as is, \$125.00. 12-passenger Kiddie Swing circular ride, \$975.00. 1 Ferris Wheel, 12 passenger, safety type, \$650.00. 16-seat Chairplane with engine, like new, \$850.00. 8-seater Flying Dervish, sensational ride for grown-ups, \$1,500.00. 1 Merry-Go-Round, 18 animals, Disney type and metal horses, \$1,000.00. No clutches, auto parts—our own slip device—best made. Smart buyers come and look them over and take them away. All rides, etc., F.O.B. Youngstown, Ohio; delivery can be arranged.

KIDDIE PLAYLAND RIDE CO.

131 Princeton Ave., Youngstown 7, Ohio

PARK FOR SALE

Conococheague Amusement Park, 6 miles west of Hagerstown, Md., on Route 40, 10 acres of land with Conococheague Creek flowing through land with water rights and swimming. 30'x80' bath house, restaurant building 40'x80' with equipment, beer license and bar room, legal bingo on Sundays, bingo building 30'x50'. 10 Concession Buildings—Pop Corn, Carmel Corn and Candy Apples building and equipment; Snow Ball building and equipment; compressed air Shooting Gallery, five rifles, building 14'x50'; Merry-Go-Round in building 60'x90'; Fish Pond, Ball Games, Cork Shooting Gallery, High Striker and Hoop-La, Gasoline Train with 1/4 mile of track, Roller Coaster and 3 small Kid Rides. Four homes—one 8-room bungalow with bath, one 5-room bungalow with bath, two 3-room bungalows with light and water. 300,000 people within 30-mile radius. Must sell in 30 days.

\$40,000.00 (forty thousand) cash.

T. L. STENGER, Owner
Conococheague Amusement Park
Hagerstown, Md.

FOR SALE

One C-Cruise Ride, in A-1 condition, electric motor. One Kiddie Boat Ride, Mangels, 1 year old. One Kiddie Helicopter Ride, A-1 condition. One combination Kiddie Boat and Locomotive Ride, King's make, 1 year old. One Kiddie Electric Train Ride.

BEST OFFER—MUST SELL

TONY GARTO

2075 Shore Parkway Brooklyn, N. Y.
Coney Island 6-6356 or
ESplanade 2-5306

KIDDIE BOAT RIDES

Six 8' aluminum four-passenger boats, revolving lighthouse center, power boat, all electrical switches, etc. Free concrete tank plans with ride. One demonstrator ride, \$1,495.00. One ride used two seasons, \$750.00.

KIDDIE TRAIN RIDE

Three aluminum cars and engine, 20-passenger capacity. A safe, trackless, sweep-driven circular ride with fluid drive clutch and all electrical. Price \$875.00.

BUFFALO OUTDOOR SPECIALTY CO.
47 Eller Ave., Buffalo 11, New York
Phone: Taylor 7344

AMUSEMENT PARK

Western Pennsylvania, a beautiful spot, large stream, boating and fishing, 20 acres, 19 buildings, games and concessions, 40-ft. merry-go-round, 2 kid rides, 83'x144 ft. roller rink, restaurant, arcade, dancing, sheltered picnic tables, athletic field, parking area, bridges. Equipped and operating; large, modern home. \$15,000 down, balance like rent.

S. M. SHAW
Portersville, Pa.

★ ELECTRIC SETS ★

NEW Cummins Diesel Set,
25 kw., 120/208/60/3 \$1895.00
NEW Onan 6 Cyl. Gasoline,
25 kw., 120/208/60/3 1695.00
NEW Kohler 2 kw., 115/230-volt
60 cy. automatic 712.00

E. F. SCHMALTZ
Pole 216, Harvey's Lake, Penna.

FOR SALE

Kiddie Train, gas driven engine and four coaches, with track, \$550. Chairplane, adult size. Will buy Kiddie and Major Rides.

PERCELL'S PARK

South Williamsport, Pa.

ICE SKATING SITE

Formerly operated, no equipment. Ten acres ideally located, 4 miles from Riverside, Calif. Adjacent restaurant now open. Other buildings. For information

A. LAMBRINOS

Route 7, Box 92, Colton, Calif.

WILL SELL MINIATURE (MCTO) TRAIN

16" 3 car, 36/48 pass. "Streamliner," 5,600 mi. mileage, 2,500 ft. track, LITTLE DIPPER, Little TUG-BOAT (7 boats, railings) Kiddie Ride. All good condition, \$12,500.00—subject. On location Northside Amusement Park; lease open. A Ferris Wheel here would make a "perfect." S. E. ROBERTS, 1676 Noble Dr., N.E., Atlanta, Ga. VE 1479.

MOBILE HOME OR OFFICE FOR SALE

Self-propelled, in good condition with toilet, gas stove and electric ice box. Removable sleeping accommodations. Priced right for quick sale. Write or call

C. B. DAVISON

Phone Milbrook 3233, Milbrook, N. Y.

WHERE TO TURN?

Advertising Problems Concern Kiddielands

WHEN kiddielanders advertise their parks, most of them are in strange territory. And the questions of when and how to advertise kiddielands is one of the most pressing questions facing the operators.

The Billboard has just completed a survey of the kiddieland field, and advertising is one of the subjects spotlighted. The survey revealed that kiddieland operators turn first and foremost to newspapers—including suburban papers where they are involved.

But the survey shows that the average kiddieland operator has no advertising budget, no predetermined amount or percentage set for spending on advertising.

And while they most often use newspapers, they state that their best results, at least in one-time instances, are elsewhere.

Survey Results

In the survey, participants were asked to indicate which types of advertising they used. Some said they used several kinds, and in tabulating the results of each of these kinds was noted. In this manner, local newspapers came up with one-third of the "votes." Add suburban or neighboring newspapers to the group and the press won half of the attention of kiddielands.

In addition, radio, TV spots and direct mail are used in about equal parts by the kiddieland operators. Each was accorded between 10 and 15 per cent. Outdoor advertising came in for about 8 per cent.

The survey was notable for the fact that none of those who replied said he budgeted advertising expenses in any regular manner, either by setting aside a set amount weekly or by taking a set percentage of the gross.

Everyone taking part in the survey said that they buy advertising in some other way, and in most cases they explained that this meant they laid out ad money "as the occasion demanded."

And how much money was involved? The survey showed totals which ranged from nothing to \$6,000 a year. But most of the replies centered in the neighborhood of from \$1,200 to \$3,500. Some participants included cost of

certain promotions in this as advertising.

An undercurrent throughout the survey of advertising methods is the fact that how to advertise a kiddieland—or even if a kiddieland should be advertised—is one of the greatest problems being kicked around in the trade.

Many successful operators shy away from ads and use none or as few as possible. Some limit theirs to notices of opening in the spring. This group declares that the whole success of such an enterprise is determined by its location. Beyond that are the ones who limit advertising and promotion to the word-of-mouth effect of birthday party promotions and similar set-ups.

In another phase of The Billboard's surveys, it was determined that the most prevalent problem facing kiddieland operators is that of promotion and publicity. Obviously, while those who are located in perfect spots get along well without ads, those with the less than perfect locations feel the need for promotion and ads. And what is the right combination, the right media, the right system still has not been reduced to any average or rule of thumb.

Kansas City Sports Show Opens Strong

KANSAS CITY, Mo., Feb. 11.—The second annual Kansas City Sports Show opened an eight-day run with a near-capacity crowd attending. Opening day attendance was estimated at 9,000, nearly 2,000 more than for the first day last year.

Exhibits include fishing tackle, boats, trailers, and equipment for every outdoor sport. Boats ranged from canoes to cabin cruisers.

The show has casting demonstrations, log rolling, canoe tipping, retriever dogs and other exhibitions. A trout-fishing tank did heavy business with 1,500 persons angling within a few hours after opening. The fishermen keep the fish they catch. Admission for adults was \$1, with children at 50 cents. A two-hour stage show is repeated twice daily.

INDUSTRIAL RECREATION:

Rides, Games Entertain Airplane Firm Workers

LOS ANGELES, Feb. 11.—Builders of the famous Sabre Jets at North American Aviation, Inc., here are enjoying carnival games and rides as part of the recreational program under the direction of L. (Chuck) Emmick of the company's industrial recreation department.

Emmick said that the program was inaugurated about a year ago and since that time weekend picnics have pulled from 100 to 2,550 employees and their families. The use of the carnival-type entertainment has helped greatly, Emmick added, in solving the problem of providing wholesome entertainment for varying crowds. The idea has been well received.

"We have about 100 departments and each weekend one of them has a picnic. As we have from 50,000 to 60,000 employees, it was a problem to find something that would please the greatest number of them as well as keep a majority of these at a picnic entertained," Emmick said.

Books Rides

Emmick has from time to time booked pony rides and a Merry-Go-Round to augment the 10 games.

The recreational area at North American consists of 12 acres with barbecue pits on each side of the grounds. As a rule, the employees bring their own lunch. Ice cream, soft drinks and balloons, however,

are furnished by the recreational department.

While there is no desire to make money on a picnic, the department does have a system of charging. Emmick explained that this is done to maintain control. The fund is supplied by the company as well as from the commissions received from vending machines. Altho not a profit-maker, the department does not mind coming out on the short end—but it must be within reason.

Dollar Ducats

Tickets are sold to the employees for \$1. These include a door prize check, and seven coupons which are good for three plays at a game. In addition to getting an opportunity to take home the grand prize, there are 21 plays at the hoop-las, penny pitches and other games.

Emmick believes that the games, the stands which were made and are owned by the department, are good for 2½ hours of steady play. The operators of the games are instructed to give plenty of stock and as an afternoon ends the odds of winning are enhanced by the giving of an extra hoop or an additional pitch to use up all of the merchandise.

"The theory that a 'happy employee is a good one' is one that we follow," Emmick pointed out. "We have found that the games are enjoyed and they fit in well in our over-all program."

ARCADE AND AMUSEMENT MACHINES

Metal Typers, New	Write	Grandma, New	Write
Muto, Drivemobile, New	Write	Hydro Duck, New	Write
Sidewalk Engineer, New	Write	Genco Quarterback, New	Write
Genco Champion Baseball, New	Write	Tiny Town Train, New	Write
Vacuumatic Card Vendors, New	Write	Air Football, New	Write
Air Hockey, New	Write	Pokerinos, New	Write

Machines reconditioned the Munves Way look and work like new

Exhibit Star Gallery	\$245.00	Pokerinos, Like New	\$125.00
Seeburg Coon Hunt	195.00	Telequiz	125.00
Night Bomber	145.00	Major League Western Baseball	85.00
Super Bomber	125.00	Keeney Texas Leaguer	50.00
Seeburg Chicken Sam	110.00	Western Deluxe Baseball	75.00
Exhibit Six Shooter	145.00	Exhibit Gun Patrol	145.00
Keeney Air Raider	145.00	Exhibit Western Gun	175.00
Exhibit Jet Gun	145.00	Exhibit Space Gun	125.00

Coin-Operated Games of All Types Old and New in Stock

BUYERS: FOREIGN AND DOMESTIC

FREE 300 illustration catalog. Only one of its kind. "Standard Reference of the Coin Machine World." We are the world's foremost arcade and amusement machine suppliers. More than 40 years in business. Known the world over

One of the world's largest stock of spare parts, accessories, equipment and supplies of all types for all machines, old and new. We also have thousands of older model machines available at very special prices, every one reconditioned to look and perform like new in our own shops.

Send us a list of your requirements for prompt quotation by return airmail.

MIKE MUNVES

577 Tenth Ave. (at 42nd St.)
New York 36, N. Y. BRyant 9-6677
43 YEARS SERVICE • EST. 1912

FOR SALE

Spillman Merry-Go-Round, 40 ft., 2 abreast, no top or motor, \$1,800; Mangels Chairplane, \$575. Mangels Rotor Whip, \$650. Venetian Boat Swings, \$250. Kiddy 20-Ft. Merry-Go-Round, \$500. Kiddy 20-Ft. Platform Bomber Ride, \$350. U-Drive-It Tractors, 7 cars, steel fence, cost over \$3,000, will be sold for \$1,500. Organ with drums, cymbals, \$300. Will sell the following Power Generators: 25 KVA, 110/220, three phase, Ford, \$800. Le Roi 25 KVA, 110 AC, \$800. Both are mounted in 26-ft. van trailer, complete with trailer, \$2,000. Autocar 25 Kw. DC Light Plant, \$400; with truck, \$600. General Electric 16 Kw. Light Plant on wheels, tow bar, \$400. Tent, 20x50, with poles, \$125. Tent, 20x30, with poles, \$100. Bingo complete, tent, poles, counters, stools, blower, \$400. Trucks, Trailers, Tops and Frames, Stock Wheels, Rubber Ground Cable, Tools will be sold cheap for cash. Come see.

ARTHUR APRIL, 8 Woodland St., Pawtucket, R. I.

ATTENTION

AMUSEMENT PARKS! KIDDIE LANDS! DRIVE INS! SHOPPING CENTERS!

We have for sale a completely portable or permanent Ice Skating Rink, size 75 feet by 145 feet.

Can be used indoors or outdoors at a minimum cost of operation. CAN BE INSTALLED IN 5 DAYS Used only 3 months. Sacrifice price.

CONTACT:

PETER CARVER ASSOCIATES

175 CHRISTOPHER STREET
NEW YORK 14, N. Y.
WAlkins 4-1150

1954 ALLAN HERSCHELL LITTLE DIPPER

Used six months—like new—never moved.
First \$5,600.00 takes it where it is.

A. B. COOPER

PHONE 6-4228

MOREHEAD CITY, N. C.

RIDES FOR SALE

Eight-car portable Flying Scooter Ride, complete with electric motor, \$5,500.00. 36-passenger steel-hull Sightseeing Boat, 28 feet long, 9-foot beam. Draws 18 inches of water. Suitable for lake or river. Greymarine engine. Price \$1,150.00. Address:

LAKE LANSING AMUSEMENT PARK
BOX 183, HASLETT, MICHIGAN

KIDDIE RIDES--COIN OPERATED

Horses—Cars—Carousels—Rocket Ships—Etc. NEW and Factory Reconditioned. ALSO COMPLETE LINE 16 MM. MOVIE MACHINES

Buy with confidence from

CAPITOL PROJECTOR CORP. 556 W. 52nd Street
New York 19, N. Y.

CONCESSION TRAILER (used)

12' . . . equipped for French Fries. Sink easily converted for many uses. Also NEW TRAILERS made to your specifications. Write for details.

CONCESSION SUPPLY CO.

3914 Secor Rd., Toledo, Ohio

Baseball Batting Range FOR SALE

Detroit met. area. Excellent location; established; efficient operation; good gross. Other business interests. \$7,500. BOX D-184, c/o The Billboard Cincinnati 22, Ohio

FOR SALE

Or PARTNER WANTED

One large Coaster, perfect shape, ready to run. Located in a fine park. Inquiries

LAKE COASTER CORP.

54 Park View Drive
Searington, L. I., N. Y.

ELI WHEEL

In good condition, new seats and spokes, looks like new; with trailer equipped and built to hold seats on sides and plenty room for gas motor space. Price \$3,900.00. Also a Chairplane, in excellent condition and motor overhauled last year, \$800.00.

Michael Forgensi

204 Washington St., East Rochester, N. Y.

FOR SALE

One 8-car Allan Herschell Auto, one 10-plane Kiddie Airplane Ride, one nearly new King Electric Train, one 1/4-ton 1939 Studebaker Pick-Up Truck, one 1/2-ton 1939 Ford Van Truck, one 17-ft. 2-wheel Trailer. This equipment is in fair to good condition and is complete with lights, lead wires, ticket box, fence. Will sell all for the bargain price of \$2,250.00 cash.

D. R. GOWIN, Route 2, Elyria, Ohio

BATTING RANGE EQUIPMENT FOR SALE

Baseball Pitcher, used 1 year, good condition. Lowest prices on baseballs and softballs and laminated bats.

20169 Fairway Dr.
Grosse Pointe Wds. 36, Mich.

HEAVY WIRE CHECKING BASKETS

with number plates.

D-P PHOTO BOOTH

Marks & Fuller double camera, 1 1/2" and 2 1/4". Modern, flashy set-up.

STRATOSHIP RIDE

Thriller, ready to go.
Mfd. by R. E. Chamber Co.

MARKSMANSHIP ELECTRIC TARGET

for regular gallery ammunition. Bell & Howell projector and all controls.

10-FT. LEAD GALLERY

H. H. Knoebel Sons

Elysburg, Pa.
Phone 2-3073—Nite: 2-3072

FOR SALE

RIDES AND SHOW EQUIPMENT
Merry-Go-Round, A. H. 40-ft. special deluxe model, 36 beautifully carved jumping horses, 2 chariots, 3 abreast, the real McCoy, best money can buy, sacrifice \$5,850, worth double, \$5 Eli Wheel with semi-trailer, \$2,500. Park Boomerang Waltzer Ride, big capacity, thriller, cost \$20,000, sacrifice \$4,500. Shooting Gallery, Coney Island park style, latest flash, cost ten grand, sacrifice \$2,250. Short Range Gallery on trailer, all steel, \$350. Double Loop-o-Plane, special, latest model size, to load on 1 1/2-ton truck instead of semi, \$1,000. Herschell 2-Abreast Kid Auto Racer, 16 cars, latest flashy ride, like new, \$1,650. Eight U-Drive-It Adult Auto Racing Cars with \$500 worth of extra parts, \$250 each. One 35 KVA Westinghouse Light Plant, latest package unit, like new, on Ford Truck, AC 110-220 volt, \$1,850. On 25 Kw. DC 110 Volt Light Plant on trailer, \$1,000. Concession Tops and Frames, Show Tents, Merry-Go-Round Tops, 10x10 Center, 4 Awning Tops, Side Walls, etc. Also plenty of extra Ride Parts. All at bargain prices or will trade for equal value. **FRED ALLEN, 1400 Brewster Rd., Syracuse 11, N. Y. Ph. 543000.**

IN EASTERN STATES

We have Roller Rink Tent, \$950; Furnished House Trailer, Dry Boat Ride, Truck, \$1,350; beautiful going Park with rides, theatre, home, bargain, \$200,000—terms: Eli No. 3, \$3,500; Spillman, 40 ft., \$4,500; one 3-Abreast Merry-Go-Round, elegant, \$1,300; another Carousel, \$3,600; perfect: two complete Ice Rinks, \$3,800; 82 prs. Roller Skates, \$2.95 pair; Marquee 12-Ft. Side Wall, nice, \$275; 35 MM. theatre size Sound Picture Machines, \$1,400; new Snapper Ride, \$3,500. In Midwest: Eli 5, \$4,250; A. H. 3-Abreast, 33 jumpers, 125 organ, with motor, all reconditioned, \$4,750; one Gas Train, \$650; Light Plant on trailer, \$1,800; Wuritzer Organ, built, \$850; 12 seat Ferris Wheel, \$2,750; new 30-ft. Merry-Go-Round, complete. Can save on this one. Many, many other rides, equipment. List with us! Nationwide service. **Young's Carnival Sales**
5218 Wadena Duluth 7, Minn.

FOR SALE

1950 Parker 36-Ft. 3-Abreast Merry-Go-Round, A-1 condition. 1947 Eyerly 12-Tub Octopus, good condition. Eyerly Single Loop-o-Plane, A-1 condition. 3-Abreast Kiddie Merry-Go-Round, made in England, excellent condition. Miscellaneous Show Equipment.

BRUCE TAYLOR

Rt. 1, Box 199B Spanaway, Wash.
Tel.: Tacoma, Granite 6410

FOR SALE

ONE HERSCHELL SKY FIGHTER
ONE JOLLY CATERPILLAR
Top Condition

Used LESS than 3 months. 25% off cost, delivered N.Y.C. Rides now located metropolitan area. For information write:

MILTON H. BERGER
224 E. 38th Street
New York 16, N. Y.

1200 K.W. LIGHT PLANT

Wired for 110 or 220. Eight outlets. Run less than 50 hours since new. Self-starter and mounted on trailer. Ready to go. \$450.00.

FRANK BOHART

1112 West Armstrong Peoria, Ill.

FOR SALE

Short-arm Octopus complete with truck and trailer; Kid Auto Ride with top and sidewall.

McKENNA RIDES

1305 Philippen St. Manitowoc, Wis.
Phone: 6426

WANTED

ANIMATED FIGURES FOR WESTERN DISPLAY—COWBOY PREFERRED
Four ft. high or over.

H. H. Knoebel Sons

Elysburg, Pa.
Day Phone: 2-3131; Night Phone: 2-3132



Typical of the private-financed ice rinks is the one operated in Chicago by Michael Kirby, former professional figure skater. Skating as a family recreation is emphasized at the spot, which also includes a smaller separate rink for students and several other revenue-producing departments. Skate rentals and sales produce income and a snack bar brings in additional receipts.

ICE SPORT SPURTS:

Outdoor Skating Rinks Enter Amusement Race

PUBLIC outdoor ice skating rinks, artificially refrigerated to combat temperature changes, may soon be common sights at drive-in theaters, shopping and recreation centers. At least that's the opinion of leading ice rink designers and engineers who report that close to 75 new rinks were opened this winter, that interest is mounting.

Such rinks, built within a fence enclosure, can operate from six to eight months of the year and, thus far, have lost few days to rain.

So great has the interest in the ice sport become, one of the leading engineers predicts that rinks will continue to grow in the North section of the United States to a point where every community of 50,000 and upward will have one. Whether this will be done by private enterprise or by public subscription, taxes, etc., is the question, but it will be done, he points out.

One of the newest public rinks financed by private capital, is the new \$100,000 Tower Skating Rink and School, which opened last fall in Chicago. Located at the Tower Cabana Club, a private membership swimming club, the rink is open to the public. Skaters skim over 16,150 square feet of ice with a portion of the huge floor laid over the swimming pool, which is filled with steel scaffolding for solid reinforcement. A standard hockey-type fence encloses the skating area.

School Tie-In

Accommodations for spectators is provided. In addition, a snack shop and skate shop, where skates are sold and rented, is operated and four instructors are on hand to conduct classes for beginners. This is the second such establishment to open in Chicago. Last year, Michael Kirby, former skating partner of Sonja Henie, opened a combination public rink and skating school on the city's South Side, and the results have been gratifying.

Another privately financed skating rink was opened in Kansas City, Mo., last fall by the operators of a drive-in theater, and 10 such artificially refrigerated rinks are currently drawing thousands of skaters in Detroit, where the city park department has an ambitious program. In the Motor City the rinks are spotted thruout the city, set up on tennis courts, lawns and baseball diamonds.

The growth in Toronto has been phenomenal. Currently there are 14 open-air rinks in operation and 11 more are contemplated. These are in addition to 19 enclosed rinks which will be swelled by five more in the near future. The present 33 are operating in an area

that is 20 by 15 miles. And Dearborn, Mich., a city of less than 100,000 population, opened four new open-air skating rinks this winter.

One of the largest rinks of this type is being currently constructed in St. Louis and new ones also

PORTABLE ROLLER RINK

40x100 feet, 1 1/4" maple floor, in 5'x10' sections.

60 Pairs Shoe Skates
Counter
Skate Grinder
Floor Sander

An extra fine outfit for only All complete

\$3,000
CASH

GIBSON BROS.

206 E. Virginia Anadarko, Okla.
Phone 868

FOR SALE

8 CAR ALLAN HERSCHELL AUTO RIDE
Including top and sidewall. Ride is in very good shape, canvas is only two years old. A good buy—\$1,000.00 cash.

STREAMLINER TRAIN

Built to 1/5 scale, 260 ft. of 16-gauge track, 10-ft. sections; locomotive and three coaches, each 12 ft. long, capacity 36 children. Powered by 2-cylinder air-cooled gasoline engine. A good buy at \$3,300.00 cash.

FUN HOUSE SEMI TRAILER

24' long, high pressure blower, two ramps, \$650.00. Needs some work and paint. Contact

PAUL MATTLE

Phone: 5840 Phoenix, New York

FOR SALE

SIX LIKE NEW DODGE CARS

\$400 each, 200 V. Write

SPORTS CENTER

Barre, Vermont Phone: GR 6-5668

Parker 40 ft.—2 abreast MERRY-GO-ROUND

24 Parker wooden horses, 2 chariots, 2 stationary horses, 1 Jeep seat, 16 section platform, good canvas, Allis-Chalmers gasoline motor, new music cabinet with wire recorder sound system. Ride in very good condition, ready to run. Price \$4,500.

MRS. MARIAN D. PORTER

30 Wolfe Lake Rd., Muskegon, Mich.
Phone: 62-2446

FOR SALE

Miniature STEAM Train, 6" gauge, rides 21 children; engine, tender, 2 cars, caboose; approx. 1000' track; in A-1 condition. Will sacrifice. Owner in poor health. Good living for a person who likes the outdoors.

GEORGE E. PARSONS

86 Beech St., East Braintree 84, Mass.

opened up this season in Wilmington, Del., Columbus, O., Waterville, Me. and Windsor, Conn., the latter two at colleges. Wollman Memorial Ice Rink, which has operated for some time in New York's Central Park, reportedly out-draws indoor rinks five to one.

While cost is one of the major obstacles in the establishment of outdoor ice rinks, as more and more are built, industry leaders believe the price will gradually come down. A survey indicates the costs vary greatly. Prices quoted range from a low of \$3 per square foot of skating surface, up to \$7, the majority of quotations being in the \$3 to \$4 bracket.

A standard hockey-sized field, 85 by 185 feet, cost the Detroit Park Board approximately \$4 per square foot. This included flood-lighting, loud speaker system, machinery, hot water wagon, hockey nets and other paraphernalia. Other fields, of course, vary in cost according to the facilities available at the site. Another cost factor is whether water conserving equipment must be used for city water for condensing purposes.

Several factors are making ice rinks attractive to operators of shopping centers. One is the fact that the area utilized by the rink during the skating season can be cleared of all equipment and used for another type amusement in the summer months. Then, too, the ice plant, with slight modifications, can be used to air-condition stores and buildings during the hot weather.

Space requirements for a public skating rink, as with the cost, vary considerably. While most agree that the standard hockey surface, 85 by 185 feet, is ideal, some currently in operation are smaller and others range up to 100 by 200 feet. One engineer believes a good formula is to provide 30 square feet of space for each skater.

So great has been the demand for ice skating facilities that some manufacturers are pushing rinks for back yards at less than \$5,000. These units can, during the summer months, be used to air-condition the home.

Parade Ends Woonsocket Mardi Gras

WOONSOCKET, R. I., Feb. 11.—More than 30 bands and 25 marching units will participate in Woonsocket's third annual Mardi Gras parade tomorrow. Also in the three-mile-long celebration will be 25 drill teams.

The Chamber of Commerce is sponsoring the affair, which started Sunday (5) and ends Tuesday (14) with a costume ball. Other activities will be the choosing of a Mardi Gras queen, four smaller parades, dances, travel and trade exposition, and a high school band festival.

General chairman of the affair is John T. Murphy.

FOR SALE

A 269-Acre Resort and Park containing 37 acres of lake, 10 boats for hire, baseball diamond, picnic area with fireplaces and shelters and seating capacity for 150 people; six cottages, two of which are completely modernized; large private home, large dance hall, bar and dining room. Everything fully equipped. Lake-front cottage lots are for sale, a chance for the real promoter to make his investment pay for itself. Place in operation and doing good business.

Price \$70,000. Terms

KASCAG LAKES PARK

Altmar, New York

FOR SALE

Late model Spitfire, loaded on 32-ft. semi, used only in park, looks and runs like new.

TRAILER GRAB, TANDEM WHEELS

Opens to midway, all stainless steel inside, built in Frigidaire, fluorescent lighting, bring tow car, \$1,750.00.

FUN HOUSE, FACTORY BUILT

Front nicely painted, all complete, worth twice what I am asking, bring tractor, \$1,000.00.

MINIATURE TRAIN, ALL ALUMINUM

Loaded on two-wheel trailer, track enough for park, engine, four coaches, very nice, bring tow car, \$1,500.00.

BINGO COMPLETE, NICE VAN TRAILER

All loaded, some stock, nice shape, bring tractor, \$1,000.00.

Making room for new Rides, will take trade. Terms to suit you.

Want to buy

Will pay all cash. Late Model Eli Wheel No. 5; prefer one in park. Call or write

H. C. SWISHER

Box 125, Caney, Kansas Phone 468

FOR SALE

Priced right for immediate sale.

KIDDLIELAND — including land and 65x100 ft. building, at New England's most beautiful water front Amusement Boardwalk and Beach.

RIDES — 45 ft. Merry-Go-Round, Sky-fighter, Roto-Whip, Water Boat Ride, Auto Ride.

CONCESSIONS—Dairy Freeze, Refreshments, Games, Group Game.
For more information write

BOX D-185

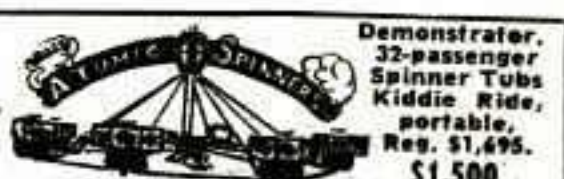
% The Billboard, Cincinnati 22, Ohio

SEARCHLIGHTS

Brand-new Sperry and G.E. 60-Inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box, \$400. Brand-new Generators, still crated, 16.5 kw., \$600. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment.

J. PILE

825 Becker Road Glenview, Ill.
Glenview 4-1240 or Mulberry 5-3510



Working Drawings (U-Build-It), \$10. Free circular on 48 tested building plans—Rides, Kiddie & Major Shows, Concessions, Fun Houses, Miniature Golf, Illustrations, \$3 to \$25 each. Aluminum Horses and Patterns, \$50 and up.
BRILL, 228 N. University, Peoria, Illinois

TWISTER

FOR SALE

New in 1955, used only during summer, never moved, save \$5,000 on today's price. Perfect. Write

J. VICTOR SHAYED

381 Rice Ave. Revere 51, Mass.

Concession Trailer

7x14, A-1 shape, 4-foot awning that opens all around, equipped with Giant Popper, Peanut Warmer, 400-lb. Ice Box, Echols Snow Cone Machine, Whirlwind Floss Machine, Star Hot Dog Warmer, two 5-Gallon Juice Jars. A beautiful trailer, equipment in very good shape. Priced for quick sale, \$750.00.

DICK DICKERSON

1105 St. Agnes Houston 25, Tex.

Three King Made Rides

Jeep Cars, Aeroplane, Supersonic Rocket and Smith & Smith Boat Ride (without tank), all for \$3,000. Six large Belly Tanks with rudders and stabilizers, used as Flying Scooter on Chairplane Tower, \$200.
3115 Auburn Street, Rockford, Ill.
Ph.: 4-5508

FOR SALE

22x36 Bingo, new canvas, stools, complete, \$500.00; 40x60 two-piece Anchor Top, walls, poles, \$125.00; 25 Kw. Transformer, 2300 S.F., 400 AMP box, \$175.00; 1947 Caterpillar, good, see it Cedar Park, Cedar Rapids, Iowa, \$2,600.00. Several Tractors and Trailers. Contact **WM. DYER, DYER'S GREATER SHOWS** Searcy, Ark.

ROADSHOW REP

Wallace Bruce, former owner of the Wallace Bruce Players, a repertoire show that was prominent in the Oklahoma territory years ago, is now manager of the Fox-Lyons Theater, Lyons, Kan. Bruce, who was recently the subject of a feature article by Paul Murphy in the Hutchinson (Kan.) News-Herald, recalls that it was his Wallace Bruce Players who opened the Fox-Lyons back in 1928. The date had followed a permanent stock engagement in the Criterion Theater, Shawnee, Okla. Before that there had been stock dates in Enid and Bartlesville, Okla., and for every summer for 10 years prior to the Fox-Lyons opening Bruce had his own summer theater in Riverside Park, Hutchinson. Bruce would like to hear from some of the old-timers who trouped with him in those days.

Bill Warren, of Greensboro, N. C., writes that it has been 15 years since the McIntyre show, a one-night musical comedy outfit, has been on the road. He would like to read about some of the old-timers who were with that show, naming Jimmie McIntyre, Rags Ragland, Kirkie Winters, the musical team of Ben and Billie Cox, Nat Whitmore and the Broom Brothers band.

Charlie Casler, Amsterdam, N. Y., verifies a recent complaint in these columns by Frank Currier, promoter of minstrel shows, that the field is practically bare of good minstrel singers. Casler recalls such old-timers as Resse Prosser, Al Tint, Joe Brockell, Jim McIntyre, Jack Richards and Billy Church, all on the Al G. Field show; Paul LaLonde, J. Lester Haberkorn and a host of others on other well-known burnt cork operas.

C. E. Duple, of Jeffersonville, Ind., sent in some interesting news notes about the Culhane, Chase & Weston Minstrels, season of 1905, in reply to a recent reader request in the column. The show, which played the East and New England States 50 years ago, had the following stipulations and fines for personnel written into its contract, said Duple: Drunkenness, immediate discharge; late for rehearsal, \$1 fine; late for parade, \$1; missing parade, \$2; stage wait, \$1; playing of instruments in hotels, \$2; loud arguments or swearing in hotels or theater, \$1; muddy shoes in parade, \$1; dirty shirt fronts, collars or cuffs, \$1, and mashing within two blocks of the theater or hotel, \$5. When the company was obliged to lose a night, expenses were paid but no salary. Half salary was paid the week before Christmas and for Holy Week. Duple also contributed the following notes on other minstrel shows and performers: William Ringwald, bass singer and trombone player with DeRue Bros. Minstrels over 40 years ago, now lives in Elmira, N. Y. Harry Chappell, drummer in the band of the same group, also resides there. . . . The last all-white traveling minstrel show to play Louisville was the J. A. Coburn Greater Minstrels, which played three nights and a matinee in April of 1926. Featured performers in the show included Nate Mulroy, Hank White, Slim Vermont, Ed C. Clifford and DeVaro and DeCarlo, comedy bar entertainers. . . . The fall of 1904 saw the Barlow & Wilson Minstrels and the Quinlan & Wall Imperial Minstrels at the Opera House, New Albany, Ind. Ned Brill was band leader with Quinlan & Wall. He later became bandmaster of the Barnum & Bailey Circus.

Drivin' 'Round the Drive-Ins

A special town meeting at Woodbridge, Conn., has voted unanimously to adopt a resolution opposing erection of a drive-in theater at the New Haven-Woodbridge town line by the E. M. Loew circuit. The resolution was proposed by Clarence Baldwin, chairman of the State Republican committee, on grounds that the Loew project would cause traffic congestion. The protest will be carried to the State Highway Department and State Traffic Commission. The town already has notified the State police commissioner of the opposition.

Sinking Spring Drive-In, near Reading, Pa., which figured recently in a prosecution resulting in a fine of the management for operating on Sunday, has closed for the season. Individual car heaters were installed for winter operation, but extremely cold weather and loss of Sunday business caused a change in plans.

In Philadelphia the A. M. Ellis Theaters announced purchase of the Coatesville (Pa.) Drive-In from Milton Schosberg. Work has been started to enlarge the spot to 850-car capacity. It will reopen in early spring.

Merger was announced of two film booking companies in Philadelphia which number mostly drive-ins among their accounts. Roy Sullender, conducting a buying and

booking service known as National Service Corporation of Pennsylvania, and Sandy Gottlieb's Tri-State Theater Service combined. At the same time, Tri-State announced acquisition of four new accounts: Cumberland Drive-In, Newville, Pa.; Harrisburg (Pa.) Drive-In; Hiway Drive-In, Frackville, Pa.; and Harvest Moon Drive-In, Linden, Pa.

George LeWitt, veteran Connecticut theater owner-operator, plans a second attempt to get authorization for construction of a drive-in theater at Berlin, Conn., Hartford suburb. The Berlin Zoning Commission plans a public hearing for February 15 at 8 p.m. in the Town Hall on an application for rezoning land on Route 5 for a LeWitt open-air theater. In 1955 the commission approved a similar application, but approval was later reversed by the Court of Common Pleas after an irate resident charged the commission's action had not been accompanied by proper notification in an area newspaper.

Attorney Herman M. Levy, general counsel for Theater Owners of America, and executive secretary, Motion Picture Theater Owners of Connecticut, received \$300 in lobbying fees from the Connecticut Association of Public Accountants during the special flood recovery session of the Legislature at Hartford, according to the secretary of state's office.

Plans have been announced by Harry Ellis of Taft, Tex., for the construction of a new 400-car capacity drive-in on an 8.35 acre tract of land. . . . Robert Bru is the newly appointed manager of the El Capitan Drive-In Theater, San Antonio. . . . Benito Silva has opened a new 350-car drive-in at Huntsville. . . . Ali Silva is now operating the Loop 13 Drive-In Theater at Huntsville. . . . The Alamo, Mission, Rigby, and South Loop 13 Drive-Ins, operated by

(Continued on page 87)

Geo. Fasiska, 55, Succumbs

CINCINNATI, Feb. 11.—George Fasiska, 55, who with his brother, John, operated Broadway Roller Rink, Glassport, Pa., died January 18 of a cerebral hemorrhage, it has just been learned.

Fasiska took sick at noon on the 18th and died that evening after a physician had visited him earlier in the day. He had been a member of the Roller Skating Rink Operators' Association of America since 1939.

His survivors include another brother, Andrew, operator of the Lind Skating Arena, Zanesville, O.

Shirley Ripp Price Hill Pro

CINCINNATI, Feb. 11.—Shirley Snyder Ripp, RSROA gold medalist in figure and dance skating, has become professional at Lou Meyer's Price Hill Roller Rink here, it was announced recently by C. V. (Cap) Sefferino, manager.

Miss Ripp, the daughter of the co-owner of the Douglas-Snyder Skate Company, joined the local establishment about three years ago after serving in teaching posts in the Chillicothe, O., area. Sefferino reported that Miss Ripp has filled her calendar of teaching time and now has a waiting list.

Midtown Schedules Queen Competition

SAN ANTONIO, Feb. 11.—The skating queen of San Antonio will be selected here at Midtown Roller Drome February 25.

The winner will represent the rink during Fiesta Week and in a State contest at Pasadena, Tex., on June 2-4. Winner of the State crown will compete at Houston June 16. Regional winners will vie for the title of roller skating queen of America at Richmond, Va., next summer.

Entries must be 16 as of February 1 and must not have been married. Professional models are not eligible. Contestants must wear skates and skating costumes. They will be judged on beauty and not on skating ability.

Harold Cummings has resigned as manager of Meadows Drive-In, Hartford, Conn., to become manager of the Stanley-Warner Capitol Theater, Springfield, Mass. Cummings, who assumed managerial reins at Hartford when the \$500,000, 2,070-car capacity project opened in August, 1955, was formerly a drive-in manager for E. M. Loew's Theaters.

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Battle Vs. 10% Tax Resumed by Trades

RSROA, PSAA Reps Speak Before House Group Studying Measures to Cut Tax

FEASTERVILLE, Pa., Feb. 11.—Roller skating took a step forward in its battle against unfair taxes recently when Arthur E. Litzenberger, chairman of the legislative committee of the Roller Skating Rink Operators' Association of America and of the Participating Sports Association of America, which headquarters here, appeared in Washington before the House Ways and Means Subcommittee on Excise Taxes.

Litzenberger spoke in behalf of two bills now before the parent committee, HR 2124 and HR 2669, which would eliminate the present tax of 1 cent for each 10 cents or major fraction thereof on admission above 50 cents. In his appearance before the subcommittee Litzenberger charged that present law, which exempts from the admissions tax municipal swimming pools, skating rinks, etc., has "put government in business against and in direct competition with private enterprise, and in the bargain, given government quite a few advantages." As a consequence, Litzenberger pointed out, since 1951 when the law was originally enacted, municipally operated skating rinks and swimming pools have mushroomed all over the country. "In 1951 there might have been about 10 municipally operated skating rinks while there were quite a few more swimming pools, and roller skating was considered the No. 1 participating sport," Litzenberger pointed out. Now, however, there are about 500 rinks either operating or in the planning stage; by municipalities, he told the subcommittee. "Even neighborhood fire companies have either built or are contemplating building rinks," Litzenberger charged, and cited The Billboard of October 1, 1955, which reported that there were 16 municipal rinks under construction at that time in various locations throughout the country. It was also pointed out that there are quite a few municipal operations in the Detroit area.

Cites Figures

"By the same comparison, said Litzenberger, 'in 1951 there were about 4,800 private enterprise rinks in the country, while at present there are just about 2,000. . . ."

"Such statistics speak for themselves. In other words, the inequity is gradually driving private enterprise out of business. And why would it not, when, if a person decides to go skating or swimming at a rink or pool operated by private enterprise, he must pay a 10 per cent admissions tax, but the next day he goes skating or swimming at a municipal rink or pool . . . where he can get the same amount of recreation without paying the 10 per cent tax, while possibly enjoying better facilities, since in constructing municipally operated units, the taxpayers' money is usually used without regard as to the amount involved and when finished, there are no real estate, mercantile, local amusement, income or any other form of taxes, as well as licensing fees, etc., such as private business would have to pay."

Litzenberger charged that this results in elaborate but uneconomic establishments in which private capital could not afford to invest, because, in order to remain in business, a profit would necessarily

have to show at the end of the year.

Unfair Competition

If the municipal installation operates at a loss, said Litzenberger, the loss is written off and the slate wiped clean for the start of another year, "which means eventually private enterprise must close its doors and quite possibly end up a bankrupt."

Litzenberger told the subcommittee that destruction of private enterprise could readily eliminate a source of tax revenue (since there are taxes paid by private enterprise) and deprive many citizens of their chosen livelihood. "a livelihood which is a definite benefit to the community, contributing to the reduction of juvenile delinquency to a very large extent."

The witness pointed out that about 85 per cent of the patrons of skating and swimming are teenagers. "I would like to call your

(Continued on page 87)

Business Big For Mich. Ops

DETROIT, Feb. 11.—William Holloman, operator of Arcadia roller rink here and secretary of the Michigan chapter, Roller Skating Rink Operators' Association, reports that operators believe the season will be good for rink business throughout the State.

Holloman stated that everyone has been doing a good business, particularly in the current period which is the best season of the year for most rinks.

RSROA members held a social meeting in Detroit Monday (6) and made plans for their March 5 meeting which will be held at Paul's Restaurant, Plymouth at Telegraph Roads, Detroit.

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Holiday on Ice Business Up; Sonja to S. A.

MINNEAPOLIS, Feb. 11.—Busi-
ness for "Holiday on Ice" is up,
with both U. S. shows and those
overseas also showing increases,
Morris Chalfen, company presi-
dent, said this week.

He reported that Sonja Henie is
going to South America with one
of the overseas unit of "Holiday
on Ice." She is to play Caracas, Rio
de Janeiro and Sao Paulo, starting
about April 1.

Sands Pt. Park Sets Expansion

MIAMI, Feb. 11.—Sam De-
Maris, operator of Sands Point
Park at Sodus Point, N. Y., expects
to head North shortly for his head-
quarters at 1527 Empire Boul-
vard, Webster, N. Y. His develop-
ment is located on Lake Ontario,
27 miles from Rochester and 40
miles from Syracuse.

Speaking of last summer's re-
sults, he states the park drew
15,000 people weekly, "and at
that time we had nothing to offer
except a bathhouse with swimming
facilities and light lunches." This
year, he says, in addition to a 130-
foot building which houses the
bathhouse and food concessions,
he has installed parking facilities
for 700 cars and expects to have at
least two major rides, four kiddie
rides, and daily acts and attrac-
tions.

Carnival Routes

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Cincinnati 22, O.

Glades Am. Co.: (Fair) Sanford, Fla.;
(Fair) Fort Pierce 20-23;
Hames, Bill: San Antonio, Tex.
Latin American: Edinburg, Tex.
Strates, James E.: Winter Haven, Fla.;
Orlando 20-25;
Sugar State: Raceland, La.

Circus Routes

Cole, James M.: Seneca Falls, N. Y., 14;
Naples, N. Y., 15; Wyoming 16; Belfast
17; Wellsville 20; Emporium, Pa., 21;
Pittsford, N. Y., 22; Andover 23; Pavilion
24; Port Allegany, Pa., 27; Allegany,
N. Y., 28; Sherman 29; Frewsburg
March 1.
Davenport, Orrin: Cleveland, O., 14-26;
Rochester, N. Y., 27-March 3.
Hamid-Morton Circus: Memphis, Tenn.,
14-17; Milwaukee, Wis., 20-23.
Polack Bros. Eastern: White Plains, N. Y.,
17-19; Roanoke, Va., 23-25; Wilkes Barre,
Pa., 29-March 3; Bluefield, W. Va., 6-7.
Polack Bros. Western: Louisville, Ky., 20-26;
Chicago, Ill., March 2-18.

Ice Shows

Holiday on Ice No. 1: Atlanta, Ga., 14-19;
Charlotte, N. C., 20-26; Tampa, Fla., 27-
March 7.
Holiday on Ice (European): Copenhagen,
Denmark, 14-29; Odense, Denmark, March
1-9.
Ice Capades International: Regina, Sask.,
15-18; Brandon and Winnipeg, Man.
(split), 20-25; Sioux City, Ia., 27-March 4.
Ice Capades of 1956: Hershey, Pa., 16-28;
St. Louis, Mo., March 1-7; Omaha, Neb.,
8-14.
Shipsteads & Johnson's Ice Polles of 1956:
Boston, Mass., 14-26; Providence, R. I.,
27-March 4.

Miscellaneous

Autry, Gene, Show: Winston-Salem, N. C.,
14; Asheville 15; Knoxville, Tenn., 16;
Spartanburg, S. C., 17; Charleston 18;
Charlotte, N. C., 19.

All the news of your industry
every week in The Billboard...

ARENAS-AUDITORIUMS

Brownsville Center Fills Role In International Community

By TOM PARKINSON

The award-winning civic center at Brownsville, Tex., is
demonstrating its role as a keystone of the city's activities this
week. From February 5 thru February 13, Brownsville and its
sister city, Matamoros, Mexico, are celebrating "Charros Days,"
and the Fort Brown Memorial Center is the location for many
of the major events of the program. Also holding an important
position in the schedule is the Sams Memorial Stadium, open-air
facility.

In 1951 competition among 25 architects, the center's plan
was selected, and when it was completed, the center won one
in annual design competition.

The \$800,000 center includes an auditorium seating 2,500
and capable of being converted to basketball use or to utilization
as a theater with fully equipped stage. In the same structure
are a youth center, women's center, public library, and a
swimming pool with dressing rooms, wading pool and bleachers.
The modern-design building includes both indoor and outdoor
facilities.

The Center is a project not only of the city but also of Texas
Southmost College, which is adjacent to the Center.

Manager Thomas P. Benson, a member of IAAM, describes
Charros Days, now in its 18th year. The two-nation celebration
is in the style of a Mexican fiesta. The two cities have a
combined population of 130,000 and they entertain an estimated
50,000 visitors during the celebration.

There are street dances, grand balls, coronations and
pageants in Mardi Gras style. At Matamoros are bullfights, band
concerts, talent shows, parades, tennis tournaments, and fireworks
shows.

Brownsville's activities include a marathon race, speed boat
rides, water skiing, and the American Midway Shows. At the
Sams Stadium are nightly performances of a pageant, "Pano-
rama de Mexico"; more fireworks, and preparations for both
day and night parades. The three major parades will involve 18
U. S. bands and 10 bands from Mexico.

Into this celebration, the Fort Brown Memorial Center fits
smoothly. On Thursday (2) the program began with the annual
Charro Days party at the auditorium. The Center's tennis courts
group presented a stage production in the auditorium. Session
of the Pan-American Round Table was Wednesday (8) at the
Center, and one of the several banquets handled by the Center's
by the Brownsville Art League is at the center.

At the Center's library is a photo display from the college,
and at its tennis courts is the annual Charro Days International
Tennis Tournament. A children's fiesta was held in the Center's
gardens. Another luncheon club held its celebration meeting at
the Center on Thursday (8).

That evening was the Grand Costume Ball, with Charlie
Spivak's orchestra at the auditorium. On Friday evening the
same group played for the Costume Ball for Teen-Agers.
Saturday's costume ball at the auditorium completes the trio of
dance events, but not the Center's part in the busy days. On
Monday (13) the final feature of the entire celebration is a
performance of the Metropolitan's grand opera, "Tosca," with
the San Antonio Symphony Orchestra.

It's a full schedule for a truly community center.

THE FINAL CURTAIN

BELLIS—George,
90, operator of the Sunshine Studio,
Wichita, Kans., recently in that city. He
was widely known as a circus and Side
Show banner painter. At one time he was
a scenic artist, having been with many
of the old stock companies. Survived by
his widow, Mae, known professionally as
Mae Gennette, one time stock per-
former.

CARSON—Andrew,
69, former owner of the Prisco Shows
and later the Lackman & Carson Shows,
February 2 in Los Angeles. Burial Feb-
ruary 6 in CPSA Showmen's Rest, that
city. (See Carnival department for de-
tails.)

CROW—W. O. (Pat),
70, widely known in outdoor show busi-
ness as the operator of White's Novelty
House, Knoxville, January 25 in that
city. Survived by his widow, Mary, and
two brothers, Charles and Thomas, both
of Dalton, Ga.

FEAGIN—Charles Leo,
43, veteran outdoor showman and sign
painter, February 5 in San Bernardino,
Calif. In recent years he had worked as
a burlesque comic and sign painter.
Surviving is his widow, Janice, and a
daughter.

GARDNER—M. H. (Bill),
47, veteran electrician and mechanic,
recently in Immokalee, Fla. of a heart
attack. He had trouped with many car-
nivals, including Wolfe Amusement, Vi-
vona Bros., L. J. Heth, Nessler's Greater
and the C. A. Stevens shows. Last year he
was with Blue Grass Shows. He was a
member of the Miami Showmen's As-
sociation. Burial in Immokalee.

GILMORE—Johnny,
65, veteran tab and rep performer and
engaged for a number of years in outdoor
show business, January 4 at the V. A.
Hospital, Dayton, O., where he had been
a patient many years. Burial in Dayton
January 9. Surviving are his widow, Ella,
of Indianapolis, and a sister, Mrs.
Blanche Tapper, Dayton, O.

GOOD—Walter,
73, for the past ten years secretary of
the Cambria County, (Pa.) Fair Associa-
tion, recently in Ebensburg, Pa. At the
time of his death, he was a steward of
Central Circuit, County Fair Trotting
Tracks and was also serving out his
fourth term as president of Cambria
County Horsemen's Association.

HAUSS—John F. (Red),
72, former billposter, February 7 in
Lima, O. At one time he was stage man-
ager for the Paurot Opera House, Lima.
Survived by his widow, Florence; a son,
Walter, Fresno, Calif., and a daughter,

Mrs. John Bright, Guadalajara, Mex.
Burial in Lafayette Cemetery, Lima.

METHERAL—Austin,
66, long-time director of the Weyburn
(Sask.) Agricultural Society, at Wey-
burn January 26. Survived by his widow,
three daughters and two sons. Burial in
Weyburn.

SEEGER—William J.,
43, president of the Searcy County (Ark.)
Fair Association, February 5 in Leslie,
Ark. A former president of the Arkan-
sas Hereford Association, he was a mem-
ber of the board of directors of the
Arkansas Beef Cattlemen's Association
and the executive committee of the
Arkansas Cattlemen's Association. Sur-
vived by his widow, a son and two
daughters.

WINNECOUR—David,
57, widely known Milwaukee concession-
aire, pitcher and song writer, January
25 in Milwaukee. Survived by his widow,
Frieda, a son, Lewis and three sisters,
Miss Bess Winnecour and Mrs. Rose
Gash, both of Milwaukee, and Mrs. Anne
Anderson, San Luis Obispo, Calif. Burial
in Ever Rest Cemetery, Milwaukee.

IN LOVING MEMORY



Kenneth Van Zandt

Passed away Feb. 4, 1947

Gone, But Not Forgotten

ONA

MARY AND CARL SHERMAN

Kansas City Op Seeks Go Ahead For Ice Rink

KANSAS CITY, Mo., Feb. 11.—
The city's legal department has
under study a proposal by S. & S.
Company, an amusement concern,
to construct a covered ice rink on
city park property at an estimated
cost of between \$150,000 and
\$225,000.

S. & S. proposed the city give it
a lease of from nine to 10 years,
during which time the firm would
receive 5 per cent profit and the
cost of the rink would be amor-
(Continued on page 87)

Park Concessions Gross \$130,060 In Kansas City

KANSAS CITY, Mo., Feb. 11.—
The Bornstein Concession and Ca-
tering Company, operating in Kan-
sas City's Swope Park, did \$130,-
060.58 in gross business in 1955,
a peak for the last three years.

The firm paid the city a rental
for concession stands of \$23,576.-
20, which represented 15 per cent
of the first \$50,000 in receipts,
17½ per cent on the second \$50,-
000, 20 per cent on all above
\$100,000 and 30 per cent on nov-
elties.

Another money-maker at the
city park was the Swope Park
Railways Company, which oper-
ates a standard-size Miniature
Train and a smaller one at the
park's children's zoo. The main
(Continued on page 87)

Beerworth Joins Paramount Agency

MONTREAL, Feb. 11.—Gordon
H. Beerworth has joined Paramount
Entertainment Bureau here as head
of the special attractions depart-
ment, according to Roy Cooper,
agency president.

A man of broad newspaper ex-
perience, Beerworth has also
worked in various capacities with
radio station CKTS, Sherbrooke,
Que.; WJLS, Beckley, W. Va.;
WKBR, Manchester, N. H.;
WHOB, Gardner, Mass., and
CHWS, Kingston, Ont. He has ap-
peared on television via CFCM-TV,
Quebec City, and has also emceed
numerous fair grandstand shows of
Eastern Canada. Under Beer-
worth's direction the agency will
give special attention to fair, expo-
sition, convention and industrial
shows, as well as television.

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FEBRUARY 18, 1956

Plans Shaping Up for Savannah Beach Park

LAKE WORTH, Fla., Feb. 11.—Danny Dorso, Bingo and Concessions operator, this week disclosed progress in lining up attractions for his new venture at the Savannah Beach (Georgia) Amusement Park. Dorso has taken over a large area fronting on the Boardwalk and extending back one city block from the shore front.

Work is going forward on a new \$11,000 air-conditioned building which will house his Bingo. Plans also call for an Arcade building, completely rebuilt concession facilities, and an enlarged paved parking area. Negotiations are in the works with Lou Riley, Bob Parker, O. C. Buck and others to provide the 12 rides scheduled for operation. It is understood that some of the Leo Lane rides were previously spotted here during the season.

Another probability will be a zoo, tentatively listed as a donation operation. Room is available for a score of varied concessions. Dorso emphasizes that everything booked will be modern and top-flight.

Associated with Dorso will be Sid Goodwalt. Red Flanagan will be in charge of publicity and promotions, assisted by another man to be chosen soon. More staff personnel are expected to be hired so that preliminary work can be started in March. Formal opening is slated for mid-April and the first few weeks will be on a weekend basis.

Dorso points out that in past seasons, all operations at this location have been independent and unco-ordinated, but that under a single ownership, a consolidated program of kiddie days, picnics and special events can be pushed effectively. No free acts or attractions are contemplated yet.

Dorso said he will continue his connections on the O. C. Buck Shows and will also have his usual independent concessions at fairs.

Kaner Again Named Rock's Publicity Chief

NEW YORK, Feb. 11.—Richard L. Geist, vice-president of Rock-always' Playland, this week announced that Walter Kaner Associates will continue to handle promotion and publicity for the fun-spot. This season will mark the eighth consecutive year of the alliance.

Kaner said the most intensive campaign in Playland's history is scheduled for this year. Heavy emphasis will continue to be placed on newspaper, radio and television tie-ups and the schedule of contests and personal appearances by name talent will be continued.

Playland has had promotion ties with The New York Mirror for several years. Last year a similar arrangement was made with DuMont Television.

Rye's \$490,943 Net Sets Record High

NEW YORK, Feb. 11.—Westchester's county-owned Playland Park chalked up record gross and net figures in 1955, in its last season under the managerial reins of Col. Allan E. MacNicol. The Playland Commission's annual report cites a gross revenue total of \$1,437,652 and a net of \$490,943. The net was Playland's largest, and was \$116,000 over the sum estimated in the annual budget.

The commission, in its report to the county's Board of Supervisors, noted that economic conditions in the suburban area were very good last year. Although there were substantial increases in wages and other operational items, revenue in virtually every income phase also went up.

MacNicol left the Rye, N. Y., park last winter to take an executive post with the Wilson Line, excursion boat firm. He was succeeded as park director by Edward Kilcullen, who joined the staff in mid-season.

Ticket Sales Near \$1 Mil
As in past years, the largest single source of revenue was ticket sales, which hit \$949,441 or some \$70,000 over 1954. Refreshments were up better than 10 per cent, to \$226,887. Total receipts from all sources was \$1,705,677 and of this sum there was \$268,024 returned to concessionaires on percentage splits. There are many ride and food items operated in this fashion at the park.

Among other income items were: rentals, \$189,391; bathing, \$115,342; parking, \$107,098; galleries and alleys, \$32,801.

The commission noted an increase of 220,000 in riders on park devices, to a new high of 4,278,868. It credited a stepped-up campaign for picnics, and bus and

boat outings, and the offer of a bonus for sales of \$3 ticket books. On the expenditure side of the ledger, there was an operating expenditure budget of \$836,800 plus \$120,000 for non-recurring repairs. Salaries and wages rose \$20,000 last year, to \$485,249.

Roto-Jet Crossed \$33,000
"A great asset" was the description of the new Roto-Jet ride, which replaced an antiquated water scooter and which grossed over \$33,000 in its first season.

In a separate report this winter the Westchester County Park Commission turned down a request by the City of Rye that Playland be restricted to bona fide county residents. "In its present form," the group reported, "a high gross revenue is imperative without a heavy charge against Westchester taxpayers. If excursions, group attendance, etc., from the outside were eliminated, Playland would operate at a loss, instead of the \$300,000-\$400,000 net, exclusive of interest and amortization, that is turned in annually to the county."

"If at some distant date Playland changes to a county park as such, without its present amusement devices, limitation toward Westchester people could be considered, but at present the Playland Commission does not recommend it."

Playland draws not only from New York City, but also from nearby Connecticut, which is only two miles away from the park. Much of the New York business is in the form of boat loads of excursionists which debark at the Playland pier.

URGE LETTERS

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The quiet affair was held at his home, 2827 Ocean Parkway, Brooklyn, and was attended by his sons, Fred and William Jr., and their families. Although hampered by an old hip injury, the elder Mangels has still been visiting the Coney Island plant three or four times a year.

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Although the Chamber of Commerce had been battling for the site to be used for a gigantic parking lot, the 1,500 families will concededly provide added potential revenue to Coney's existing amusements.

There was no announcement as to when construction will start. The first section of the \$10,000,000 Aquarium is expected to be thrown open to the public this season. This is between West Fifth and Eighth streets near the Boardwalk, while the apartments will be above Surf Avenue between West Eighth and Twelfth.

and will be of brick and frame construction.

Helprin estimated that the new food and drink operation will require an addition of 40-50 people to the payroll. All must join the AFL Local the park signed with last year, and there will be a payroll check-off system for dues. He said that with the park in charge of this operation, it will afford better control of neatness, cleanliness, sanitation, value and all other aspects connected with food and drink.

Jerry Katz will remain as park publicist for the second year.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWMANSHIP. GET THE NEW "REVOLVING" HOLLYWOOD SPOTS-LITE. BETTER THAN A CRYSTAL BALL. NO MIRRORS TO BREAK. WASH OR POLISH. GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOW. HANDSOME LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BAILLOONS, SEATING, BIKES, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS. Write For Complete Free Details. HOLLYWOOD SPOTS-LITE CO. Dept. B 3612 No. 16th St. Omaha 10, Nebraska

Attention, Ride Owners. WANT TO BOOK FOR ESTABLISHED AMUSEMENT PARK. 10 or more Adult and Kiddie Rides. Must be first-class equipment. Excellent proposition. 4 million population in proposition. 50-mile radius; employment 96% high. HAVE FOR SALE — Tillman-Johnson Aerial Camel. Also Kiddie Airplane Ride. Will book same in park. Action imperative. S. ARTHUR ROXY 279 Prospect Ave. East Aurora, N. Y.

WANT RIDES. For new park in Atlantic City, N. J. Excellent location. Low, straight percentage. Can use 4 Major and 8 Kiddie Rides. Write what you have. PAUL SEIDMAN 26 N. La Clede Place Atlantic City, N. J.

High Quality KIDDIE RIDES. ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL. Illustrated Circulars Free. W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888

MINIATURE GOLF PACKAGE DEAL. Let us build you a fully equipped 18-hole course on your own site. We will furnish all labor and materials, and there will be no extras for you to do or buy. Cash in on this low overhead, profitable and repeat business that plays to all ages. Hurry and get an early installation date. Write or phone for free information to BUFFALO OUTDOOR SPECIALTY CO. 67 ELLER AVENUE Phone: Taylor 7344 BUFFALO 11, N. Y.

KIDDY RIDES FOR SALE

Complete Kiddie Park for sale. All equipment like new—used only 1 year.

1. Little Dipper (Herschell)
2. Kiddie Carousel (Mangels)
3. Boat Ride
4. Fire Truck & Jeep
5. Kiddie Roto-Whip
6. Miniature Train
7. Pony & Cart

7 — NEW RIDES — 7 and Playground equipment, located in Baltimore, Maryland. Must be seen to be appreciated. ASKING PRICE: \$22,500

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1564 Broadway, New York 36, N. Y.

WANTED 8 USED WHIP CARS

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23500 W. Seven Mile Road

Detroit 19, Mich.

Call Kenwood 1-2660

TO LEASE COMPLETE PARK

Good contract, low percentage. Need 4 to 8 rides; a Merry-Go-Round and Ferris Wheel a must; or will book above Rides. Also need Rifle Range.

B. & L. AMUSEMENT PARK

La Porte, Ind.

Write to 3035 Oakwood, Michigan City, Ind. Phone: 26793.

KIDDIE RIDES FOR SALE

Carousel and Miniature Train Ride in very good condition. Can be seen at Nunley's, Sunrise Highway, Baldwin, L. I., N. Y., or contact

LOU LERCARI

Levittown 9-4090, or write P. O. Box 17, Bethpage, L. I., New York

FOR SALE

Complete Arcade—can be booked reasonably. Also Kiddie Train. Will lease French Fry and Eat and Drink Concession equipped; also Country Store, Ball Game, Hoop-La, Seale and Novelties.

PERCELL'S PARK

South Williamsport, Pa.

KIDDIE CAR RAILROADS

Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads. Through affiliations we can build American's finest Roller Coasters, M. K. FRANK, 480 Lexington Ave., New York 17, N. Y., 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

CAROUSEL FOR SALE

Large park-size Carousel, 44 wood-carved animals, plus 2 moving boats and 2 animal coaches. Can be seen by appointment only.

Contact Lou Lercari

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There will be 17 buildings on the site, which is rich in amusement lore. It was the location also of the old Velodrome and of Thompson's Coaster. Built at the turn of the century by Frederick Thompson and Elmer S. Dundy, Luna Park suffered a ruinous fire in 1945.

Much of the affected 23 acres is vacant. Among the access roads is one that will cut thru the Surf Avenue space now occupied by the Jean Hallen-Maize Gordon Scooter.

R-B Hires Cervone; Press-TV Unsettled

Action Starts as North, Burke Launch Executive Session in Florida

SARASOTA, Fla., Feb. 11.—Ringling Bros. and Barnum and Bailey Circus this week began making appointments to staff posts. The action came out of the executive meetings being held by John Ringling North, Michael Burke and top staffers.

Izzy Cervone was contracted as bandmaster, it was announced. He

replaces Merle Evans, who resigned earlier to go with Orrin Davenport's Shrine unit. Cervone has had bands for grandstand reviews at fairs for the past 25 years and for the past 12 years he has directed bands at a number of Shrine shows, including those played by Orrin Davenport.

Zac Freedman began work in New York as head of the publicity department. Actual make-up of the press department apparently remained highly unsettled. However, Bill Doll, a legit show press agent, was due in Sarasota Friday to discuss working as Ringling's special press man for New York, a job formerly filled by Bill Fields.

It was expected that the show would have four press agents on the road and five in New York, but who they would be was not yet determined.

Norman Carroll, who has done work for Ringling and other shows in past years, was in New York as the show's radio-TV publicity agent, it was reported there. Ralph (Peaceful) Allen was acting as his assistant.

More developments in the Ringling picture were expected to roll from here in the coming days as decisions and appointments for the coming season are made.

Union in Action

In New York the Association of Theatrical Agents and Managers said that they had negotiated a new minimum salary agreement with Ringling, upping the previous \$150 to \$175 weekly plus allowances. The union also pointed out that this year they would require that the radio-TV publicity man be a member. In the past the person in that post some times was a member and some times was not. Membership in the union is virtually closed, and Carroll is not a member.

Cervone, whose home is in St. Petersburg, was in the Great Lakes Naval Training Station Band, conducted by John Phillip Sousa, during World War I, and on the ship that took President Wilson to France after the war. He was a member of the symphony orchestra of KDKA, pioneer radio station, and of the Pittsburgh Symphony Orchestra under Fritz Reiner. When he began playing fairs 25 years ago he was with the Hamid office and later went to Barnes-Carruthers.

Gainesville Show Scheduled for TV

GAINESVILLE, Tex., Feb. 11.—NBC's "Wide, Wide World" TV show will televise a street parade and performance of the Gainesville Community Circus here on March 4. Plans call for renting a big top from the Kelly-Miller organization at Hugo, Okla., for the telecast.

Polack Units Will Day-Date In California

SAN FRANCISCO, Feb. 11.—Routing changes for Polack Bros. Circus will have its Eastern unit and its Western unit day and date each other in the San Francisco-Oakland area. In addition Polack Western will day and date Clyde Beatty Circus at Los Angeles.

From Indianapolis, Polack Western will make a long, unbroken jump to Los Angeles, opening there April 2. In other years there has been an intermediate stand between the two cities.

After Los Angeles the unit will travel direct to Spokane, another long jump. Show will go next to Tacoma and then double back to Sacramento, adding more miles. Santa Rosa will come between Sacramento and San Francisco, where the show opens May 10.

When Polack Western opens in San Francisco, its sister show will be opening in neighboring Oakland. Both are under Shrine auspices. In the past, the Western show has played both cities.

The Eastern unit also will play Phoenix and San Diego. It made these in 1955, and earlier they were Western stands.

Al Dobritch Opens Office

CHICAGO, Feb. 11.—Booking agent Al Dobritch has opened an office here and gone into business for himself. He became a citizen on January 31 and then requested his release from a contract with GAC-Hamid. He stressed that his parting with that firm was on good terms but that he would be on his own in the future.

At the same time Dobritch announced that he has booked acts direct with Ed Sullivan for the latter's TV show. First will be Baby Opal, Polack Western's featured elephant, on the February 19 show. His son, Sandy (Scampy) Dobritch will be ring master on the same TV program. On March 4 the Sullivan show will have Dieter Tasso.

In March Dobritch will go to Europe, visiting the circuses Schumann, Bouglione, Medrano, Althoff and Apollo in Copenhagen, Paris and Germany. He said a main purpose of the trip will be to set up a European office for his new operation.

Future Unsure For Florida's Circus Museum

SARASOTA, Fla., Feb. 11.—Status of the state's Museum of the American Circus, a part of the Ringling Museums here, has been uncertain recently, but decisions affecting its future were scheduled to be made soon.

The several antique circus parade wagons which were at the museum were taken to Ringling-Barnum quarters for a TV show in December and have not been returned. There was doubt as to whether this equipment would be returned to the museum.

Other circus material, including much printed matter, remains in the museum building and under the care of museum officials, it was reported.

Norman C. Wolf writes from Veterans Hospital at San Fernando, Calif., that he is recovering after surgery and expects to be released soon.

CIRCUS REVIEW

Polack Western Shows Much New Top Talent

FORT WAYNE, Ind., Feb. 11.—For its Western unit, Polack Bros. Circus has assembled much of the newest talent in the top level that this country could offer. Added with it are the accomplishments and aid of more top-grade performers and experienced producers and technicians.

Among the acts are Rose Gold, back after five years in Europe; the Palacios, outstanding flying return act; the Dorchesters, youthful and speedy jockey act, and Victor Julian's show-stopping dog act. It is a fast-moving show, and a pleasing one.

Clowns work extensive come-in routines, as is the Polack custom. The joeys are Lou Jacob, Rudy Dockey, Chester Sherman, Joe Sherman, Harold Simmons and Jackie Gerlich.

Barbette has three production numbers and the performance begins with one in which girls appear in giant bird cages hung high in the building while others perform on webs and specially designed trapezes.

Julians dogs score readily and heavily for their high strutting and outstanding costumes. The pup that won't quit somersaulting is a strong finish for the act.

The Kovacs (4) work with a small trampoline that casts them up for stunts and contortion atop a stack of tables. This is a quick-moving offering with a difference in routine and equipment.

LaLage, Jacobs, Bulls

LaLage performs well in enough aerial endurance tests to comprise an act by themselves and then does her one-arm planges. Poise and showmanship put the act across.

Lou Jacob has his little car back this year, and it is as funny a clown production as ever. It is still incredible and it again marks Lou as one of the few master clowns in business. With him and helping to sell the act are Harold Simmons and Jackie Gerlich.

Mac and Peggy McDonald bring forth the Besalou Elephants (5) for their act that is outstanding for its speed. Mixed in with military Liberty-style drill by the trotting bulls are twin head stands, a rear-foot walk and a front foot walk. Little Opal is featured throughout and then she is called upon

for her one-foot stand, stunt that has been done by very few elephants.

Clowns work a balloon gag.

Wire, Iron Jaw

The Torreanis (4) are young high wire people with neat appearance and good selling of their work. One walks across on stilts, and there is a good three-high. The troupe of three named Hans and one named Gretel then works with a unique prop by which two do hand stands and one does a toe hang as the fourth controls their balance.

After intermission Barbette presents the Ronnie Lewis Ensemble in which Lewis stands atop a power-lift device in the center ring and holds a bar from which two girls work iron jaw. Simultaneously, each end ring has a slack wire supported only by the iron-jaw grips of girls while others perform on the wires. In a walkaround that follows, clown Rudy Dockey takes the spotlight with his dance with a dungareed dummy.

Riding of the Dorchesters did not seem so energetic as when last caught, but this is attributed to temporary trouble with a ring mat. Nevertheless, the troupe of four horses and six people scores with the audience for its two-high pyramid on two horses, two-high jockeys, fast riding over hurdles, jump-ups by five, and jump-ups by three, complete with hair-pulling assistance. There is good comedy and speedy riding by this troupe from England's Forssett and Scott families.

Jan Risco and Nina juggle a number of things, including prop ginger ale bottles with a popping top, but get quickly to plate spinning. The act is sure-fire comedy every time and this instance was no exception.

Rose Gold Returns

The return of the Rose Gold Trio is triumphant. Her aerial daring has not diminished. Two men hang downward and support the rope on which she performs. One man holds the other upside-down while the latter tosses Rose beneath him, catching her first by her hands and then her ankles, but leaving her free in the air between catches. The two hold a

(Continued on page 87)

CIRCUS REVIEW

Polack Eastern Opens Power-Packed Edition

MADISON, Wis., Feb. 11.—The Eastern unit of Polack Bros. Circus kicked off its new season here with a performance that is one of its strongest, and one that rivals any other on the road.

With the George Hanneford Family as a clincher and such acts as the Ibarra, Contines' chimps, La Norma, the Coronas, and the Flying Thrillers, the show couldn't be other than good. Adding much is the work by Bandmaster Henry Kyes, Equestrian Director Dick Slayton, Producing Clown Gene Randow, and Company Manager Harold Voise, making it a circus operated by circus people.

In Madison's Dane County Coliseum on a weekend this year instead of midweek as last time, the show did fine business. Work of General Agent Sam Polack, Press Agent Bill Naylor and Promoter Bill Kay was in evidence.

Clowns work come-in and the performance is prologued with a musical bit by Kyes and his clowning with Randow. Then the clowns are on with a space-man wardrobe and helmets to introduce the Aerial Harolds, aerial bars, and the aeri-

alists also wear space wardrobe for a neat touch.

The Emanuels (Del Morales) perform hand-to-hand and head-to-head balancing at one end while the Georges (Hannefords) work on the trampoline at the opposite end. In the latter, Tommy serves up the comedy while Kay offers somersaults and twisters.

Baudy's Greyhounds appear in the center stage, and their monkey cowboys on Greyhound horses score well. Appearance of their Simian Indians and a stage coach completes its success.

Fourteen girls and all the clowns come in with introductory dancing, then the web work. Some of the web work was off, but costumes were nice and production bits—Randow's bull fights and dancing by six Latinos—add.

LaNorma appears in the previous number and stays over for her feature spot on the trapeze. Her neck hang, knee catches, ankle catch and heels hang as well as her styling and general performance are fine.

The Martels (Hannefords) have the stage for roly-poly business.

(Continued on page 89)

3 Owners Ill; Miller Indoor Show Goes On

DURHAM, N. C., Feb. 11.—Management of Miller Bros. Indoor Circus was socked with illness and hospitalization this week that threatened to close the show. But at last reports it was continuing.

All three partners were in hospitals. R. A. Miller underwent surgery. His brother M. H. Miller, also was in a hospital. Their relative and partner, Franco Richards, was in the Duke University Hospital here, apparently for treatment of army-incurred injuries. Their secretary, Jean Loftis, was in a hospital at Great Falls, S. C. Burden of operating the show's executive departments fell to Billy Sheets, equestrian director.

From the hospital here, Richards said that if there was no change soon the show might be jeopardized.

'Hall of Fame' Draws Crowds At Sarasota

SARASOTA, Fla., Feb. 11.—John L. Sullivan's "Circus Hall of Fame" has played to attendance beyond advance expectations, he said this week. He said that several acts are practicing at the hall and that in addition four performances of a 45-minute show are given daily.

Program for last week included Lenares, slack wire; Montons, double traps and iron jaw; Rene Pape and her dogs; the Gretonas, high wire; Flying Rutlands; Pee Wee Jones Troupe, trampoline; web number with Dolly Copeland, Jacinta Lyons and Sally Marlowe; the Meyands, unicycle and juggling; single trap routines by Mary Jane Miller, Manuella Cash and Barbara Keen, and revolving ladder with Shirley Merideth and Greg Oliver.

Betty and Benny Fox were at the center to kick off a March of Dimes schedule. Acts practicing here include Albert Rix, bears; the Geraldos, aerial, and Miss Aerialetta (Jennier), aerial.

Mills Signs People In London, Cleveland

CLEVELAND HEIGHTS, O., Feb. 11.—Jack Mills, co-owner of Mills Bros. Circus, returned this week from London, where he caught two British circuses and booked talent for 1956 summer season.

He signed ten English girls for aerial ballet work. He also retained Mark Jones as secretary and press agent. Jones met Mills on arrival and had London newspapermen on hand to cover the American show owner's activities.

Mills also contracted with several circus acts which he said would

be announced later. Back in this country, co-owners Jack and Jake Mills announced Frenchy LeBouf would be bandmaster for Mills Bros. He was with the Mills show at its outset and served several years before changing over to other shows.

Europeans hired for the show will leave England aboard the "Seven Seas" on March 8 and arrive in New York March 17. The next day they will arrive at the show's winter quarters at Jefferson, O.

Mills said he canceled a trip to Hawaii for personal reasons.

Plans Shaping Up for Savannah Beach Park

LAKE WORTH, Fla., Feb. 11.—Danny Dorso, Bingo and Concession operator, this week disclosed progress in lining up attractions for his new venture at the Savannah Beach (Georgia) Amusement Park. Dorso has taken over a large area fronting on the Boardwalk and extending back one city block from the shore front.

Work is going forward on a new \$11,000 air-conditioned building which will house his Bingo. Plans also call for an Arcade building, completely rebuilt concession facilities, and an enlarged paved parking area. Negotiations are in the works with Lou Riley, Bob Parker, O. C. Buck and others to provide the 12 rides scheduled for operation. It is understood that some of the Leo Lane rides were previously spotted here during the season.

Another probability will be a zoo, tentatively listed as a donation operation. Room is available for a score of varied concessions. Dorso emphasizes that everything booked will be modern and top-flight.

Associated with Dorso will be Sid Goodwalt. Red Flanagan will be in charge of publicity and promotions, assisted by another man to be chosen soon. More staff personnel are expected to be hired so that preliminary work can be started in March. Formal opening is slated for mid-April and the first few weeks will be on a weekend basis.

Dorso points out that in past seasons, all operations at this location have been independent and unco-ordinated, but that under a single ownership, a consolidated program of kiddie days, picnics and special events can be pushed effectively. No free acts or attractions are contemplated yet.

Dorso said he will continue his connections on the O. C. Buck Shows and will also have his usual independent concessions at fairs.

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Kaner Again Named Rock's Publicity Chief

NEW YORK, Feb. 11.—Richard L. Geist, vice-president of Rockaways Playland, this week announced that Walter Kaner Associates will continue to handle promotion and publicity for the fun-spot. This season will mark the eighth consecutive year of the alliance.

Kaner said the most intensive campaign in Playland's history is scheduled for this year. Heavy emphasis will continue to be placed on newspaper, radio and television tie-ups and the schedule of contests and personal appearances by name talent will be continued.

Playland has had promotion ties with The New York Mirror for several years. Last year a similar arrangement was made with DuMont Television.

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Rye's \$490,943 Net Sets Record High

NEW YORK, Feb. 11.—Westchester's county-owned Playland Park chalked up record gross and net figures in 1955, in its last season under the managerial reins of Col. Allan E. MacNicol. The Playland Commission's annual report cites a gross revenue total of \$1,437,652 and a net of \$490,943.

The net was Playland's largest, and was \$116,000 over the sum estimated in the annual budget.

The commission, in its report to the county's Board of Supervisors, noted that economic conditions in the suburban area were very good last year. Altho there were substantial increases in wages and other operational items, revenue in virtually every income phase also went up.

MacNicol left the Rye, N. Y., park last winter to take an executive post with the Wilson Line, excursion boat firm. He was succeeded as park director by Edward Killecullen, who joined the staff in mid-season.

Ticket Sales Near \$1 Mil

As in past years, the largest single source of revenue was ticket sales, which hit \$949,441 or some \$70,000 over 1954. Refreshments were up better than 10 per cent, to \$226,887. Total receipts from all sources was \$1,705,677 and of this sum there was \$268,024 returned to concessionaires on percentage splits. There are many ride and food items operated in this fashion at the park.

Among other income items were: rentals, \$189,391; bathing, \$115,342; parking, \$107,098; galleries and alleys, \$32,801.

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Roto-Jet Crossed \$33,000

"A great asset" was the description of the new Roto-Jet ride, which replaced an antiquated water scooter and which grossed over \$33,000 in its first season.

In a separate report this winter the Westchester County Park Commission turned down a request by the City of Rye that Playland be restricted to bona fide county residents. "In its present form," the group reported, "a high gross revenue is imperative without a heavy charge against Westchester taxpayers. If excursions, group attendance, etc., from the outside were eliminated, Playland would operate at a loss, instead of the \$300,000-\$400,000 net, exclusive of interest and amortization, that is turned in annually to the county."

"If at some distant date Playland changes to a county park as such, without its present amusement devices, limitation toward Westchester people could be considered, but at present the Playland Commission does not recommend it."

Playland draws not only from New York City, but also from nearby Connecticut, which is only two miles away from the park. Much of the New York business is in the form of boat loads of excursionists which debark at the Playland pier.

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CIRCUSES

R-B Hires Cervone; Press-TV Unsettled

Action Starts as North, Burke Launch Executive Session in Florida

SARASOTA, Fla., Feb. 11.—Ringling Bros. and Barnum and Bailey Circus this week began making appointments to staff posts. The action came out of the executive meetings being held by John Ringling North, Michael Burke and top staffers.

Izzy Cervone was contracted as bandmaster, it was announced. He

replaces Merle Evans, who resigned earlier to go with Orrin Davenport's Shrine unit. Cervone has had bands for grandstand reviews at fairs for the past 25 years and for the past 12 years he has directed bands at a number of Shrine shows, including those played by Orrin Davenport.

Zac Freedman began work in New York as head of the publicity department. Actual make-up of the press department apparently remained highly unsettled. However, Bill Doll, a legit show press agent, was due in Sarasota Friday to discuss working as Ringling's special press man for New York, a job formerly filled by Bill Fields.

It was expected that the show would have four press agents on the road and five in New York, but who they would be was not yet determined.

Norman Carroll, who has done work for Ringling and other shows in past years, was in New York as the show's radio-TV publicity agent, it was reported there. Ralph (Peaceful) Allen was acting as his assistant.

More developments in the Ringling picture were expected to roll from here in the coming days as decisions and appointments for the coming season are made.

Union in Action

In New York the Association of Theatrical Agents and Managers said that they had negotiated a new minimum salary agreement with Ringling, upping the previous \$150 to \$175 weekly plus allowances. The union also pointed out that this year they would require that the radio-TV publicity man be a member. In the past the person in that post some times was a member and some times was not. Membership in the union is virtually closed, and Carroll is not a member.

Cervone, whose home is in St. Petersburg, was in the Great Lakes Naval Training Station Band, conducted by John Phillip Sousa, during World War I, and on the ship that took President Wilson to France after the war. He was a member of the symphony orchestra of KDKA, pioneer radio station, and of the Pittsburgh Symphony Orchestra under Fritz Reiner. When he began playing fairs 25 years ago he was with the Hamid office and later went to Barnes-Carruthers.

Gainesville Show Scheduled for TV

GAINESVILLE, Tex., Feb. 11.—NBC's "Wide, Wide World" TV show will televise a street parade and performance of the Gainesville Community Circus here on March 4. Plans call for renting a big top from the Kelly-Miller organization at Hugo, Okla., for the telecast.

Polack Units Will Day-Date In California

SAN FRANCISCO, Feb. 11.—Routing changes for Polack Bros. Circus will have its Eastern unit and its Western unit day and dating each other in the San Francisco-Oakland area. In addition Polack Western will day and date Clyde Beatty Circus at Los Angeles.

From Indianapolis, Polack Western will make a long, unbroken jump to Los Angeles, opening there April 2. In other years there has been an intermediate stand between the two cities.

After Los Angeles the unit will travel direct to Spokane, another long jump. Show will go next to Tacoma and then double back to Sacramento, adding more miles. Santa Rosa will come between Sacramento and San Francisco, where the show opens May 10.

When Polack Western opens in San Francisco, its sister show will be opening in neighboring Oakland. Both are under Shrine auspices. In the past, the Western show has played both cities.

The Eastern unit also will play Phoenix and San Diego. It made these in 1955, and earlier they were Western stands.

Al Dobritch Opens Office

CHICAGO, Feb. 11.—Booking agent Al Dobritch has opened an office here and gone into business for himself. He became a citizen on January 31 and then requested his release from a contract with GAC-Hamid. He stressed that his parting with that firm was on good terms but that he would be on his own in the future.

At the same time Dobritch announced that he has booked acts direct with Ed Sullivan for the latter's TV show. First will be Baby Opal, Polack Western's featured elephant, on the February 19 show. His son, Sandy (Scampy) Dobritch will be ring master on the same TV program. On March 4 the Sullivan show will have Dieter Tasso.

In March Dobritch will go to Europe, visiting the circuses Schumann, Bouglione, Medrano, Althoff and Apollo in Copenhagen, Paris and Germany. He said a main purpose of the trip will be to set up a European office for his new operation.

Future Unsure For Florida's Circus Museum

SARASOTA, Fla., Feb. 11.—Status of the state's Museum of the American Circus, a part of the Ringling Museums here, has been uncertain recently, but decisions affecting its future were scheduled to be made soon.

The several antique circus parade wagons which were at the museum were taken to Ringling-Barnum quarters for a TV show in December and have not been returned. There was doubt as to whether this equipment would be returned to the museum.

Other circus material, including much printed matter, remains in the museum building and under the care of museum officials, it was reported.

Norman C. Wolf writes from Veterans Hospital at San Fernando, Calif., that he is recovering after surgery and expects to be released soon.

CIRCUS REVIEW

Polack Western Shows Much New Top Talent

FORT WAYNE, Ind., Feb. 11.—For its Western unit, Polack Bros. Circus has assembled much of the newest talent in the top level that this country could offer. Added with it are the accomplishments and aid of more top-grade performers and experienced producers and technicians.

Among the acts are Rose Gold, back after five years in Europe; the Palacios, outstanding flying return act; the Dorchesters, youthful and speedy jockey act, and Victor Julian's show-stopping dog act. It is a fast-moving show, and a pleasing one.

Clowns work extensive come-in routines, as is the Polack custom. The joeys are Lou Jacob, Rudy Dockey, Chester Sherman, Joe Sherman, Harold Simmons and Jackie Gerlich.

Barbette has three production numbers and the performance begins with one in which girls appear in giant bird cages hung high in the building while others perform on webs and specially designed trapezes.

Julians dogs score readily and heavily for their high strutting and outstanding costumes. The pup that won't quit somersaulting is a strong finish for the act.

The Kovacs (4) work with a small trampoline that casts them up for stunts and contortion atop a stack of tables. This is a quick-moving offering with a difference in routine and equipment.

LaLage, Jacobs, Bulls

LaLage performs well in enough aerial endurance tests to comprise an act by themselves and then does her one-arm planges. Poise and showmanship put the act across.

Lou Jacob has his little car back this year, and it is as funny a clown production as ever. It is still incredible and it again marks Lou as one of the few master clowns in business. With him and helping to sell the act are Harold Simmons and Jackie Gerlich.

Mac and Peggy McDonald bring forth the Besalou Elephants (5) for their act that is outstanding for its speed. Mixed in with military Liberty-style drill by the trotting bulls are twin head stands, a rear-foot walk and a front foot walk. Little Opal is featured thru-out and then she is called upon

for her one-foot stand, stunt that has been done by very few elephants.

Clowns work a balloon gag.

Wire, Iron Jaw

The Torreanis (4) are young high wire people with neat appearance and good selling of their work. One walks across on stilts, and there is a good three-high. The troupe of three named Hans and one named Gretel then works with a unique prop by which two do hand stands and one does a toe hang as the fourth controls their balance.

After intermission Barbette presents the Ronnie Lewis Ensemble in which Lewis stands atop a power-lift device in the center ring and holds a bar from which two girls work iron jaw. Simultaneously, each end ring has a slack wire supported only by the iron-jaw grips of girls while others perform on the wires. In a walkaround that follows, clown Rudy Dockey takes the spotlight with his dance with a dungaree dummy.

Riding of the Dorchesters did not seem so energetic as when last caught, but this is attributed to temporary trouble with a ring mat. Nevertheless, the troupe of four horses and six people scores with the audience for its two-high pyramid on two horses, two-high jockeys, fast riding over hurdles, jump-ups by five, and jump-ups by three, complete with hair-pulling assistance. There is good comedy and speedy riding by this troupe from England's Forssett and Scott families.

Jan Risco and Nina juggle a number of things, including prop ginger ale bottles with a popping topper, but get quickly to plate spinning. The act is sure-fire comedy every time and this instance was no exception.

Rose Gold Returns

The return of the Rose Gold Trio is triumphant. Her aerial daring has not diminished. Two men hang downward and support the rope on which she performs. One man holds the other upside-down while the latter tosses Rose beneath him, catching her first by her hands and then her ankles, but leaving her free in the air between catches. The two hold a

(Continued on page 87)

3 Owners Ill; Miller Indoor Show Goes On

DURHAM, N. C., Feb. 11.—Management of Miller Bros. Indoor Circus was socked with illness and hospitalization this week that threatened to close the show. But at last reports it was continuing.

All three partners were in hospitals. R. A. Miller underwent surgery. His brother M. H. Miller, also was in a hospital. Their relative and partner, Franco Richards, was in the Duke University Hospital here, apparently for treatment of army-incurred injuries. Their secretary, Jean Loftis, was in a hospital at Great Falls, S. C. Burden of operating the show's executive departments fell to Billy Sheets, equestrian director.

From the hospital here, Richards said that if there was no change soon the show might be jeopardized.

'Hall of Fame' Draws Crowds At Sarasota

SARASOTA, Fla., Feb. 11.—John L. Sullivan's "Circus Hall of Fame" has played to attendance beyond advance expectations, he said this week. He said that several acts are practicing at the hall and that in addition four performances of a 45-minute show are given daily.

Program for last week included Lenares, slack wire; Montons, double traps and iron jaw; Rene Pape and her dogs; the Gretonas, high wire; Flying Rutlands; Pee Wee Jones Troupe, trampoline; web number with Dolly Copeland, Jacinta Lyons and Sally Marlowe; the Meyands, unicycle and juggling; single trap routines by Mary Jane Miller, Manuella Cash and Barbara Keen, and revolving ladder with Shirley Merideth and Greg Oliver.

Betty and Benny Fox were at the center to kick off a March of Dimes schedule. Acts practicing here include Albert Rix, bears; the Geraldos, aerial, and Miss Aerietta (Jennier), aerial.

Mills Signs People In London, Cleveland

CLEVELAND HEIGHTS, O., Feb. 11.—Jack Mills, co-owner of Mills Bros. Circus, returned this week from London, where he caught two British circuses and booked talent for 1956 summer season.

He signed ten English girls for aerial ballet work. He also retained Mark Jones as secretary and press agent. Jones met Mills on arrival and had London newspapermen on hand to cover the American show owner's activities.

Mills also contracted with several circus acts which he said would

be announced later. Back in this country, co-owners Jack and Jake Mills announced Frenchy LeBouf would be bandmaster for Mills Bros. He was with the Mills show at its outset and served several years before changing over to other shows.

Europeans hired for the show will leave England aboard the "Seven Seas" on March 8 and arrive in New York March 17. The next day they will arrive at the show's winter quarters at Jefferson, O.

Mills said he canceled a trip to Hawaii for personal reasons.

CIRCUS REVIEW

Polack Eastern Opens Power-Packed Edition

MADISON, Wis., Feb. 11.—The Eastern unit of Polack Bros. Circus kicked off its new season here with a performance that is one of its strongest, and one that rivals any other on the road.

With the George Hanneford Family as a clincher and such acts as the Ibarras, Contines' chimps, La Norma, the Coronas, and the Flying Thrillers, the show couldn't be other than good. Adding much is the work by Bandmaster Henry Kyes, Equestrian Director Dick Slayton, Producing Clown Gene Randow, and Company Manager Harold Voise, making it a circus operated by circus people.

In Madison's Dane County Coliseum on a weekend this year instead of midweek as last time, the show did fine business. Work of General Agent Sam Polack, Press Agent Bill Naylor and Promoter Bill Kay was in evidence.

Clowns work come-in and the performance is prologued with a musical bit by Kyes and his clowning with Randow. Then the clowns are on with a space-man wardrobe and helmets to introduce the Aerial Harolds, aerial bars, and the aeri-

alists also wear space wardrobe for a neat touch.

The Emanuels (Del Morales) perform hand-to-hand and head-to-head balancing at one end while the Georges (Hannefords) work on the trampoline at the opposite end. In the latter, Tommy serves up the comedy while Kay offers somersaults and twisters.

Baudy's Greyhounds appear in the center stage, and their monkey cowboys on Greyhound horses score well. Appearance of their Simian Indians and a stage coach completes its success.

Fourteen girls and all the clowns come in with introductory dancing, then the web work. Some of the web work was off, but costumes were nice and production bits—Randow's bull fights and dancing by six Latin—add.

LaNorma appears in the previous number and stays over for her feature spot on the trapeze. Her neck hang, knee catches, ankle catch and heels hang as well as her styling and general performance are fine.

The Martels (Hannefords) have the stage for roly-poly business, (Continued on page 89)

UNDER THE MARQUE

Dave Nawrocki, of Polack Western, writes that Francisco Rinetti, of the Rose Gold Trio, flew from Fort Wayne to New York to meet his wife, who just arrived from Paris. They and the Dorchesters have become trailerites. . . . Visitors in Hammond included Tiny Gallagher, Kurt Oranto, the Atwoods, Tom Carroll, Charlie Byrnes, and Frankie Clark. . . . During that date Jan Risko and Nina commuted to their Park Ridge, Ill., home while the Atomics commuted to their homes, four in Gary and one in Elmwood Park. . . . Three performances on the Saturday in Fort Wayne brought a work-out for everyone, but for the clowns, who also had a hospital show to make,

it was a real marathon. They didn't take make-up off from 9 a.m. to 11 p.m. . . . Jules Jacot brought a group from Peru, Ind., quarters. . . . Willie Storey, of AGVA, spent several days in Fort Wayne.

From Peru, Ind., quarters, Beverly Allen writes that there is much activity. Cal Townsend is supervising building of two steel arenas and shifting cages for Jules Jacot's acts. . . . Elephants under supervision of Bert Pettus will leave in March for Shrine dates. . . . Allens' Bears leave February 19 for the Minneapolis Shrine Show. . . . On Sundays, Peru townspeople come out to watch training. . . . Mrs. Rose Steele, London, O., made a three-day visit with her son, Charles Allen. . . . Personnel visited Polack at Fort Wayne. . . . Visitors at Peru included the Bill Morris, Otto Scheimann and Tom Carroll.

Eddie Arvida reports that he is to be on "Big Top" on Saturday (25). June Badger, of The Middleburg (Va.) Chronicle, now visiting circuses in England and Ireland, has written a feature about Arvida for publication soon. He is wintering at Hunt Bros. quarters.

Roy Barrett, clown, reports that plans to play the Honolulu Shrine date fell thru because of a mix-up involving transportation, so he is staying in New Orleans for all the Mardi Gras events. Barrett is to be with Beatty this season, and he said Frank Wirth recently "renewed" a life-time contract to play Wirth shows.

The April issue of Railroad magazine, published at 205 East 42d Street, New York, will be devoted entirely to the American circus, carrying the story of the first 100 years of the circus and photos of many early-day shows. Collectors may secure copies by writing to the magazine.

M. J. (Mike) Dessen and Jimmy Rates, who are promoting a Western type variety show for the VFW of Prichard, Ala., February 18, recently closed their phone room there preparatory to opening an office in Gulfport, Miss., where they will stage another show March 17. Bruce Cameron, office assistant, has recovered from a recent bout with the flu.

Acts in Paris include the following: At Cirque Medrano, Three Rogge Sisters, rolling globes; Two Field Sisters and Partner, contortion; Geradis, bike act; Two Milax, comedy tumblers; Pahlov Sisters aerial novelty; Carrington, illusions; Manita, telepathy, and Circus Knie's six horses and six zebras. At Cirque d'Hiver, Nine Carolis, bareback; Gil Huys, high school riding; Rios Sahara Troupe, tumblers; Emilien Bouglione Jr., eight Liberty horses; Paolo, juggler; Miss Bedini, wire act; Two Cortes, hand-to-hand and perch, and clowns Pipo, Dario and Mimile, Two Francis and Three Francescos. At the Bobino, Chuck Brown and Rita, comedy bar act; Five Tallo Boys, acrobats, and Meribeth Old, contortionist. At Olympia Music Hall, Three Hotleys, trampoline; Ruper's bears; Two Reverhos, juggling on wire; Tscheng der Dsai Troupe, Chinese acrobats, and Charles Warren and Jean, slapstick. At the Bal du Moulin Rouge, Little John, kid equilibrist; at the Lido cabaret, Three Carsonys, equilibrists, and Bogdy Brothers, antipolists.

Frenchy LeBeauf, trumpet player with the Mills Bros.' Circus the last several years, will have the band with that organization the coming season. He was the Mills show's first band leader in 1940, and also had served in a similar capacity with the Dailey Bros. Circus.

Skinny Goe infos that, contrary to a recent report, he will not be with Leonard Bros.' Circus this season.

Polack Western Shows Talent

• Continued from page 86

rope beneath them, and Rose, looking straight downward to it, grasps the rope below. Another feat has the men swinging her beneath them and then on to a greater arc by which she lands atop the rigging above them. A breakaway finish is another thriller, and thruout the act the rhythm, pacing and music contribute greatly.

The Atomics are five young people performing with swinging capes and then with ground tumbling and acrobatics. There are two-highs, carries and other feats, and a good series of stunts with jumping ropes.

Sciplini's Chimps make a superb appearance and come thru with good tricks. A high point is their leap frog game, another is their horizontal bars act, and still another is when all six take to a bandstand and perform with instruments and even foot-stomping.

A Mardi Gras number by Bar-bette brings forth his girls, which include Aileen Hartman and Kae Johnson as well as those named earlier, and there also are all the clowns and some other performers. The number is largely dancing, plus a touch of tumbling. While it is uncommonly good dancing for a circus and includes many people, the act is light ring fare apart from the wardrobe and was hampered here by working not

only when but where the rigging crew was guying out for the next act.

Climaxing this year's Polack production is the appearance of the Flying Palacios. By their pirouettes and extra toe kickings they get across the idea they like their work, and this makes others like it, too. Somersaults to a stick are good. Lalo's double with a full twister is spectacular, surpassing even the passing leap with which they close.

This time Polack has only the chimps in the wild animal department, in contrast to last year's heavy line-up of animal turns. This year's show also is marked by its convenient length of just over two hours; more shows should follow Polack's lead in avoiding over-long performances.

Managing director Louis Stern is producer, and Bar-bette is director. Ross Paul does well with the equestrian director's role, and Bernie (Soldier) Longsdorf, superintendent, does his part in keeping the show moving rapidly.

Nellie Vaughan is talent scout and booking agent of this and the Eastern unit. Justus Edwards is publicity director. Other staffers include Bee Carsey, music; Dwight Pepple, general agent; Opal M. Paige, auditor and secretary; George M. Paige, concessions, and Viola McLeod, secretary, Chicago office.—Tom Parkinson.

DRIVIN' 'ROUND THE DRIVE-INS

• Continued from page 83

Statewide Drive-In Theaters, are now playing pictures 38 days after their downtown San Antonio showings.

The Texas Drive-In Theater Association will hold its fourth annual convention February 21-22 at the Statler Hilton Hotel, Dallas. Charles Weisenburg is president of the group. Among problems to be discussed will be excess film rentals, sale of pictures to TV, arbitration, small businessmen's committee, insurance coverage and special tax information. There will also be a special concession and equipment display. . . . M. V. French has been named manager of Sky Drive-In, Waco, Tex., after he served as assistant manager there for two years.

Kansas City Op

• Continued from page 84

tized and turned over to the city's park board.

Frank A. Theis, president of the board, and members John C. Monroe Jr., and George F. Green said they looked with favor on the proposal if it could be done legally.

City Counselor Ben Powers said he believed the city charter prohibits the leasing of park property for more than three years, but would take the proposition under study.

Theis said the board had no funds to construct a rink and that some means of obtaining private capital would have to be found. Mayor H. Roe Bartle and City Manager L. C. Cookingham also expressed interest in the city obtaining a rink.

Concessionaires

• Continued from page 84

liner carried more passengers and earned more revenue in '55 than in any of the previous seven years, according to John A. Lacy, secretary of the park board.

The ride took in a total of 87,467 15-cent fares for adults and 152,854 in children 10-cent fares a total of \$27,837.34, after deducting \$568.11 for State rental fees from

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Toronto Ex Surplus Hits Record 473G

TORONTO, Feb. 11.—The Canadian National Exhibition racked up an operating surplus of \$473,225 in 1955—the most successful in its history—President William A. Harris said in his annual report.

Despite the cool weather during the second week, 2,809,500 visitors came thru the turnstiles, and even a one-day attendance record of 303,500 was established September 3.

Harris announced that altho construction of a new women's building was to have begun immediately following the 1955 show, a steel shortage caused delay. The building should be ready for the 1957 exhibition.

Turning to the financial aspects of the operation, Harris said that current and working assets amount to \$651,394, exceeding liabilities by \$602,706. While the plant and equipment are carried on the balance sheet at \$2,380,000 a 1954 inventory of all movable construction and electric plant totaled

\$2,069,654. Total admissions came to \$807,211, bulk of which was from the entrance gates, \$759,184; exhibitors' tickets, \$14,000; car and truck stickers, \$34,015.

Exhibitors' space rights gave the CNE \$556,274, made up of \$527,124 for building and ground space and \$29,150 for sales rights.

In the concessions, other than the midway, a total revenue of \$309,688 accrued to the CNE. Broken down: restaurant, \$39,366; general concessions, \$230,672; grandstand concessions, \$10,250; auto trains, \$14,000; outside parking, \$15,400.

The midway shows and rides pulled in \$501,313, less \$14,179 in amusement tax, for a net of \$487,134. Royalty payment to the proprietors, Conklin Bros., operators of the midway, of \$331,616, left the CNE with \$155,517, tho it spent \$15,000 in improvements to the midway.

The grandstand show gross for both afternoon and evening admissions totaled \$548,466, tho expenses were \$468,300, for a net of \$80,000. Afternoon admissions gave the CNE \$78,000, while the evening performances of the show, produced by Jack Arthur, netted \$470,000 for the CNE.

Agriculture department cost the CNE \$220,000 for a return of \$67,450. The Art Gallery brought \$6,340 in revenue, costing the CNE \$8,900 to bring in that amount.

More Fairs Add Comics To Promotion

NEW YORK, Feb. 11.—Four new fairs, including two State events, will use promotional comic books this year, according to Mac Culver, general manager of Custom Comics. The comics were produced and made available for this purpose to annuals last year for the first time.

The new subscribers are the Colorado State Fair and the South Dakota State Fair, the Allegan County (Mich.) Fair and the Butte County (Calif.) Fair.

Culver said a press run of more than a million would be needed to supply the demand for the promotional book this year. The firm is also launching for the first time a similar promotional comic book for use by amusement parks.

Ward Beam Sets Revue For Carlisle

NEW YORK, Feb. 11.—Ward Beam Associates have been awarded the grandstand contract for the 1956 Carlisle (Pa.) Fair.

Beam said the pact calls for a revue production with seven acts, 16 girls, five production numbers and a band. Beam also contracted to present Gene Holter's Ostrich Races and Wild Animal Show for a one-day appearance and his International Auto Daredevil contest, also for one day.

Reading Nets \$15,213 On \$262,047 Gross

READING, PA., Feb. 11.—The 1955 Reading fair and fairgrounds operation showed a net operating profit of \$15,213.75 as contrasted with a net loss of \$11,649.49 in 1954. Good weather was a major factor in the success of the 1955 event.

The 1955 report, at the close of the fiscal year November 30, showed income of \$262,047.13, expenses of \$239,816.23 and depreciation of equipment and amortization of improvements, \$7,017.15.

In 1954 total income was \$242,860.29, expenses \$247,365.66 and depreciation of equipment and amortization of improvements, \$7,144.22.

No Dividend

No dividend was declared. John S. Giles, president, said this was

Brandon Sets 85G Building

BRANDON, Man., Feb. 11.—Construction of a new building on the Brandon Exhibition grounds, to replace the sheep and swine building destroyed by fire early in January, is expected to get under way immediately. Alex McPhail, exhibition manager, estimates the replacement cost will be in the vicinity of \$85,000, the cost of the original structure.

because of money expended on physical changes to the fairgrounds property and the discharging of obligations held over from 1954.

Changes at the fairgrounds were necessitated by the rerouting of the Reading Railroad tracks. It is anticipated that expenditures for the project will be collectible at the time of final settlement with the railroad, Giles said.

There were savings of \$7,000 in the over-all cost of operations in 1955, Giles said. Items which cost less included grandstand acts, the fair beauty contest, general supplies, premium awards, Grand Circuit racing purses and the cost of officials.

Racing, Talent Future

Analyzing costs, Giles speculated that the time may not be far off when it will be necessary to "curtail" or "cut out entirely" the Grand Circuit horse races and the night grandstand shows. He said they continue to lose money every year.

Giles said that "all fairs are going thru growing pains." He said the situation at Reading was "not very much different than anywhere else."

Two new directors were named: Randolph Stauffer and Edward Hyman. The officers are Giles, president; Heber Ermentrout, vice-president; Charles W. Swoyer, secretary, and George L. Roller, treasurer.

WINTER FAIRS

Arizona
Mesa—Maricopa County Fair, March 21-26.
California
Cloverdale—Cloverdale Citrus Fair, Feb. 24-26. J. Leroy Wehr.
Imperial—Mid-Winter Fair, Feb. 24-March 4.
Indio—Riverside Co. Fair and National Date Festival, Feb. 16-22.
Mesa—Maricopa Co. Fair, March 21-25. Harvey M. Johnson.
San Bernardino—National Orange Show, March 8-18.
Florida
Dade City—Pasco Co. Fair Assn., March 7-10. H. A. Gruetzmacher, Box 248.
DeLand—Volusia County Fair, March 4-10. Lee Maxwell.
Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
Fort Pierce—Legion Fair, Feb. 20-25. Wally Owens.
Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
Sanford—Sanford Fair and Exposition, Feb. 13-18. E. O. Mayberry.
Sebring—Highland County Fair, Feb. 28-March 3. B. J. Harris.
Williston—Levy Co. Fair, March 20-26. O. C. Belotti, Mgr., Box 741.
Winter Haven—Florida Citrus Exposition, Feb. 13-18. Phil E. Lucey.

Midway Reps Out in Force At Ark. Meet

LITTLE ROCK, Ark., Feb. 11.—The ninth annual meeting of the Arkansas Fair Managers' Association here Monday and Tuesday (6-7), in the Marion Hotel, was marked by a big turnout of carnival owners and agents. Over 30 shows were represented at the meeting, which also drew a good turnout of fair delegates.

Attractions came in for much discussion on the first day, with subjects including rodeos, concessions, entertainment, local talent methods. Tuesday morning was devoted to livestock and the need of State aid for fairs with the afternoon session including the allotment of dates and booking of attractions at conventions.

Jack Shelton, Monticello, was again named president; H. E. Tabor, Berryville, vice-president, and Leonard Barnes, secretary-treasurer. New officers are W. A. (Jake) Davis, Fayetteville, second vice-president, and L. H. Autry, Burdette, third vice-president. Named to the board were M. C. Reynolds, Camden; W. E. (Buck) Fletcher, Scott; Rudolph Bates, Mount Ida, and Clyde E. Byrd, Little Rock. Next year's convention will be held February 11-12 in Little Rock.

The annual banquet drew a good turnout. The mayor of Hot Springs, accompanied by a number of members of the Hot Springs Showman's Association, occupied several tables. Entertainment included Johnny Manson, comedy-music; Gloria Jerome, magic, and Ralph Batchelor's orchestra.

Attraction people at the meeting included:

Clifford Davis, Dixie Amusements; Mr. and Mrs. Floyd B. Kile, Floyd B. Kile Shows; Stanley Warwick, Esther Speroni, Midway of Mirth Shows; Ted Woodward, Johnny Ward, Pan American Shows; E. L. Winrod, Imperial Shows; L. Lalonde, Bernard Thomas, Art B. Thomas Shows; A. E. Raines, Raines Amusement Co.; W. A. Schafer, Archie Hensley, Schafer's Just for Fun Shows; Eddie Moran, Southern Valley Shows; B. E. Miller, Star Amusement Co.; Joe Green, H. V. Peterson, Tivoli Exposition Shows; C. A. (Curley) Vernon, United Exposition Shows; Paul Miller, Bayou State Shows; Jimmie Henson, Greater Dixieland Shows; H. W. Bartholomew, American Beauty Shows; Roy Fitzsimmons, Fitzsimmons Shows; Fred R. Stumbo, Tri-State Shows; Dock O'Kelly, Pearl Weydt Shows; Mr. and Mrs. William Dyer, Dyer's Greater Shows; Joe Sharpe, Carl Byers, Byers Bros. Shows; E. E. (Ernie) Farrow, Wallace Bros. Shows; Carl Burkhardt, Burkhardt Shows; John Francis, Whitey Owens, Booth Cutler, Mr. and Mrs. O. H. Olchant, Mr. and Mrs. B. V. Nessler, Pat Ford, Bob Shivers, Bennie Hazen, Bennie Glosser, Dutch Wilson, Whitey Daniels, Mr. and Mrs. Curley Reynolds, Lee Moss, Alice Hennies, Caroline Holt, Mr. and Mrs. Eddie Gamble.
Mr. and Mrs. Felix Charneski, Blue Grass Shows; Dwight and Shirley Baxinet, C. W. Ray, Paul Long, Long Rodeo Acts; Gene Madison, Madison Rodeo; Ernie Campbell, Campbell Tent & Awning Co.; E. J. Corbett, Delta Tent & Awning Co.; Mrs. Orla Lashbrook, W. R. Lashbrook, Lashbrook Tent & Awning Co.; Aut Swenson, Swenson Thrillride; LeRoy McGirk, wrestling shows; Fred Herrin, Paramount Fireworks Co.; P. W. Burnett, Norman Burnett, Burnett Fireworks Co.; Frank Sharp, John Wills, Regalia Manufacturing Co.; Pete Robinson, Robinson Advertising; Glen B. Boyd, E. G. Staats Co.; Roger Wohlberg, Maas-Wilkerson-Wohlberg In-

Pomona Off \$3,738 On '55 Operations

POMONA, Calif., Feb. 11.—With expenses up and attendance down the Los Angeles County Fair here made no money in 1955 but big plans indicate a record 1956, C. B. (Jack) Afflerbaugh, president-general manager, disclosed at a meeting of the fair's board of directors.

Afflerbaugh's report showed that last year the revenue was \$2,230,706.55 with expenses totaling \$2,234,445.02, a net loss of \$3,738.47. The '54 income was \$2,225,682.93 and expenses \$2,172,732.78. That year the fair was in the black \$52,950.15.

"While the 1,021,909 attendance at the 1955 fair was a very respectable figure, I feel certain that an additional 150,000 people would have attended the fair if we had been favored with better highway and weather conditions," Afflerbaugh declared. "We are hopeful that the San Bernardino Freeway will be completed prior to our 1956 fair, and such being the case, we have every reason to believe we will have the most successful year in our history."

The report showed the larger amounts of revenue in its comparison of 1955 with 1954. These included, with the '54 figures in parentheses: Admissions, \$602,530.94 (\$680,514.68); exhibit and concession sale space, \$327,394.26 (\$310,035.71); fun zone, \$92,102.74 (\$83,582); pari-mutuel returns, \$878,146.55 (\$811,993.41); automobile parking, \$105,789.43 (\$113,547.35); and trams, \$14,614 (\$17,755.25).

Expenses were listed in the same order as administrative expenses and labor, \$249,849.90 (\$260,000.97); maintenance and operation, expense of labor, \$1,117,073.96 (\$1,138,848.45); departmental expense and labor, \$389,443.73 (\$343,326.06); premiums paid, including race purses, \$478,077.43 (\$430,557.30).

Off-season use of the fairgrounds has increased, Afflerbaugh told the directors. He estimated that nearly 150,000 people were on the grounds, excluding fair time, dur-

ing 1955. The grounds were used nearly every Sunday for drag races sponsored by the Pomona Valley Timing Association and the Pomona Police Department. The first annual Lions Club rodeo was held last year and attended by over 15,000. Additional requests for interim use of the grounds this year are under consideration and may bring nearly 250,000 visitors to the fairgrounds.

Dallas Skeds Nine Cotton Bowl Games

DALLAS, Feb. 11.—Nine major college and professional football schedules have been scheduled during the 1956 season for the Cotton Bowl stadium, operated by the State Fair of Texas.

The high calibre of the competing teams gives promise of one of the best seasons in several years from the standpoint of attendance in the bowl.

The season gets under way September 14 with a professional game sponsored by the Salesmanship Club of Dallas, an annual affair. The opponents for the exhibition game have not been named as yet.

Red-hot college games skedded open with Notre Dame and Southern Methodist September 22, followed by SMU-Georgia Tech, Texas A&M-Texas Tech, Texas-Oklahoma, SMU-Texas A&M, SMU-Baylor, SMU-TCU and the Cotton Bowl Classic on New Year's Day, 1957.

The Texas A&M-Texas Tech and Texas-Oklahoma games will be played during the 1956 State Fair.

Attendance for major games played during the 1955 season totaled 385,615, including two sell-outs of the 75,504-seat stadium.

Texas Meeting Elects Othel Neely President

DALLAS, Feb. 11.—Othel M. Neely, manager of the Heart O' Texas Fair at Waco, was elected president of the Texas Association of Fairs and Expositions as the 29th annual convention of the association ended at the Baker Hotel here Saturday (4).

Neely has served the past year as vice-president of the association. He succeeds William Petmecky, manager of the Gillespie County Fair at Fredericksburg.

Other new officers installed at a luncheon sponsored by the State Fair of Texas included: Vice-president Joe Cooley, of the West Texas Fair at Abilene; secretary, Bob Murdoch, of the East Texas Fair at Tyler, and directors, E. O. Stacy, Music Corporation of America; Carl Schwartz, South Texas State Fair at Beaumont; Jack Stewart, Guadalupe Agriculture and Livestock Fair at Seguin; Nick Craig, Inter-State Fair at Dalhart, and Petmecky.

James H. Stewart, executive vice-president and general manager of the State Fair of Texas and president of the International Association of Fairs and Expositions, told the convention how members can benefit from services offered by the international association. He ex-

plained plans to expand activities of the international group and the proposal to place headquarters functions on a permanent footing.

Petmecky told the delegates that even a small or medium sized fair can realize a worthwhile profit from revenue obtained by publishing a program or fair catalog.

"Problems of a Carnival and its Relation With the Fair Board and the Community" were discussed by Roy B. Jones, of the Pepsi-Cola Company of New York. R. G. McElyea, president of Amusement Enterprises of Fort Worth, talked on problems of concessions operators.

Rex Baxter, manager of the Tri-State Fair at Amarillo, urged care in drawing up commercial contracts so that both the fair and its exhibitors would be protected.

Humboldt, Sask., To Continue Run

HUMBOLDT, Sask., Feb. 11.—Continuation of a three-day fair was approved at the annual meeting of the Humboldt Agricultural Society. Dates will be July 9-11.

Carl Schenn was re-elected president. Vice-presidents are A. Hoffman and William van der Buhs and secretary-treasurer is Mrs. E. Kilcher.

The financial report showed a surplus of \$284 on the year's operations. Receipts of \$13,481 included gate, \$4,178; grandstand, \$2,863; and midway, \$1,198. Expenditures of \$13,198 included \$5,646 for attractions.

Dates, Theme Set for N. Y. State Event

ALBANY, Feb. 11. — The 1956 New York State Fair at Syracuse will open on Saturday, September 1 and close on the following Saturday, September 8. Commissioner Daniel J. Carey of the Department of Agriculture and Markets made the announcement. The department operates the fair.

The dates of the eight-day exposition remain in the same relative calendar position and include Labor Day. The attendance goal is pegged at 500,000.

The State Fair this year will salute conservation in varied fields—wild life, soil conservation and adaptation for better living to conserve human life. The theme in 1954 was dairying and last year the fair paid tribute to the consumer.

Bath, N. Y., Changes Dates

BATH, N. Y., Feb. 11.—The Steuben County Fair will switch its dates to include Labor Day this year in an effort to hypo gate attendance. J. Victor Faucett, veteran secretary, announced. Dates are September 3-8. Last year fair ran August 22-27.

At the fair's recent annual meeting, Faucett was re-elected secretary for the 20th consecutive year. All other officers were also returned to office. Attraction program this year will include a Frank Wirth grandstand show, O. C. Buck Shows on the midway and Jack Kochman's racing of dogs on one day and his thrill show on a second day. Three days of harness racing will also be offered.

Lethbridge, Alta., Renews Lease

LETHBRIDGE, Alta., Feb. 11.—City council here has accepted a three-year lease agreement for rental of the fairgrounds to the Lethbridge and District Exhibition board.

Under the new agreement carnivals, circuses and dances will be allowed on the grounds and the barns can be rented to stable livestock. Distribution of major costs of repairs to fairground facilities will be decided at a meeting of council and the exhibition board.

Pittsburgh Signs Snyder Water Show

PITTSBURGH, Feb. 11. — The Allegheny County Fair has signed the Sam Snyder water show as one of its attractions for this year, George E. Kelly, fair director, announced. Fair will operate August 30-September 3.

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Davenport, Ia., To Open Run On Sunday

DAVENPORT, Ia., Feb. 11.—The Mississippi Valley Fair and Exposition will open on Sunday, August 12, and close Saturday, August 18 this year, it was decided at the annual meeting of the board of directors and stockholders today. A Sunday opening is a new innovation as in past years the fair opened on a Monday and closed on a Sunday.

Carl E. Rylander, Davenport, was elected president succeeding Chester D. Salter, also of Davenport, who had served for 10 years. Ben Comenitz and G. J. Timmerman were named vice-presidents and Frank Gordon, secretary, succeeding Salter. All are from Davenport.

Two new posts were created with Harvey Hoffman, Davenport, named as assistant secretary, and Salter, assistant treasurer. Re-elected vice-presidents were Harold Bolte, Walcott, and Harold T. Jaekle, Davenport, and James Holst, LeClaire, treasurer.

Hoffman, Walcott and Elmer Soenke were elected to the board of directors.

Polack Eastern Power-Packed

• Continued from page 86

with juggling, balancing a dog on one's head, and Kay's one-foot stand on Tommy's head.

Elephants, Clowns

Pinky and June Madison bring on the three Polack elephants, which maintain a good pace, make a nice appearance and perform a satisfactory routine peaked by a barrel roll.

Clowns Randow, Larry Benner, Al Ackerman, Paul Kaye, John Cirillino, Ray Sinclair and Al Florenz perform an army drill skit that gets laughs.

Winding up the first half is the appearance of the high wire Coronas (5), who please with a two-high walk-across, two-high bike, motor cycle, unicycle and shoulder bar two-high that is unique and a somersault from the wire, over three persons and back to the wire. In this instance, they omitted the motor stall.

Resuming, Polack Eastern presents the horizontal bar masters, the Ibarra (3) on their double-decked rigging. One's leap and twist over a second bar to catch the third is a thriller. So is the series of Figure 8 swings, and the trio's simultaneous giant swings give it a good finale.

Clowns fill with a firecracker gag.

Costumes' Chimps are among the best dressed in the business, and their routines include some fresh parts. There is a jet-powered bike, a pogo stick trip, the holding of a "balloon" for a dog to jump thru, a break-away piano, a cigaret-smoking chimp, and hobby horse riding. On special rigging, one chimp does an iron jaw while another does trapeze. The act usually includes a slide for life but that was cut here because of the building's size.

Super High Perch

The Del Moral Trio of super-high perch artists comes off well with their head and hand stands and other aerial work atop the long head-perch pole.

Effect of the Rhodins' act was lost in the afternoon because strobe wasn't used. The duo performs their revolving ladder with a trapeze at one end. While one counterbalances the ladder his partner works on the trap and later there are giant revolutions.

The Symphonettes had been off the boat just long enough to make a TV show prior to joining Polack. Then the Six Cocktail Ladies, their name was changed with reason but the new one hardly describes their act either. Theirs is rapid-fire ground tumbling and acrobatics in the manner of an Arabian act, altho these are German girls. Among their accomplishments is a three-high with two more also supported by the

Tenn. Ernie To Headline Orange Show

SAN BERNARDINO, Calif., Feb. 11.—Tennessee Ernie Ford will headline the stagelights at the National Orange Show here along with eight other recording artists during the 11-day run starting March 8, Earl E. Buie, secretary-manager, announced this week. The two-day program will be directed by Scheppers Bros. Theatrical Agency for the third consecutive year.

Ford, who began his radio career at a local radio station a number of years ago, returns here for matinee and night appearances in Swing Auditorium on March 16. With the exception of Patti Andrews, who appears for three days starting March 8, the other artists scheduled for one-day appearances are Connie Haines, Helen O'Connell, Sue Thompson, the Sportsmen, Mills Brothers, Margaret Whiting, and Molly Bee.

The Frank W. Babcock United Shows will be featured for the first time on the midway.

understander, and they do a three-person combination for flip-overs which is unusual.

The Flying Thrillers normally appear at this point, but the act was eliminated here because the straw-house crowd overflowed into the area occupied by their rigging.

The George Hanneford Family appears with dignity and fanfare. The stock is fat and sleek. The performers (5) make a fine appearance. The act has comedy, good riding and excellent pace. So far as this reviewer recalls, no one else in recent years has done a stunt now added by the Hannefords, crisscross somersaults. In this, the two boys trade horses, with Tommy somersaulting forward to one horse, at the same time George Jr. does a backward somersault from that horse to the other.

Bookings Good For 1st Year Of GAC-Hamid

NEW YORK, Feb. 11.—Impresario George A. Hamid cited additional contracts last week as one reason the newly formed GAC-Hamid Agency should be in for a banner season of fair dates.

In addition to making entry on the Pacific Coast, where a package consisting of a half-dozen acts plus TV discoveries was paced by the fair in Yakima, Wash., Hamid pointed to several Eastern dates which are back in the fold.

Among many, those signed again by the Hamid office after a one-year lapse include Watertown and Middletown, N. Y.; Lehigh and Clearfield, Pa.; Hughesville, Pa. returned after six years, and Cumberland, Md. after four years.

All major fairs have been signed, it was stated, and the books show an increase in fairs of 12 per cent over last year. Reception by fair people was reportedly good to the package deals offered at the winter meetings.

Claresholm, Alta., Elects

CLARESHOLM, Alta., Feb. 11.—Fred Seymour was re-elected president of the Claresholm Stampede and Fair Association at the org's annual meeting. Other officers are: Eddie Toone, vice-president; Ralph Berlin, business manager; Charles B. Thomas, treasurer; George Braren, secretary; Dick Andrews, arena director; Bob Cochlan, assistant. The stampede will be held June 30-July 1.

MOVES HURT

Fair Groups Schedule Return to Usual Sites

NEW YORK, Feb. 11.—Changing the long established sites of two fair meetings in the East this year curtailed attendance at both gatherings, as was predicted well in advance by inhabitants of the States involved. As a result, the Virginia and Pennsylvania associations seemed to waste little time in determining to return to the communities which apparently are acceptable to a greater number of fairmen and suppliers.

Virginia will return to Richmond from Roanoke. Because of the size of the city, its proximity to the larger fairs, the residence of many show people in the surrounding area and the fact that it is the seat of State government, interest and attendance is certain to increase.

The Pennsylvania group, which met in Williamsport, will return to Reading. It has been the policy of the Pennsylvania group to meet in Reading and Harrisburg on alternate years. Attendance at both cities is always big altho Reading has the advantage of having a major fair located within its boundaries and only the width of a street separating its two major hotels.

Buyers Show Up

Switches made in the past, usually at the behest of some area which felt slighted, have always resulted in decreased attendance. However, even tho the crowds are smaller, it is possible that all of the important people—meaning the buyers, principally—show up and the usual expected business is consummated. But the nervous supplier, who may not write as many contracts as he hoped for, is convinced that the lack of visual action means the loss of that important segment in which he is interested.

Banquets suffer when the large blocks identified with such an event as the Virginia State Fair, Richmond, are lacking. Altho a

Wisconsin State Moves Horse Show To Pre-Fair Dates

MILWAUKEE, Feb. 11. — The Wisconsin State Fair this year will not include a horse show during the regular run of the fair but will hold it two weeks preceding the annual, Willard (Bill) Masterson, fair manager, announced. The horse show will be held August 2-4, while the fair will run August 18-26.

Moving the show up will give it more space to stable horses and thus will increase entries. In addition, Masterson pointed out, there will be no conflict with the shows at fairs in St. Paul, Des Moines, Springfield, Ill., and Indiana.

The move will also free the Coliseum for some type of attraction during fair week, Masterson added.

GAC-Hamid Inks Seymour, Wis.

SEYMOUR, Wis., Feb. 11.—The GAC-Hamid Agency will provide the night grandstand entertainment at the fair here this year, Mike Burns, manager, announced. Fair was signed by Al Dobritch before he left the GAC office to go into business for himself. Scheduled to appear here are the Mariners, Tasso, Elsa and Waldo, Terry Sisters, Three Goetschis, Two Luvas and Scampy the Clown with his chimp and kangaroo.

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STROBLITE **FIREWORKS**

purely social event, the pattern in the past has been that the deterioration of the banquet mirrored a lack of interest in the business sessions and a general decrease in the amount of business that might be expected.

The North Carolina association ran the cycle, turning full circle to build one of the most lively sessions in the East. Only a few years ago it was necessary for this group to discontinue its banquet because of a lack of interest. For the past couple of years, however, the available quarters have been overtaxed. This year 303 persons were served and it is doubtful if another person could have been squeezed in.

Virginians at Work

The Virginians are working hard at rekindling interest. They issue numerous notices and bulletins thru the year and it was only days after their recent meeting before each registrant received a card making note of his presence and pointing up the importance of his attendance to the over-all success.

Anchored solidly and cramped these many years in Albany is the New York association. Its 1957 dates were announced this week. They are January 28-29 at the Sheraton Ten-Eyck Hotel.

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ROYAL AMERICAN GROSSES \$42,000 IN DAY AT TAMPA

Sets New Single-Day Mark, Second Best Ever for Show; Spending Up

TAMPA, Feb. 11.—A record-smashing, single-day ride and show gross of more than \$42,000 was set by the Royal American Shows here Saturday (4) at the Florida State Fair.

The huge take is the second highest ever recorded by the Royal American, being exceeded only by the \$48,000 one-day gross at the 1955 Minnesota State Fair, St. Paul. The new high eclipsed the old mark here by \$9,000.

Record attendance, up 10 per cent over the fair's previous high for one day, played a major part in giving the Royal its new record.

Concessions Up, Too

There were other factors, chief of which was higher per capita spending than in any recent year. The higher spending was noted not only in patronage given rides and shows but in the play given games concessionaires.

In recent years concessionaires had reported steadily declining business here, but the trend was reversed this year, with concessionaires generally reporting business better than last year. Saturday (4), the record-breaking day, proved the turning point.

To the many visiting show owners, ride ops and concessionaires, the heavy business on the midway served further to bolster their belief that the upcoming season will be better than last year for carnivals.

Eye 25 Per Cent Increase

For the Royal American it appeared at the close of business Thursday (9), with two more days of the fair still to go, that the Royal American's gross for the full run would be up at least 25 per cent over last year, with the one-day record gross contributing the major part to this increase.

The Royal's line-up of attractions here held closely to that which it had at the finish of its 1955 fair route. New attractions will join when the show opens its 1956 tour at the Memphis Cotton

Carnival, which, incidentally, falls a week later than last year.

Lottie Mayer Signed

RAS owner, Carl Sedlmayr, laid plans here this week for one of the featured shows. The revue, which last year went out titled "Flashes of '55," is to undergo a change of name. It will be featured by Lottie Mayer's Disappearing Water Ballet, now showing in the Dominican Republic. Leon Miller will produce the revue portion of the show. Sedlmayr this week placed an order with Sid Jessop, of the U. S. Tent & Awning Company, Chicago, for a new top to house the attraction.

Considerable attention was given by visiting show owners and ride operators to the Royal American's four No. 12 Ferris Wheels, which are erected and knocked down hy-

draulically. The wheels are mounted on new low-boys.

Demonstrates Wheel

Cecil E. Catlett, of Bonner Springs, Kan., who converted the four Wheels to the hydraulic operation, also demonstrated how a Wheel goes up and down thru the use of hydraulic power. Catlett made the demonstration during the fair's run at a lot adjacent to the clubhouse of the Greater Tampa Showmen's Association. In the demonstration he used a Wheel corresponding to a No. 5 Eli.

Sedlmayr enthused about the change-over of his Wheels. He pointed to savings in costs, maintaining that an operator and a helper can put up a Wheel in 45 minutes and tear it down and have it loaded and ready for the road in slightly over 30 minutes.

Strong Tampa Run Seen as Indicator Of Good Fair Year

Attendance, Spending Both Top '55; Auto Races Show Potent Attraction

• Continued from page 80

crowds for the first two of its four scheduled appearances.

The fair's weather thru Thursday (9) was vastly superior to last year. Gasparilla Day, Monday (6), the day of the big parade, was, however, hit by a heavy rain that fell shortly after the start of the march thru the downtown business area out to and on the fairgrounds race track.

In all, the fair had three parades, all this week; four days of auto racing, and as many of thrill shows. A free grandstand show, a new departure, was offered in front of the stand for 11 performances. The show was booked in by Barnes-Carruthers Theatrical Enterprises, Chicago, repped by Sam J. Levy Sr. As the fair neared its finale, J. C. Huskisson, general manager, said that he regarded the free show offering as a complete success. He said it contributed substantially to the fair's sturdy attendance and strong midway business.

Credit to Speer

Huskisson gave considerable credit to Ray P. Speer, the fair's publicity director, for the fair's strong run. The advance campaign, Huskisson said, was the best planned, most extensive campaign ever staged by the fair.

Veteran observers here joined Huskisson in lauding Speer's work. They noted that in the short span of two fairs he has given the fair's advance campaign an entirely new and vastly more effective direction. In this, he placed emphasis on the fair's educational aspects.

Speer levelled most of his ex-

ploitation guns at the first five days of the fair, relying upon the three Gasparilla parades, and the traditional publicity they get, to build the second week of the fair. This emphasis on the first week was credited with building up early-day attendance and with being a major factor in setting a new single-day attendance mark on the first Saturday.

Al Sweeney also was credited with giving an exploitation assist on the record-breaking turnout. He conducted an unusually strong newspaper campaign in advance of that day's speed events.

Olson Plans Ride Buys, Show Line-Up

TAMPA, Feb. 11.—The Olson Shows (the former Amusement Company of America) will buy two new kiddie rides and one new major ride before it opens its season June 1, manager and co-owner, Paul Olson, disclosed here this week at the Florida State Fair.

Dorothy and Del Crouch will return to the show with their Motordrome and battery of kid rides, Olson said. Art Converse also is set to return with his Side Show. Recently booked were three units owned and operated by Earl Chambers. They are the Monkey Speedway, Glasshouse and Torture Show.

Olson said he plans to frame his own Snake Show and Illusion Show. He also said that three other back-end units, the Girl Show and Jig Show, will be office-owned-and-operated. He said he is seeking someone of name caliber to head the revue.

Carl Miller is to return with his Roller Coaster and the ride, which heretofore moved on truck, will move on the show train, Olson said.

The June 1 opening, set for Hot Springs, winter base of the show, will be later by three weeks than the show's opening last year. It will play five still dates before opening its fair route July 4 at Anderson, Ind. Elmer Velare's Rotor will join at the first fair.

Dallas Club Pays Tribute To Deceased

DALLAS, Feb. 11.—Showfolk and fair delegates turned out in good numbers here Thursday (2) to attend the annual memorial services of the Lone Star Showman's Club of Texas.

The services, which were held in the Baker Hotel, started with an organ prelude by Jack Rylie, selections by the Dudley Hughes Quartet and the invocation. The sermon of the day was delivered by Rev. Lamar Hocker. T. R. Hickman represented the men in the candle-lighting ceremonies, with Mrs. W. A. Schafer representing the ladies.

Members who passed away during 1955 included James Allard, Sam Barnes, Renee Gordon, Al McCall, William McCraw, Porter Talbot and Eddie Vaughn.

60-Foot Front For New WOM Western Unit

RICHMOND, Va., Feb. 11.—Details of a Western unit, new major attraction to be carried this year by the World of Mirth Shows, were revealed this week.

The unit, which will be operated by Bobbie Hill, of Missoula, Mont., will carry 10 head of stock, including a buffalo, trained Spanish bull, comedy mule, bucking mule and saddle stock for horse catches and trick roping.

Building plans call for a 70-foot seat canopy of orange and blue with side wall to match. The 10-foot sidewall will be painted with Western scenes. A 60-foot solid panoramic front painted with scenes from the show will be used instead of banners. A large bally platform will be used.

Hill, who has been rodeoing in the Northwest and Canada for the past 15 years, has trouped with the Johnny J. Jones and C. A. Wortham shows, among others, and played theaters and clubs from coast to coast.

Assoc. Troupers Burn Mortgage On Clubhouse

LOS ANGELES, Feb. 11.—The Regular Associated Troupers burned its second mortgage, the third of four on its clubhouse, and honored Frank W. Babcock at its regular weekly meeting here Thursday (2).

The burning of the mortgage came as a surprise to the members attending the session. The fact that Babcock and his United Shows were honored that night, however, fitted well into the program.

Mrs. Lillian Schue, who was president of the club when the building was bought in 1952, lighted the match to the paper as William Davis, vice-president; Babcock, Alex Freedman and Fred Smith, chairman of the building fund, looked on.

Babcock urged the members to go all out at the Troupers Day at the Riverside County Fair and Date Festival in Indio. The affair is February 19. A goal of \$2,000 was first set with Babcock offering to contribute \$500 if \$1,500 was raised. Davis offered to give another \$500 if the club raised \$3,000, including the Babcock donation. Nearly \$1,000 was pledged at the meeting. Larry Ferris, general agent of the Babcock shows which will play Indio, was named chairman of the function.

Babcock praised the group for retiring the three mortgages. He explained that in 1952 the property was offered to the club for \$29,000, but was bought for \$27,000. With the payment of the second mortgage of nearly \$4,000, the club has a \$20,000 equity in the site and slightly less than \$10,000 to pay. Babcock set five years as the maximum time to retire the final indebtedness.

The members thanked Smith for his untiring efforts in handling the building fund account.

Collins Books Chalkias Units

TAMPA, Feb. 11.—William T. Collins, owner of the Minneapolis-based show bearing his name, announced here this week, while visiting the Florida State Fair, that he has closed with Bill Chalkias to have three Chalkias units tour with his show the coming season. Chalkias will operate the Side Show, Monkey Show and cookhouse.

Collins also disclosed that he is constructing a Dodgem building for Ken Garman, owner of Sunset Amusement Company. His lightweight building, which features interchangeable parts, is being constructed at the Collins winter quarters and is the result of the success Collins achieved with the Dodgem building he constructed for his own use last year.

Andrew Carson, Ex-Owner, Dies In Los Angeles

LOS ANGELES, Feb. 11.—Masonic services were held here Monday (6) for Andrew Carson, 69, former show owner, who died in a local hospital February 2 after undergoing major surgery on December 17.

Born in Mt. View, Mo., Carson entered show business as a talker on his late sister's attraction on the C. W. Parker Shows in 1909. He later moved over to the Con T. Kennedy Shows as lot superintendent. In 1921 Carson and David Lachmar were partners in the Frisco Shows out of Kansas City. After several years of operation, the Lackman & Carson Shows, a title used after 1920, the partnership was dissolved with Carson working on Eastern lots. He was also associated with the Model Shows and as legal adjuster on the Hodges Show.

For the past few years Carson was retired. From time to time, however, he trouped with his surviving sister, Emily Friedenheim, and her husband, Dave.

A Master Mason, Carson is also survived by three sons, all living in California.

Burial was in the Pacific Coast Showmen's Rest.

Royal Am. Shrine Club Elects Wicks

TAMPA, Feb. 11.—Bobby Wicks, artist and chief photographer on the Royal American Shows, this week was elected president of the Royal American Shrine Club. The election was held at Egypt Temple here. A resident of Tampa, Wicks succeeds Charles McDougald, San Antonio, as president.

C. J. Sedlmayr Jr. was elected vice-president. H. A. (Hal) Hall was re-elected secretary, and Harry Julius was re-elected treasurer. All of the officers are members of Egypt Temple.

Tampa Banquet-Ball Scores Hit With 350

TAMPA, Feb. 11.—The Greater Tampa Showmen's Association this week again lived up to its well-deserved reputation for staging highly successful banquets and balls.

The club's eighth annual banquet and ball, presented Sunday night (5) in the Palm Room of the Tampa Terrace here, was attended by about 350 persons.

Sparks Laughs

Back as toastmaster, Sam J. Levy Sr., president of Barnes-Carruthers Theatrical Enterprises, Chicago, set a gay tone and a spirited pace for the evening, and in the process he sparked much applause and laughter.

A U. S. senator, a congressman and Tampa's Mayor Hixon joined

in singing the praises of showmen and their contributions to Florida. The senator was George Smathers and the congressman was William Cramer. Mayor Hixon was full-some in his praise of the club's contributions to charitable programs in the Tampa area.

Club members honored were Harry Hauck and Paul Sprague. Hauck was awarded a golf life membership card for obtaining 50 new members in 1955, and Sprague was given a Shrine pin for his work as chairman of the 1955 year book committee. Both awards were made by the club's outgoing president, O. J. Weiss.

On the dais, representing other show clubs, were Al Sweeney, (Continued on page 93)

NEXT TO SHARON

Midtown Bldg. Revives NSA Home Hopes

NEW YORK, Feb. 11.—Something close to a record for brevity was set at this week's National Showmen's Association meeting, presided over by Morris Batalsky, first vice-president. In the absence of President Gerald Snellens, Batalsky had the session adjourned before 9:45 p.m., giving members plenty of time to partake of Frank (Shrimpy) Rappaport's refreshments and rest back for the Jones-Baldoni fight on TV.

Among the business transacted was the decision to table, until Snellens' return, any action on naming a replacement for Joe McKee in the latter's banquet duties. McKee, who has been associated with the annual affair since its origin, revealed that he will be out of the country in September and unable to take part in preliminary banquet plans.

Batalsky, reporting on new home developments, said that four buildings had been submitted to him for study in the last week, only one of which is suitable for the club. This one, on which no price has been set as yet, is adjacent to the Sharon Hotel for which the NSA negotiated several years ago. Street address is 223 West 46th Street, there is a basement cabaret and occupied street stores, elevator, and three usable levels upstairs.

On the dais with Batalsky were second vice-president Jeff Harris, third vice-president Al McKee, treasurer Harry Rosen, and Dr. Jacob Cohen, club physician, who reported on a hospitalization plan he is studying which would be a benefit to club members.

Leaders in the gold card derby are Charley Davenport, with 33 members brought in, and Batalsky, with 24.

Gold Coast Owner Find Cut-Rate Ride Prices Win

MENLO PARK, Calif., Feb. 11.—William H. Meyer, owner-manager of Gold Coast Shows with headquarters here, said that 1955 revenue was ahead of that of the previous year principally because prices on rides were reduced in some areas.

In areas where conditions were not up to those of other sections, Meyer cut the price of 25-cent rides to 20 cents and 20-cent rides to 15 cents. In each instance large space was taken in the covering newspapers to announce the reduction. Towns where the cut prices were used showed 10 to 15 per cent increase over the previous year when the higher tariffs were in force.

Meyer, a veteran ride man who has had his own show for six years, has a flexible policy, using, generally, eight major and six kiddie rides. His concessions vary from 15 to 20, depending on the size of the spot.

Most of his fair dates are repeats. They include for 1956 the Humboldt County Fair, Ferndale; Lake County Fair, Lakeport, and Glenn County Fair, Orland. Meyer confines his route to California.

Baker United Sets 2d Unit

TERRE HAUTE, Ind., Feb. 11.—Baker United Shows will operate two units this year, the second one to be managed by B. V. Nessler, ex-show owner and long-time ride operator, Ernest D. Allen, manager, announced.

The Nessler-managed show will carry eight rides and play fairs and celebrations in Indiana and Illinois, Allen said. The No. 1 unit, meanwhile, will play much the same route it has in recent years. Work in winter quarters is progressing and all trucks have been repaired and painted.



ANNOUNCES A STAR-STUDDED ROUTE OF FAIRS STARTING AT

CANDO, N. DAK. ROLLA, N. DAK. BOTTINEAU, N. DAK. CROSBY, N. DAK. FLAXTON, N. DAK. CARSON, N. DAK. WEED, N. DAK. FORMAN, N. DAK. FARGO, N. DAK. (STATE FAIR)

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RIDES

Will book for season—Dodgem, Dark Ride, Spitfire, Round-Up and Scrambler, small or large Dipper, opening for Sky Fighter and small Ferris Wheel. Office maintains and operates 17 rides of its own.

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FEMMES, FASHIONS

Ladies Highlight Tampa's Banquet

TAMPA, Feb. 11.—Glamorous ladies and their gowns highlighted the eighth annual banquet and ball of the Greater Tampa Showmen's Association Sunday night (5) in the Palm Room of the Tampa Terra Hotel here.

Esther Groscurth was striking in a Grecian wrapped bodice of red crepe with nylon accordion-pleated skirt of cocktail length. Bertie Perrot chose a Ceil Chapman bouffant ball gown. Nellie Mae Stokes selected waltz length blue chiffon with velvet trim. Margaret Davis wore a petal pink chromspun ballerina length gown. Nina Groscurth chose a terrace length champagne lace with double tiered nylon net skirt.

Mae Phillips wore a black chiffon ballerina length cocktail gown. Pinky Paul chose a Nile green net with gold and green sequins. Mrs. Wilbur Groscurth came in a waltz length, shell pink and white-stipped nylon strapless, and stole. Mrs. R. C. McCarter chose a red lace formal with rhinestone trim. Mrs. W. J. Gardner wore white satin with over-all pearl and bugle bead trim. Betty Christy was in a paper taffeta print cocktail dress.

Minnie Yazvac selected a black jersey cocktail blouse and skirt. Mrs. William Christy picked blue lace over taffeta, waltz length. Evelyn Taylor picked a blue net ballerina with lace trim. Kitty Glosser wore pink with pearl and jewel trim cocktail dress. Vona Arger chose a stunning bronze Christian Dior in satin with tulle ruffled overskirt. Myrtle Duncan

wore a toque paper taffeta and lace trim gown with neckline halter. Peggy Heiman picked a black taffeta, with all over sequin, white halter top. Mar Nelson chose a transparent blue nylon with flamingo red trim. Essie Tate wore a black taffeta cocktail dress.

Variety in Gowns

Mrs. Frank Hekker chose a black quilted taffeta over red, waltz length gown. Helen Golden wore a turquoise blue satin with net stole, silver gloves and accessories. Peggy Wilson wore a white net over taffeta formal. Shirley Lenz, a newly-wed, picked a white satin brocade cocktail dress. Mrs. Kelly Abbott wore a gray taffeta, waltz length. Inez Page chose a black crepe cocktail dress with satin trim.

Olga Durden picked an off-white formal, with sequin and jewel trimmed bodice. Helen Gregor chose black satin waltz length, with rhinestone accessories. Frances Fornier was in a beige linen terrace length, with rhinestone trim. Dolly Young wore an exquisite Nettie Rosenstein cocktail dress of gold and pink glazed cotton.

Jewell Sheppard wore a black taffeta, waltz length skirt and black velvet halter top. Margaret Netterfield wore a beige cocktail dress with rhinestone trim. Roselyn Bruno wore a black satin waltz length, with rhinestone. Rosie Danielson chose a pink and turquoise cocktail dress with rhinestone trim.

Mary Bender chose a navy blue chiffon with white dot, terrace

length gown. Perry Forrest came in a pink on black cocktail dress. Zelda Hercha chose a black velvet waltz length with rhinestone trim neckline. Ann Larkin wore a navy blue satin semi-formal with rhinestone trim. Susan Tezana wore a beige sheath cocktail dress with matching coat. Verna Jacobs chose beige with gold accessories.

Importation

Mrs. Shapiro wore an off white with flower print shantung and jewel accessories. Mrs. John D. Wright Jr. chose a turquoise blue cocktail with silver accessories. Margaret Wilson wore a purple net over taffeta. Buena Vista Miller was in an over-all black velvet with sweetheart neckline and pearls. Mrs. Frank Bennett chose a brown chiffon over taffeta, waltz length.

Ethel Stophel wore a bouffant blue net. Hazel Maddox selected an emerald green satin original. Myrtle Jeter chose a blue nylon net Grecian style with shoulder drape. Jeri Ringlin wore a party pink net over taffeta. Mary Ruth Tillery picked blue net, waltz length. Ida Cohen chose an imported brown and black brocade, ankle length with full skirt. Mrs. C. J. Sedlmayr Sr. chose a gray net ball gown over pink trimmed with sequins.

Mrs. William C. Cramer, wife of Congressman Cramer, chose a waltz length, black lace with red accessories. Mrs. John Seiler, wife of Dr. Seiler, wore a chantilly lace over pink, ballerina length and strapless. Mrs. John C. Huskisson chose a simulated turquoise lace on gold satin, terrace length, with V neckline. Mrs. M. T. Twedwell attended in an ice blue lace sheath dress, ankle length.

Roman Sheath Dress

Mrs. Douglas Adams was in pale blue with lace bodice and marquise skirt. Egle Sedlmayr wore a white, full-length Roman sheath dress, strapless and trimmed with beads and rhinestones. Mrs. Charles J. Walkert chose a charcoal gray silk with sequins and pearls. Dora Renn picked an original white pique with blue trim. S. Thomas attended in a pink net with black velvet trim. Mrs. Jean Fontana was seen in picturesque red lace, with tiered skirt and halter top.

Mrs. Fred H. Howard chose an aqua lace dress. Betty Russell wore a black knit cocktail dress. Mrs. E. M. White selected black velvet with rhinestones. Mr. Ethel Premsky, wife of the mayor of Tarpon Springs, chose a black jersey evening blouse with print skirt accented with sequins. Kitty Farino wore a black crepe cocktail dress with rhinestones.

Mickey Wenzik chose a turquoise blue chiffon ballerina length, trimmed with sequins. Kay Horbett selected a toast brown lace over satin with rhinestone accessories. Mrs. James E. Strates was attired in a navy blue lace, terrace length. Mrs. William Jones chose a cocoa brown satin. Mrs. Al Fischer wore a blue linen. Mrs. C. J. Lauther wore a white eyelet linen of terrace length. Mrs. Walter Wanous chose a white chiffon with a aqua and brown motif. Bertha Gyp McDanielas wore a navy taffeta, waltz length.

Rated Stunning

Esther Young, president of the ladies' auxiliary of the Greater Tampa Showmen's Association, was stunningly dressed in a pale pink taffeta with bouffant skirt, with a beaded floral design on the skirt and bodice. Evie Belew wore a gold taffeta formal. Evelyn Clain chose a black cocktail dress with ruffled bodice and skirt. Margaret Cobb wore a black cocktail, plum-colored, faired with beaded bodice.

Helen Fields wore a Ceil Chapman cocktail dress in off white, with beaded trim. Nell King chose a pink net over satin with bouffant skirt. Maude Varnier wore an iridescent gray net over taffeta, with beaded bodice. Bette Rodgers looked stunning in a baby blue velvet original with bead and jewel trim.

Gertie Weiss' Choice

Gertie Weiss chose a gray satin formal with sequin bodice. Virginia McGee wore a white net with bouffant skirt. Ginger Caughan chose a plum-colored taffeta with rhinestone accessories. Mrs. Sam Levy Sr. wore a Ceil Chapman black crepe cocktail dress. Julie

Robertson wore a Levold original of peacock blue, with bouffant skirt. Mrs. Earl Purtle wore variegated beige lace, cocktail length with ruffled skirt. Grace LeMay chose a beige lace cocktail. Mrs. Janet Steifler wore a print paper taffeta. Mrs. Josie Flynn selected a black crepe cocktail.

Leota Frantz chose a brown lace over brown taffeta cocktail. Mrs. Christson selected a gray net formal over pink taffeta. Mrs. Pelhank wore a beige brocade with rhinestones, terrace length. Margaret Garza chose a black jersey evening blouse with taffeta skirt, waltz length. Mrs. Eloise Garvia wore a light green cocktail dress with beaded trim. Mrs. George Gordon chose a white brocade, waltz length.

Lil Schwartz wore a satin print brocade with pink velvet trim. Mrs. Curtis Hixon, wife of Tampa's mayor, wore a tangerine-colored formal with bugle beads as trim. Mrs. Eddie Frank wore an original in black net with bouffant skirt. Mrs. Joe Pendino, wife of Dr. Pendino, wore a pink taffeta sheath dress.

Smart Attire

Josephine Haywood was smartly attired in a coral waltz length taffeta. Mae Nelson wore a red with blue. Carolyn Taylor came in blue and Myrtle Duncan in black. Mae Oakes chose a black taffeta with multi-colored back panels caught at the waist with a bow of the same color.

Jean Gordon wore a white net over taffeta. La Lie Schulman came in pink net with bouffant skirt. Ruth Bennett chose a Ceil Chapman blue taffeta, waltz length. Vi LeMay wore beige lace. Mrs. Sid Jessop wore a blue net cocktail dress. Alyce Mendelson was attired in a Hattie Carnegie gunmetal taffeta, trimmed in cerise, waltz length. Mrs. David Murphey came in an Adel Simpson white satin brocade with rhinestone trim.

Monica Baress chose an all-over black sequin sheath cocktail dress. Mrs. F. E. Kelly chose a navy blue ballerina length taffeta with rhinestone trim. Mrs. Findlay wore a blue taffeta, ballerina length, trimmed in pearls. Ann Beasley chose a black lace and net ballerina. Joy Purvis came in an original of blue faille with matching coat. Frances Deemer chose baby pink cocktail dress with white jacket, with pearl and sequin trim.

Colors Varied

Maxine Cyr attended in a turquoise blue net over taffeta, with ruffled skirt. Sally Brown chose a fuchsia with gold taffeta, ballerina dress. Nora Reinhardt wore a gray net over taffeta formal. Neva Warbritton chose a white net and taffeta formal with a gold design. Jean Hoff selected a black taffeta trimmed with pink and a lace inserted neckline.

Yvonne McTeager chose a back ballerina with jersey bodice and taffeta skirt. Mrs. Mason Krabe wore a red taffeta with net stole trimmed with red sequin. Mabel Kidden selected black lace over black taffeta, cocktail dress. Vera Hauck was dressed in a gray satin formal sheath dress with matching coat trimmed in coral.

Mae Serfass chose an orchid lace over satin formal. Patty Ann Sciortino was in a white net over taffeta, with bouffant skirt. Margaret Porter wore an original with black velvet bodice, black and white full skirt, with shoulder corsage. Pauline Felishman chose black crepe ballerina. Laura Gregory picked black with bead and jewel trim. Helen Julius was in a Ceil Chapman pink lace, with tiered ruffled skirt.

Mildred Gordon's Choice

Mildred Gordon wore a blue chiffon sheath dress with jeweled midriff, with shoulder drape. Jane Jarzynski chose a pink on black taffeta cocktail dress. Evelyn Long was in a green crepe sheath dress, terrace length. Edna Adams chose a red tulle, waltz length, trimmed with sequins. Jeanne Wicks came in an ice blue satin, princess style, with bead trimmed neckline. Olive Sprague chose a ballerina length dress with black velvet bodice and white taffeta skirt, with a black design on the skirt. Lil Cyr chose an orchid net and embroidery formal. Mrs. Bernice Sweeney wore a Ceil Chapman coffee podesoi,

Sullivan Band Slates Three Circus Dates

WORCHESTER, Mass., Feb. 11.—Three circus dates are on the April-May calendar of the Mickey Sullivan band, the bandmaster reports. Included are the April 21-22 newspaper circus at the Arena in New Haven, Conn.; Hartford Shrine Circus, week of April 23, and May 17-19 Melha Temple Circus in Springfield, Mass.

Sullivan's crew will be at the Connecticut fair meeting in Terryville, March 17. It recently was at the auto show in Ogdensburg, N. Y.

Several promising contracts were made at the fair meeting in Albany, N. Y., Sullivan reports, with the outlook for outdoor dates being very good at this stage.

Esther Young Installed by Tampa Fems

TAMPA, Feb. 11.—Esther Young was installed as president of the Auxiliary of the Greater Tampa Showmen's Association at recent ceremonies held in the clubhouse here. Others inducted into office included Vera Hauck, Olive Sprague and Mickie Wenzik, first, second and third vice-presidents respectively; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Members of the board are Lillian Beldock, Kitty Burkhardt, Mary Cain, Marie Caughey, Evelyn Clain, Dorothy Crawford, Maxine Cyr, Mary Delaney, Mildred Gordon, Esther Groscurth, Myrtle Jeter, Elsie Johnson, Helen Julius, Viola Martin, Mae Oakes, Leona Plas, Nora Reinhardt, Egle Sedlmayr, Laura Sedlmayr, Nella Mae Stokes, Ella Stophel, Flo Venner, Neva Warbritton, Gertrude Weiss and Blanche Ziemann.

Hostesses were Ruth Grimsell, Evaline Belew, Vona Arger, Marie Waver, Ann Beasley, Vera Harrison, Monica Baress, Sally Beldock, Ethel Garland, Helen Fields, Neva Warbritton and Jean Davis. Leona Plas was installing officer, and Francine Jones femseed the ceremonies.

Ray Cox Inks 6 New Fairs

FRESNO, Calif., Feb. 11.—Ray Amusement Company will open its third season in April for 32 weeks and will be the midway show at fairs and celebrations for 29 of them, Ray Cox, owner-manager, said.

Cox added six new California fairs to his 1956 route. They include Salinas Valley Fair, King City; 12th District Fair, Ukiah; Redwood Acres Fair, Eureka; El Dorado County Fair, Placerville, and the Nevada County Fair, Grass Valley.

The show will feature six major and three kid rides with a Rolloplane to be added soon. As an average, Cox carries 15 concessions. Flash includes six light towers, pink and green fluorescent lighting on rides and a 60-inch searchlight. In operation again this year, the Diesel light plant bought in 1955 will be used for increased current needs.

Officials of the show, in addition to Cox, are Noradine Cox, secretary, and Lloyd Crawford, lot superintendent. Cox was formerly with the late Earl Lay from whose estate he bought the original equipment.

waltz length dress. Marion Streeter chose a black crepe with pink trim cocktail length dress, trimmed with jewels and beads. Polly Roat came in black with pink trim cocktail skirt and blouse.

GLADES AMUSEMENT CO.

Wants for Fort Pierce, Fla., Feb. 20-25; Highlands County Fair, Sebring, Fla., Feb. 27-March 3; Marion County Fair, Ocala, Fla., and four other good Florida fairs to follow.

Want Monkey Punks of all kinds. SHOWS: Fun House, Monkey Show and Big Snake or any good framed Show. No Punks.

Seminole County Fair, Sanford, Florida, this week.

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Sideshows of merit with own transportation, 10-in-1, Fat, Life, Large Snake, Illusion or any Show not conflicting. RIDES: Will book any top Rides with transportation. Open April 18 or start on June 18. Write:

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Planned for South Florida's largest outdoor event this season. An outstanding Attraction Program never equaled in this section. Can place strictly high grade HANKY PANKS of all kinds. Also Photo, Jewelry or other Specialties. Can use clean worth-while Shows—Fun or Glass House, Drome or Arcade.

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All replies to TOM L. BAKER, 2732 Lido Drive, Phone 9717, Pompano Beach.

ON THE WEST COAST CRAFTS HAS FOR SALE

Account of purchasing new equipment: 1—Little Dipper Ride, \$3,500. 1—Dark Ride (Pretzel), \$3,500. 1—Eight Car Whip, \$3,500. All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood. Phone—Write—or Wire

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RIDE HELP WANTED

Dodgean Foreman for new light-weight building. Tilt Foreman for renovated 1951 Tilt. Can use Second Men on Cat, Rocko, Merry, Octopus. All must be sober and Semi Drivers.

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Double coupon, double price

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100 Rolls 44.00

ROLLS 2,000 EACH

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Double Prices

No C.O.D. Orders

Size: Single Tkt., 1x2

MIDWAY CONFAB

Midway and other show reps at the recent Mississippi fair meeting in Jackson included Ted Woodward and Johnny Ward, Pan American Shows; E. E. (Ernie) Farrow, Wallace Bros. Shows; Earl Backus, Blue Grass Shows; Jack Oliver, Gladstone Shows; Theodore Meadows, Tennessee Valley Shows; Jimmie Henson, Greater Dixieland Shows; J. H. Gentsch, J. H. Gentsch Shows; J. T. (Whitey) Richards, John Bolton, Lewis Harris, Ted Brande, Bemis Atkins, R. L. Long, Harry Starbuck; Jimmie Downey and Sid Dahl, Jimmie Downey Agency; George B. Flint, Boyle Woolfolk-Associated Booking Corporation; Mr. and Mrs. Jack Norman, Olympia Attractions, and Bernie Shapiro, Southern Poster Company.

Stan Wisley, Side Show operator who was with Blue Grass Shows last year, has started a newspaper in Immokalee, Fla. Called The Immokalee Bulletin, Wisley includes among its 2,400 readers many show folks, including Mr. and Mrs. Leslie Coleman, The Augustinos, Lucky Clatterbaugh, Don and Kate Todd, Mr. and Mrs. Harry Smith and Katherine and Henry Pallesen.

Mickey Price writes from Hugo, Okla., that winter quarters work on Oklahoma Exposition Shows is progressing well under the supervision of Arvil Smith. Show will follow much the same route as last season and will open April 12 in Hugo. Plans are to carry six rides and upward of 25 concessions. Personnel already set include Bob Price, cookhouse; Sydney Acker, photos and popcorn; Minnie Price, snow cones and floss, and Patty Price, glass pitch.

Harvey L. Boswell reports that he'll have his new school unit, Palace of Wonders, ready to roll soon. One of Boswell's attractions, Vicky, a four-eared cat, was recently featured in Carolina Oddities, a State-wide cartoon column similar to Ripley's Believe It or Not. . . . Carl E. Lee, concessionaire, is a patient in Baptist Hospital, Winston-Salem, N. C. He'd like to hear from friends. . . . Jimmie Travis entered National Jewish T. B. Hospital, East Colfax Avenue and Colorado Boulevard, Denver, January 28. Friends are asked to write. . . . Norman Acker and Donnie

Baiani, of the Bill Lynch Shows of Canada, recently purchased three horses to be shown at maritime tracks in Canada this summer. They are currently training their horses at Spring Garden Ranch, DeLeon Springs, Fla., according to Col. Sam Rose.

Joe Rinaldi, assistant to Joe McKee at Palisades (N. J.) Amusement Park, is in Englewood (N. J.) Hospital with a liver ailment. Frank Capell was discharged from the hospital this week and is home. Herb Pincus is in Hialeah (Fla.) Hospital.

Warwick Humphreys, out with Tivoli Exposition Shows last season, is now representing Curtiss Candy Company in Central Illinois.

Joe (Red) Dauer, who is associated with Steve Vaughn in the operation of Pinky's concessions, suffered third degree burns when a gasoline engine exploded in El Monte, Calif. Dauer was given emergency treatment at a local hospital and is now reported resting comfortably at his home.

Ben Wolfe, owner of the show bearing his name, reported the weather at the Landrum, S. C., winter base has stopped outside work but repairs are being made inside the buildings. The Morts are wintering there as Mr. and Mrs. Blackie Holt and Mr. and Mrs. John Lytle. Red Jernagan, ailing most of the winter, is undergoing treatments in Spartanburg.

Sam and Mollie Spitz have left on a 19-day South American cruise. . . . Thomas Williams has left New York in favor of Miami, for a six-week vacation.

New members of the showmen's club in New York, where Dave Brown is membership chairman, are Jack Cohen, Frank Perfetto, John Popkin and Gerald S. Taylor. All were sponsored by Charley Davenport. . . . Swede Nelson observed his 56th birthday February 6, while Harry Mathog was 49 January 30.

Visitors to Eddie LeMay's place in Gibsonton, Fla., during Tampa's Gasparilla Week included John H. Marks, Mr. and Mrs. Paul Lane, Mr. and Mrs. Bill Abrahams, the Earl Purties, Mrs. Theresa Forbes, Mrs. Thelma Forbes, Hugh Ellison, Bob Drake, Mr. and Mrs. Harold Van Huson, Mr. and Mrs. Jack Gallupo, Mr. and Mrs. B. M. Canter, Mr. and Mrs. Steve McNith, Mr. and Mrs. Henry McCaully and Mr. and Mrs. Sam Herrington.

Harry Merkel, concessionaire with the Douglas Greater Shows, is being discharged from the Mt. Sinai Hospital in Los Angeles. While confined there, Merkel underwent a series of X-rays with the doctors reporting him in good condition.

Mr. and Mrs. F. E. Spain made all of the Eastern meetings. Bernie was one of the busiest persons at all of the confabs, representing different shows in the North and South. . . . James E. Strates attended a \$100-a-plate Democratic dinner in New York before heading for his Orlando, Fla., winter quarters, following the Albany, N. Y., meeting.

Tampa Banquet

• Continued from page 90

Showmen's League of America, Chicago; Sam Prell, Miami Showmen's Association; James E. Strates, National Showmen's Association, New York, and C. C. Groscurth, International Showmen's Association, St. Louis.

Other officers on the dais, besides Weiss, were Harry Julius, treasurer; George Ringlin, chaplain; Sam Gordon, new president, and Vernon Korhn, secretary.

Among others introduced were John Gallagan, president of the Hot Springs Showmen's Association, and Esther Young and Hazel Maddox, president and past president, respectively, of the Ladies' Auxiliary of the Tampa club.

The banquet and ball committee was headed by Harry Julius, with J. C. (Tommy) Thomas and Bob Lohmar as co-chairmen.

NORTHERN EXPOSITION SHOWS

Northwest's Finest Midway

WANT for well proven route in Northwest, including Mandan, No. Dak., annual Rodeo and Diamond Jubilee; Wolf Point, Mont., Wild Horse Stampede; Marias Fair, Shelby, Mont.; Central Montana Fair, Lewistown, Mont.; Eastern Montana Fair, Miles City, Mont.; Daniels Co. Fair, Scobey, Mont.; Phillips Co. Fair, Dodson, Mont.; Hill Co. Fair, Havre, Mont.; Park Co. Fair, Powell, Wyo.; Big Horn Co. Fair, Basin, Wyo.; Dawson Co. Fair, Glendive, Mont.; Richland Co. Fair, Sidney, Mont., also strong spring route in South and North Dakota.

SHOWS—Will book good 10 in 1, Girl Show, Drome, Fun House and any good shows with own equipment and transportation.

CONCESSIONS—Can place Six Cat and few other Stock Concessions. We book only one of a kind. Will book good reliable Cookhouse. NO MITT CAMPS.

RIDES—We carry 15 office-owned rides and can always use good, sober Help that can drive. Will book good, flashy, Pony Ride.

NORTHERN EXPOSITION SHOWS

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WANT FOR ONE OF THE BEST ROUTES IN THE MIDDLE WEST. 16 FAIRS AND CELEBRATIONS NOW BOOKED, STARTING IN JUNE, INCLUDING SUCH OUTSTANDING FAIRS AS BURLINGTON, IA.; DUBUQUE, IA.; SPARTA, ILL.; PARIS, ILL.; ANNA, ILL.; LEESVILLE, LA. (AT FORT POLK, 20,000 SOLDIERS AND 27 MILLION DOLLAR HOUSING PROJECT STARTING NOW); ENICE, LA.; BASTROP, LA.; WINNSBORO, LA. MORE FAIRS AND CENTENNIALS TO BE ADDED WHICH WILL BE ANNOUNCED IN BILLBOARD. SHOW OPENS EARLY IN APRIL.

SHOWS: Will book high-class Grind Shows or any Show of merit. Want well-framed Side Show with own equipment, Animal Show, Fun House, Motordrome, Girl Revue, Snake Show, or what have you? RIDES: Will book any Ride not conflicting. Want Kiddie Rides, Want Coaster, Dodgem and Dark Ride. CONCESSIONS: Can place all types of legitimate Concessions, including Popcorn, Ball Games, Pitch Games and Hunky Panks of all kinds. RIDE HELP: Can place good Ride Help on all Rides. Want Foremen for Wheel and Tilt.

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Want Concessions that work for stock, no flats, no mitt camp. Want Girl Show, 10-in-1, Snake, Geek, Mechanical or any worth-while Show with own equipment. Want Ride Men who drive for Ginny, Wheel, Octopus, Rolloplane, Wesley Inman, J. D. Skully, Rusty Eckenrod, Carl Vaughn, write.

Oscar Gray, Mgr.
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FOR SALE OR LEASE

One Eli No. 5 Ferris Wheel (lease for season 1956 or sell outright). Write or wire

ALTA BUNTS

Box 968, Crystal River, Fla.

FOR SALE

#5 Eli Wheel, 1950 Chev., Fruehauf Van—\$4500.00. New Merry-Go-Round, 32 Ft., 2-Abreast, 20 cast aluminum adult horses, two Chariots, electric motor, Anchor top, 1951 Chev., Hobbs 24 ft. semi—\$6500.00. Shop-built Car Ride, Dodge straight truck, complete, both good—\$1000.00. One 150 Wurlitzer Organ, needs repair, has drums—\$150.00. New cast aluminum Horses.

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Ferris Wheel and one Major Ride for permanently located amusement park at Muskegon Heights, Mich. Contact

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Want Circus Animals. Also Rides and Shows not conflicting. Will place clean Concessions of every kind. Address:

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OPEN LATTER PART APRIL, NEAR AIRPORT

Want for long season Fairs and Celebrations—Michigan, Ohio, Indiana, Tennessee, Mississippi. Close in November. Hunky Panks, Glass Pitch, Photos, Scales, Novelties, Hi Striker, etc. One more Show, have 20x30 top, etc. Foreman for Rock-o-Plane, Octopus, Wheel, also Second Men who drive.

J. J. FREDERICK, Mgr.

2263 NEWTON, DETROIT 11, MICH.

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SCENIC ARTIST IMMEDIATELY

Fritz or Walter Roberts, contact me. Also want to hear from good, reliable Ride Help. Address all mail and wires to

LLOYD D. SERFASS, c/o Greater Tampa Showmen's Assn., Carmen & Willow Sts., Tampa, Florida, or Phone 8-8318.

TENTS

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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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To My Carnival Friends

I am bedfast—have been for several weeks now. Need help to buy penicillin shots. All letters appreciated.

GRADY FORD

1206 Ave. "G" Brownwood, Texas
Phone: 2333

CLUB ACTIVITIES

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, Feb. 11.—Upward of 40 members were in attendance at the Thursday (9) meeting which was called to order by President Maurice Ohren. Jack Duffield and Bill Carsky, vice-presidents, were also on hand, as was Homer Briant, executive secretary.

Gerald Snellens, president of the National Showmen's Association, New York, was invited to the platform. Snellens spoke briefly and invited President Ohren to be his guest at the New York club's banquet and ball next November.

Chick Schloss reported that Lou Keller was still confined but that Charles Bodhan was up and around again.

Called upon for brief talks were George Incedon, a new member, Robert Beaudry, James Campbell and Jack Duffield.

Following the session lunch was served by the house committee under the supervision of Charles Zemater Sr., and Gardner Lloyd.

Ladies' Auxiliary

Regular meeting had Mrs. Carmelita Horan, president in the chair. Also present were Mrs. Frieda Rosen and Mrs. Dorothy Kennedy, first and second vice-presidents respectively; Evelyn Hock treasurer, and Mrs. Robert Miller, secretary. Lillian Lawrence delivered the invocation.

Dorothy Kennedy reported Margaret Filograsso was ill and Mrs. Ann Belden recuperating following eye surgery. Correspondence was read from Walter F. Driver, Homer Briant, Jean Renton, Nan Rankine, Audrey Davis, Flonnie Ayers and Edith Strebich. Virginia Kline lettered from London where she is visiting relatives.

Ann Doolan was in Chicago visiting but is back at her Altadena, Calif., home. Evelyn and Margaret Hock and Viola Parker are vacationing in Hot Springs. Lillian Woods plans to visit her sister, Nan Rankine, in Miami. Ethel Wadoz back from a visit with Pearl Hall in St. Petersburg, Fla. Mae Smith is also back in Chicago after spending some time on the road.

Next social is scheduled for February 16 in the Hotel Sherman with Carmelita Horan as hostess.

Hot Springs Showmen's Association

710 Whittington Ave.
Hot Springs, Ark.

The recent tacky party was successful, with costume prize winners in order being Mrs. Elsie Powell, Mrs. Caroline Holt, Mrs. Al Rinaldi. Entertainment also included a floorshow with the members in the featured roles.

Mrs. Harry Hennites entertained Wednesday (1) with a shower-luncheon for Mrs. Al Rinaldi and Mrs. Evelyn Olliphant. Out-of-town guests included Mrs. Mike Doolan, Mrs. Ann Fritz and Mrs. Angie Conroy. Mrs. Jackie Wilcox served as co-hostess.

Local guests included Mrs. Carolyn McKinnis, Mrs. Geneva Hazen, Mrs. Billie Owens, Mrs. Olga Glosier, Mrs. Vivian Zimdars, Mrs. Robert Moran, Mrs. June Reynolds, Mrs. Shirley Bazinet, Mrs. Peggy Waldron, Mrs. Caroline Holt, Mrs. Belle Roberts, Mrs. Elsie Powell, Mrs. Joan Fairly, Mrs. Ollie Shelford, Mrs. Bonnie Wheatley, Mrs. Marion Shuford, Mrs. Helen Staley, Mrs. Lillian Ray, Mrs. Marie Sorenson, Mrs. Millie Wilson. President Ethel Booth presided at the refreshment table.

Augie Conroy is a new member. A new combination refrigerator-freezer was purchased for the club. The new bowling team meets each Friday evening. Rose Marie Stein, who operates a local dancing school, is now conducting exercise classes weekly for Auxiliary members. Mrs. June Reynolds was appointed editor of the club's monthly newsletter.

Pacific Coast Showmen's Association

1235 S. Hope St.,
Los Angeles 15, Calif.

LOS ANGELES, Feb. 11.—Vice-President Robert Downie presided at the regular Monday meeting here in the absence of President Edward Harris. On the rostrum at the start of the session were Harry Phillips, treasurer, and Bob Matthews, secretary.

Acting President Downie invited Joe Glacy, Moe Levine, Harry Fink, Theo Forstall, E. W. Coe, Hunter Farmer, J. Ed Brown, S. L.

Cronin, Frank Warren, C. F. and Doc Zieger, all past presidents, to the platform. Ross Davis, PCSA treasurer for years, was also invited to join the former presidents on the stand.

Nina Rodgers Levine and Edith Hargrave, of the Ladies' Auxiliary, requested that the club investigate the parking situation.

Phillips reported that Harry La-Mack was improving and was in attendance. Tom Condon told the group that Harry Gordon was recuperating in Phoenix. Harry Merkel is improving at Mt. Sinai Hospital and Frank Stein has been discharged from the hospital. Clyde Gooding is expected out in two or three weeks. Bill Swanson is ill at his home.

Sam Landesman, head of the house committee, was praised for the lunches his committee has been putting on. Ross Davis made a contribution to the Lion's head fund for the Christmas dinner.

Ladies' Auxiliary

President Morosa Herman was in the chair for the regular meeting which saw a total of 64 members on hand.

Back after absences were Clara Delbosq, Molly Schiff, Patti Andean, Ruth Ostrov, Claudia McHaney, Charlotte Warren and Regina Fink. Emily Bailey reported the sick list included Myrtle Hutt, Marie Morris, Berta Harris and Marie Merko. Clara Anderson disclosed that Harry Merkel was improving. Red Dauer was painfully burned in a gasoline explosion.

Edith Hargrave read a letter from Alta Deneau. It was announced that tickets for the fall drawing will be available in the near future. Top award will be a television set. Secretary Peggy Forstall asked that all members send in their correct addresses. Work on the apron project is well under way.

Night awards went to Irene Leff and Peggy Forstall. Door prizes, donated by Mae Mortenson, Eva DeMars, Martha Riley, Clara Delbosq, Dot Cronin, Mabel Brown and Charlotte Warren were won by Maybelle Bennett, Raie Banard, Emily Bailey, Lucille Dolman, Bess DeSilva, Molly Lieb and Ruth Woods. A candy sale, operated by Emily Bailey, earned money for the club. Donations for the bazaar received from Babe Gardner, Regina Fink, Liza Mathews, Peggy Steinberg, Margaret Farmer, Emily Friedenheim, Morosa Herman and Rose Rosard.

Building repairs were discussed at the board meeting.

Miami Showmen's Association

1799 N.W. 28th Street, Miami
Ladies' Auxiliary

President Agnes Grosso called the meeting to order. On the rostrum with her were Kitty Glosier, first vice-president; Ann Whitehead, third vice-president; Lois Weiss, treasurer; Hilda Roman, recording secretary, and Rhea Carson, corresponding secretary. Chaplain Elsa Bryant delivered the invocation, followed by the salute to the flag.

Phoebe Carsky was invited to sit on the rostrum. Welcomed to their first meeting were Ann Roth and Irene Barnes. Hilda Roman read minutes of the last meeting. Lois Weiss gave the treasurer's report and Pearl Riding read membership applications. Rhea Carson read correspondence from Marian Reilly and Serena Sleeman. Estelle T. Bell gave a report on the ways and means committee.

Mrs. Margaret Farris donated \$5 to the flower fund. The penny parade brought in \$11.22, and the dark horse, \$23.85, was won by Patricia Holeman. Ann Whitehead announced that Estelle Brady donated a lamp which is to be raffled off, with the proceeds going to the blood bank.

Kitty Glosier reported that the bronze wall plaque, with the names of members who had donated \$50, was being cast and would be ready soon for installation in the front entrance of the men's club. Mae

Dallas Club Takes New Title, Installs Chuck Moss as Prez

DALLAS, Feb. 11.—The Lone Star Show Women's Club of Texas, officially became the Lone Star Showmen's Club of Texas at its recent installation of officers here. The change, which was decided upon several weeks ago, now permits male members to have the same status as the women.

The first president under the new set-up is Chuck Moss, who was installed with appropriate ceremonies. Also inducted into office were Katie Little Eutah, first vice-president; W. A. Schafer, second vice-president; Betty Harris, third vice-president; Ed Meek, treasurer; John Obluck, secretary, and Julia Conner, chaplain.

One of the high points of the event was the candlelighting ceremony honoring other show clubs. The Showmen's League of America was represented by the largest candle as the first organization of its type and Joe Murphy lit the candle. Other representatives included George Smith, Kansas City; Pat Templeton, St. Louis; Ketta Linsey, Pacific Coast Showmen's Association; Simmy Carroll,

Phoenix; Daisy Fritto, Hot Springs; George Golden, Miami; J. L. Chambers, Tampa; Peggy Isles, Regular Associated Troupers; Madeline Chambers, New York; Blackie Fain, Dallas; Jack Lindsey for the host club and Ida Smith for all the deceased.

In accepting the presidency, Moss lauded the members for the new joint membership and predicted that the organization would have a new clubhouse by the end of the year. Harry McDaniels was guest speaker. Entertainment was provided by Wilson and Adair, Two GIs, and the Twelve Waltzes.

Kansas City Sports Show Draws More

KANSAS CITY, Mo., Feb. 11.—A total of 72,403 persons attended the Kansas City Sports Show during its nine-day run in the Municipal Auditorium. About 70,000 visitors saw the show in a 10-day run last year.

Most exhibitors who took orders for merchandise on display or made direct sales reported business was brisk and above that of last year. One Kansas City marine equipment firm sold 12 boats and three motors for a total of \$36,890. The concern also sold \$21,780 in motors to retail distributors.

A Canadian resort owner reported about \$30,000 in cabin reservations. An exhibitor for a cabin development at the Lake of the Ozarks said about 11,000 persons registered at his booth for a drawing for a free home site there, meaning about \$100,000 in prospective buyers.

McKenna to Play 10 Wisconsin Fairs; Add Tilt-A-Whirl

MANITOWOC, Wis., Feb. 11.—McKenna's Rides and Amusements will play a route that will include 10 fairs in the State of Wisconsin, Edna McKenna, secretary, announced here at winter quarters.

Recently added was the fair at Phillips. Others on the route include Galesville, Elroy, Cedarburg, Clintonville, Chilton, Crandon, Friendship, Montello and Lodi. The Adams County Fair this year will merge with the fair at Friendship for the latter's centennial.

The McKennas recently purchased a Tilt-A-Whirl to bring the ride lineup to a total of 10. Winter quarters will open April 1 and the show will hit the road May 10.

Capital City Sets Route

VALDOSTA, Ga., Feb. 11.—Capital City Shows will play 14 fairs in Georgia, Kentucky, Tennessee, Florida and Alabama this year, J. L. Keef, owner-manager, announced. Show will also play the Stearns, Ky., July 4 celebration.

Seven fairs signed in Georgia include those at Dalton, LaFayette, Manchester, Thomaston, Americus, Thomasville and Valdosta. Three in Kentucky are at Manchester, Williamsburg and Barbourville and two Florida events are at Live Oak and Madison. Others include Greenville, Tenn., and Oneonta, Ala.

FOR SALE

Highest Bidder
Merry-Go-Round, two-abreast; four Kiddie Rides, Ferris Wheel, Airplane, Car Ride, Kiddie Swing. Above average; inspect these rides. Lions Club Bldg., Baxter Springs, Kansas. Bids accepted till March 5, 1956. Bids to be approved or rejected by Lions Club. Contact FRED H. LAMMERS, Baxter Springs, Kansas.

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OPENING CLAYTON, ALABAMA, MONDAY, FEBRUARY 27

Will book set of Kid Rides. Must be A-1. All Concessions open. Second Men on all Rides; must drive Semi. Want reliable Show Folk who are strictly with it—for our A-1 route in Michigan; with Alabama and Georgia fall fairs. Contact either HENRY O. WILBER, Owner & Mgr., Homerville Ga., Winterquarters, or M. S. MILLSAP, Castleberry, Ala., Special Agent, or CLEO JOHNSON, 708 Academy Ave., Kalamazoo, Mich.

ALABAMA AMUSEMENT CO.

Can Place

Can Place

Next week for downtown Geneva, Alabama, opening Feb. 20.

All Concessions open. Will sell "X" on a few choice Concessions. Three weeks in Alabama, then downtown Atlanta, Georgia. Will sell "X" on two Percentage Concessions. Can use all sober, reliable Ride Help and Show Personnel. Full Cookhouse Crew wanted. Contact

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Guaranteed LIKE NEW!

ASSORTMENT OF 10 for \$72.95

Complete with bands. Guaranteed.

Choice Lot—Famous WATCHES, 6 for \$49 With Expansion Bands

Special Close-Out! Men's Elgin, Waltham WATCHES \$6.95 WHILE THEY LAST

Completely reconditioned. Complete with bands. Guaranteed.

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee. Send money order or certified check with order to avoid delay in shipment.

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182 S. Main St., Memphis, Tenn.

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A real money maker—14K Gold Plate Case. Time magnetic movement. Wafer-thin model, accurate time-keeper. Gold-plated expansion band. 1-year written guarantee with each watch. Display Gift Boxes, 50¢.



\$7.00 in quantities of 6 or more

Wholesale only. 25% with order, balance C.O.D. If sample desired add \$1.00. 5-Day Money-Back Guarantee.

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MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Guaranteed Sales Company, 8 West 29th Street, New York, offers the trade a complete line of turquoise jewelry which is called the perfect complement to current fashions. As a \$1 seller, the line is sure to bring plenty of business, the firm points out. Offered are three-piece boxed kiddie sets, necklaces, earrings, bracelets and concho belts. Guaranteed's price for the fashion accessories is \$6.75 per dozen. Readers are requested to send \$10 for a sample assortment of the line.

Ace Toy Manufacturing Company, 122 West 27th Street, New York, urges concessionaires and jobbers to write for its low-price list of pre-inventory sales items. One of the many Easter items selling well is the 28-inch plush begging rabbit made of high-quality rayon plush. Ace Toy's low price on this good seller is \$18 per dozen. A sample will be mailed for \$2.25 postpaid.

A new cooking utensil is being brought out by **Ethlar Company,** P. O. Box 153, Winnetka, Ill., which provides greater convenience and sanitation at the barbecue pit or while using a rotisserie or regular oven. Called Bar-B-Q baster and sauce jar, it consists of a clear glass jar for storing sauce and a screw cap lid to which a mop-like applicator is attached. The 12-inch wooden handle, which permits basting from a distance, may be unscrewed, enabling the jar to be placed in the refrigerator.

Roberts Colonial House, 217 West 11th Street, Chicago, has a new felt pad to prevent scratching of fine china. The disks are called Stack-em-Pads and are made of cotton felt, 12 to the package, in various diameters for

standard service. One package provides protection for service for four. No longer does the hostess need to dread using fine china. By placing the pads between her fine china or heirloom set, each dish is separated for complete protection. Fifty cents is the retail price for service of four.

Streamlined electric razors for men and women retailing for \$5.95 are offered by **Paul G. Wallace,** 3763 South Wabash, Chicago. These razors are custom manufactured of surgical steel with specially tempered self-sharpening cutter head. Claiming they will shave faster, cleaner and smoother, the firm offers the razors at \$25 per half dozen, \$37 per dozen, \$216 per half gross and \$395 per gross.

Perfection Dolls by Dorothy, 11058 Esmond Street, Chicago, has placed on the market complete doll wardrobes, enabling child to outfit her doll with new clothes. Designed for girl dolls 14, 16, 18 and 20 inches tall, these wardrobes include hand-made dresses, skirts, coats, hats, jackets, carriage cover sets, housecoats, purses, shoes, socks and ballerina slippers. Send for the illustrated brochure which gives details and prices on these lines which range from 25 cents to \$3.50.

Acme Premium Supply Corporation, 1111 South 12th Street, St. Louis, says it has the merchandise you are looking for. The catalog which will be sent you includes such items as lamps, clocks, housewares, aluminumware, tinware, toys, glassware, blankets, hassocks, plaster, slum, balloons, hats, canes and bingo merchandise. When writing state your business and type of goods you are interested in to get proper listing.

PIPES FOR PITCHMEN

By BILL BAKER

HERE'S A CHANCE . . .

for some gent to pick himself up a year's subscription to The Billboard for free. The offer comes from Frank R. Bohart, who operates a merchandise emporium at 112 W. Armstrong Ave., Peoria, Ill. His challenging note reads: "I'd like to pipe in and see if someone would give me the gaff on putting the bug on prunes that can't be seen with the naked eye. I'll pay a year's subscription to The Billboard to anyone who will produce."

THE FINAL CURTAIN . . .

column of this week's issue of The Billboard carries the names of two real vets of the pitch and paper fraternity, W. O. (Pat) Crow and Dave Winnecon. Crow, a former sheet writer for many farm papers, was the operator of White's Novelty House in Knoxville, Winnecon, a pitch impresario from way back, was credited with doing much to open the highways and byways for the boys in the Milwaukee area. After a heart ailment sidelined him in the pitch game, Winnecon turned his talents to song writing, an endeavor in which he enjoyed no little measure of success. Several of his songs were published and became familiar airs in many Milwaukee nite spots.

THE LAST TIME . . .

we saw Johnny Regan, the old hand engraving artist, he was breezing thru Cincinnati with a whole carload of rather interesting plans, not the least important of which, was a wedding date with Mary Lou Sweeney in Shelbyville, Ind. We wonder if all those plans materialized and whether he finally made it down to St. Augustine, Fla., where he was scheduled to work the Ripley Odditorium.

FROM CHICAGO . . .

O. M. Scott pens word of the passing of George (Penny) Prendergast.

Penny, who used to work for the late Slim Wright, died recently at the Auto Show in Des Moines. Scott reports that Penny apparently didn't have any living relatives and since he didn't leave behind very many of life's material or financial bounties, his interment was arranged thru the courtesy of Mrs. L. V. Lyons, of 607 High St., Des Moines, and the Dunn Funeral Home, 2121 Grand Avenue, that city.

F. H. CLEARY . . .

wants to thank the many folks who sent him cards, letters and other forms of greeting in response to his message that was itemed here a couple weeks ago. Says Cleary, "It will be some time before I'll be in shape to do much getting about. At the present time, I have a two-seater shine stand in the basement of the Connor Hotel, Joplin, Mo., which will prove the necessary moving about required in disorders similar to mine." Cleary sent along a few business cards which entitles us to have our brogans shined a few times on the house anytime we find ourselves in the vicinity of Joplin.

A QUOTE FROM A . . .

nostalgic dispatch from Jimmy Miller reads: "And here are the names of some of the pitchmen from whom I would like to read pipes: Tom Kennedy, Eddie St. Matthews, Jack Anthony, Jack Curran, Jack Murphy, Mike Gunn, Charlie Halligan, Fred Cummings, Chick Denton, Fred Hudspeth and every other Tom, Dick or Harry who, just like me, don't pipe in often enough. Now I don't think that I'm asking too much, but will some of you characters who are running around sit down (or stand up) and drop a line once in a while and let us know what's on your mind."

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when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

COMING EVENTS

Arizona

Chandler—Southside Sheriff's Posse Rodeo, March 29.
Mesa—Rawhide Round-Up, March 21-25.
Phoenix—Indian Dance Show, Feb. 17-18.
Phoenix—Arabian Horse Show, Feb. 25-26.
Phoenix—Maricopa Co. Sheriff's Posse Rodeo, March 11.
Phoenix—Specialty Dog Show, March 6.
Phoenix—World's Championship Rodeo, March 15-18.
Phoenix—Spring Horse Show, April 21-22.
Tucson—La Fiesta de Los Vaqueros and Rodeo, Feb. 22-26.
Tucson—Tucson Rodeo, Feb. 23-26.

California

Los Angeles—General Motors Motorama, March 3-11.
Oakland—International Roadster Show, Feb. 21-26.
San Diego—San Diego Home Show, March 24-April 1.
San Diego—Spring Fair of Modern Home Ideas, April 24-29.
San Francisco—Pacific Automotive Show, Feb. 23-26. Louis J. Cresta, 5050 Mission St.
San Francisco—General Motors Motorama, March 24-April 1.
San Francisco—Grand National Jr. Livestock Expo. and Arena Show, March 24-28. Porter Season, c/o Cow Palace.

Connecticut

Hartford—Autorama, Feb. 22-26. Joe Kizis, Autorama Corp., 215 Broad St., Milford.

District of Columbia

Washington—Home Show (Armory), Feb. 18-26. James W. Pearson.
Washington—National Capitol Flower and Garden Show, March 3-9. Al Harloff.

Florida

Dania—Dania Tomato Festival, March 5-10.
Daytona Beach—Volusia County Home Show, March 17-21. Jean MacDuff, Pilot Club.
Islamorada—Kissimmee Valley Livestock Show, Feb. 15-18. Carlisle Bronson.
Madison—Madison Co. Livestock Show, Feb. 27-28. O. R. Hamrick Jr.
Ocala—Southeastern Pat Stock Show and Sale, March 5-10. Louis Gilbreath.
Plant City—Pla. Strawberry Festival, Feb. 20-25. F. W. Nulter.
Ruskin—Pla. Tomato Festival, April 26-28. W. D. Miller.

Georgia

Atlanta—Southeast Sports, Boat and Vacation Show, March 3-10. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.
Dawson—Terrell Co. Centennial, April 15-21. L. J. Ferguson.

Illinois

Chicago—All Wisconsin Resort and Travel Show, March 24-28. Art Huebner, Hotel Sherman.
Decatur—National Home Show, March 7-11. Dorothy H. Godfrey.
Kankakee—National Home Show, March 14-17. E. J. Smith.

Iowa

Des Moines—Iowa Sports, Boat & Vacation Show, April 13-18. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.

Kentucky

Louisville—Kentucky Home & Improvement Show, April 7-15. Joseph Brooks, Jefferson County Armory.

Louisiana

Lake Charles—Lake Charles Rodeo, Feb. 23-26.
Shreveport—Holiday in Dixie Spring Festival, April 25-29. Able C. Goldberg.

Massachusetts

Boston—GM Motorama, April 10-20.
Springfield—National Home Show, April 10-15. John W. Daly.

Michigan

Bay City—Better Homes Show, March 16-21. Jack Davis, P. O. Box 12.

Mississippi

Bay Springs—Jasper Co. Livestock Show, March 6-8. W. C. Jefcoat.
Canton—Madison Co. Livestock Show, April 11. R. L. Smith.
Carrollton—Carroll Co. Livestock Show, March 17. R. A. Cooper.
Cleveland—Bollivar Co. Livestock Show, March 16. Boyce Tiser.
Columbia—Marion Co. Livestock Show, March 8-10. D. O. Scott.
Forest—Southeast Miss. Dist. Livestock Show, March 15-17. Mrs. Myrtle Goodwin.
Greenwood—Delta Dist. Livestock Show, March 22-24. E. H. Blackstone.
Hattiesburg—Forrest Co. Livestock Show, March 9-10. W. W. Kennedy.
Hattiesburg—South Miss. Dist. Livestock Show, March 12-14. N. S. Hand.
Jackson—Hinds Co. Livestock Show, March 5-7. G. L. Hales, Box 501.
Port Gibson—Southwest Miss. Dist. Livestock Show, March 19-21. E. C. Newman.
Quitman—Clarke Co. Livestock Show, March 1-3. J. A. Gibbs.
Sardis—Northwest Miss. Dist. Livestock Show, March 26-28. Lee H. Thompson.
Tupelo—Lee Co. Livestock Show, March 23-24. W. J. Pernel.
Waynesboro—Wayne Co. Fair & Livestock Show, March 12-13. E. P. Harrison.
West Point—Northeast Miss. Dist. Livestock Show, March 29-31. E. E. Wooten.
West Point—Clay Co. Livestock Show & Fair, March 29-31. H. B. Converse.
Yazoo City—Yazoo Co. Livestock Show, March 16. W. G. White.

Missouri

Ava—Kiwanis Jr. Livestock Show, April 28-29. Phil H. Pettit.
Clinton—4-H Egg Show, March 31. Ed Wiggins.
Kansas City—Automobile Show, Feb. 25-29.
St. Joseph—St. Joseph Barrow Show, March 15. Webb Embrey.

Nebraska

Lincoln—Lincoln Home Show, March 23-25. Peggy King, 418 Trust Bldg.

New Jersey

Teaneck—House, Garden and Hobby Show, March 10-17.
Wetfield—Union Co. House, Garden & Hobby Show, April 28-May 5.

New York

Bronx—Sports, Travel & Vacation Show, Feb. 17-26.
New York—International Flower Show, March 7-11.
New York—National Photography Show, April 28-May 6.
New York—International Philatelic Show, April 28-May 6.
New York—International Automobile Show, April 28-May 6.

North Carolina

Winston-Salem—National Home Show, April 22-27. Lloyd A. Goodin.

Ohio

Canton—National Home Show, March 13-18. E. J. Smith.
Cincinnati—Home and Flower Show, March 3-11. Earle W. DeLaetter, Home Builders' Assn.
Columbus—Midwest Sports, Vacation, Travel & Boat Show, March 16-25. Ben Cowell.
Dayton—Do It Yourself Show, April 6-8. Ward Collopy, Publicity Service Bureau, 133 Warren St.
Toledo—Home and Travel Show, March 3-11. Milt H. Tarloff, 443 Spitzer Bldg.

Oklahoma

Oklahoma City—Antique Show, Feb. 22-26.
Oklahoma City—Oklahoma City Rodeo, April 22-26. Lee V. Sneed.

Oregon

Gresham—Multnomah Co. Spring & Garden Show, April 25-29. Duane Hennessy, P. O. Box 406.

Tennessee

Morristown—4-H Fat Calf Show and Sale, March 20. Jesse E. Francis.

Texas

Austin—Austin Livestock Show, March 6-11. J. R. Thacker, P. O. Box 998.
Dallas—Exposition of Modern Living, Feb. 19-26. Louis L. Young, 4611 Cole Ave.
Dallas—Southern Gift Show, Feb. 19-24.
Dallas—Allied Gift & Jewelry Show, Feb. 19-24. Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.
Dallas—Garden Center Flower Show, March 10-18. J. B. Rucker Jr., State Fair of Texas.
Dallas—Southwest Sports, Boat & Vacation Show, March 31-April 8. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.
Dallas—Natl. Home Show, April 22-29.
Grover Godfrey, 102 Walnut Hill Village.
El Paso—Better Homes Exposition, Feb. 22-26. Patrick J. O'Toole, Hilton Hotel.
Houston—Houston Pat Stock Show & Livestock Exposition, Feb. 27-March 4. Herman Engle.
Houston—Houston Sports, Boat & Travel Show, March 17-24. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.
Laredo—Washington Birthday Celebration, Feb. 16-26. J. George Loos, Box 455.
Mercedes—Rio Grande Valley Stock Show & Rodeo, March 4-12.

Novel Attractions

Continued from page 80

time include guides Joe King and Joe and Henry Peters doing log-rolling, wood-chopping and canoe-tilting; Cal Barry's retrievers; Ellis Newman, fly caster, and Frank Weed, emcee. The tank will be 36 feet by 66. Weed, with wife, Ellen, and sons Frank Jr. and Gary, will also present their trained animals. There was a 75-cent extra charge for reserves last year, but it is not decided whether to repeat this policy.

Something new in the Gotham area will be the dual set of fishing tanks presented by Berkshire Trout Farms. One will be the standard trout tank, but the other will contain carp and bass weighing three pounds and up. Patrons can exchange the carp and bass caught for prizes of equal value if they wish. Price to customers has not been set.

Another revenue element will be a corner trap shoot, where a space 50 feet by 50 will be occupied. Targets will be propelled clay birds, shot at with a .22-caliber repeating shotgun. Armory walls in this section will be shielded.

Paid Golf Clinic

The show is sponsoring this attraction, as it is the golf clinic. Directed by pro Phil Galvano and staffed by four other pros and himself, it will offer patrons an analysis of five or 10 minutes for a quarter. Patrons will demonstrate their golfing form and pros will coach them.

Other attractions in the hall will include a gun clinic and shop, archery clinic by the New York Field Archery Association, which will operate a range commercially; and a fishing clinic with coaching in fly-casting by Field and Stream magazine experts. There will also be a surf angler-versus-swimmer contest in the tank.

Space rates vary according to the exhibit type and are unchanged from last year's scale of \$1.25 to \$3 a square foot. Sales are very good, with the announced list of exhibitors numbering many vacation and travel elements. Admission prices are again \$1.50 for adults and 50 cents for kids under 12. High schoolers get in for 50 cents on their General Organization cards.

The 1955 edition, first running in the Bronx hall following the departure of Campbell-Fairbanks from the New York sports show scene, was hampered at its outset by heavy rainfall. Attendance held up well, however, and picked up toward the end of the run. Show hours will be 6-11 on opening night, 11 a.m.-11 p.m. on Washington's Birthday, 6-11 p.m. both Saturdays, and 2-9 p.m. both Sundays.

Vic Oristano Associates is again handling the publicity.

San Angelo—Fat Stock Show and Rodeo, March 7-11.

San Antonio—San Antonio Livestock Exposition, Feb. 10-20. W. L. Jones.
San Antonio—Fiesta San Jacinto, April 15-21.
Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach.
Wichita Falls—National Home Show, April 4-8. Lloyd A. Goodin.

Virginia

Richmond—Sportsmen's and Boat Show, March 14-18.
Winchester—Shenandoah Apple Blossom Festival, April 26-27. Thomas G. Scully.

Wisconsin

Madison—Wisconsin Sports, Travel & Vacation Show, April 6-11. Lakeland Associates, Inc., Madison.
Milwaukee—Milwaukee Sentinel Sports Show, March 17-25.
Waukesha—Waukesha Dairy Show, March 19-23. George Dehnert.

CANADA

Alberta

Edmonton—Spring Livestock Show and Sale, March 26-30.
Edmonton—National Home Show, April 13-21. Arthur Gilbert.

British Columbia

Vancouver—National Home Show, April 25-May 3. John W. Daly.

Quebec

Port Au Prince—Mardi Gras, Dec. 22-Feb. 20.

Manitoba

Brandon—Manitoba Winter Fair, April 2-6.

Ontario

Kitchener—Sportsmen's Show, April 19-21.

Toronto—Canadian Nat'l. Sportsmen's Show, March 9-17.

Quebec

Montreal—Agricultural Show, Feb. 17-26.

Montreal—Montreal Gift Show, March 5-8.

Saskatchewan

Regina—Winter Fair and Light Horse Show, March 26-30.

Saskatoon—Bred Sow Show and Sale, April 10.

Saskatoon—Bull Show & Sale, April 11.

Sensational CEL-MAX Close-Out!

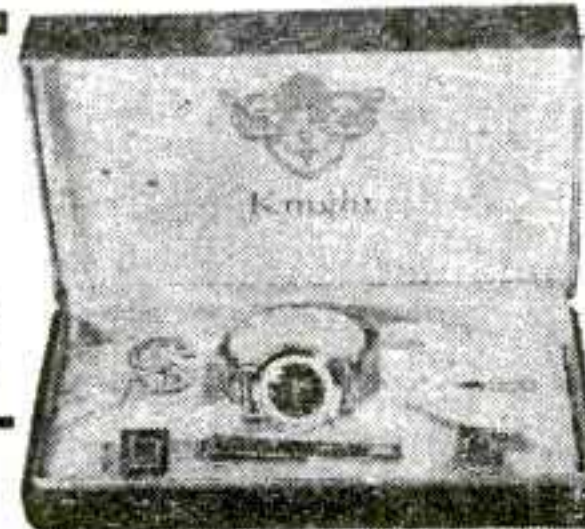
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6-Pc. Men's Watch Sets

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- Gold Plate Cuff Links
- Tie Holder
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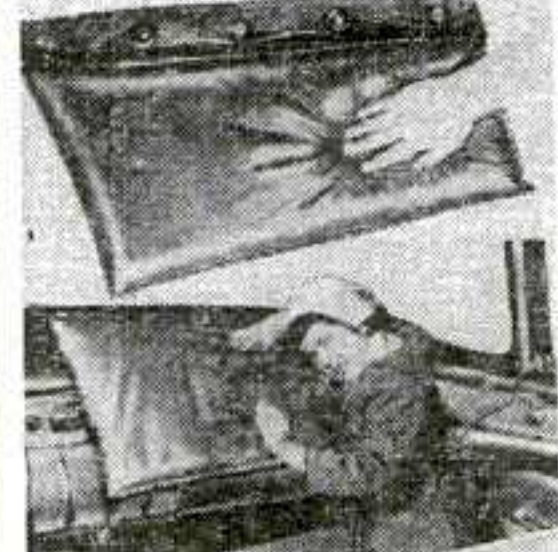
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OVER 3,000 TERRIFIC VALUES! SPRING SPECIALS

Add'em Up Dart Boards, Ea. \$1.00
Wood Fish, Ea.10
Celluloid Indicators, Doz. \$1.80
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NEW CATALOG NOW READY... STATE YOUR BUSINESS
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All Steel—Four Colors—Real Hot—Fast Selling. Bonderized baked enamel finished. Comes K-D in beautiful gift box.

\$2.40 each

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The most dazzling jewels on earth. Greatest scientific gem discovery in centuries. Make \$50 to \$75 day. Write for free information. DIAMONITE, 2420 77th Ave., Dept. 12, Oakland 5, Calif.

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World's **SEXY BOBBER**

Only HAND PAINTED—Blonde or Brunette

Now you can make killing selling the hottest item in year. For Fishermen and other men! Wonderful to fish with, fun to watch! Made of rugged plastic—will last indefinitely. Come in pairs—hand painted, Blonde or Brunette. Sell like hot cakes for TWO for \$1.00. Buy at these terrifically low prices:

1 dozen prs. 70¢ pr. or \$ 8.40
6 dozen prs. 60¢ pr. or 43.20
12 dozen prs. 50¢ pr. or 72.00

Sample pair, \$1.00. Your money refunded when sales total 12 dozen! Order TODAY! Send money and we pay all postal charges. Or order C.O.D. (25% deposit MUST accompany your order) and pay postman. Supply limited.

BOBBER SPECIAL

Dept. M-5, 510 St. Charles, St. Louis, Mo.

MAKE \$18 AN HOUR WITH THE New PLASTIC SANDWICH MACHINE

This new remarkable PLASTIC SANDWICH MACHINE does a permanent, beautiful, professional, protective lamination job in exactly four minutes' time! Amazing earnings possible in your own studio permanently sandwiching PHOTOS and CARDS of all kinds, clippings, etc., between sheets of clear plastic. Sandwiching machines from \$39.50 up. Rush name for FREE sample and illustrated literature.

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Costume Jewelry Manufacturer

\$36.00 gross \$3.50 dozen lots

Large DANGLES, small Dangles, TAILORED, RHINESTONE, BUTTON TYPE, with screw-on earwires or for pierced ears. THE YEAR'S HOTTEST PROMOTION! Immediate delivery. Sold 1 dozen styles (assorted) to package. 144 different styles!

ALSO full line of Earrings, Scatter Pins, Men's and Ladies' Boxed Sets, Religious Jewelry, Rings, Watches, Bracelets, etc. Over 150 different jewelry items! SEND FOR CATALOG! GUARANTEED LOWEST PRICES.

25% deposit on all C.O.D.'s
PACKARD JEWELRY CO.
48 West 25th St. New York City

FREE Wholesale CATALOG

Contains Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Green and Beurre Watches.

YORKMARK SALES CO., Dept. B
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GIVE TO DAMON RUNYON CANCER FUND

7 POUNDS OF RUBBER FREE!



This beautifully colored sample personalized door mat puts you in business.

You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Redbook—over 115,000,000 readers every year.

MITCHELL CUSTOM MADE RUBBER MATS

You pocket all the cash

You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for weddings, birthdays, showers and parties. It increased my sales by 20%." Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.

MITCHELL RUBBER PRODUCTS, INC.

Attn: Mr. Raymond Mitchell
2120 San Fernando Rd., Dept. 40
Los Angeles 65, California
Please send me the money-making facts about your Rubber Mat exclusive territory offer.
Also send me FREE SAMPLE full-size demonstrator, order book, and complete information. I am enclosing \$1 to cover postage and handling.

MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED.

Name _____
Address _____
City _____ Zone _____ State _____

★ FREE ★
Introductory Sample
PUSH QUACKY DUCK
10x8 1/2, cotton stuffed.
Squeeze head and hear
loud quack.
WITH EACH SAMPLE
ASST. ORDERED!
28" PLUSH RABBIT
Cotton stuffed. Maize,
Pink, Blue, Asstd., \$18.00
dz.
38" PLUSH RABBIT
Special cotton stuffed.
Asstd. colors \$24.00
dz.
20" RABBIT \$12.60
Plush..... dz.

No extra charge for samples.
18 Pieces (6 of each) \$27.30
Plus, of course, your FREE DUCK
CONCESSIONAIRES! Inquire about
our pre-inventor-
tory sale. We have a deal for you!
Send for FREE Easter Brochure
and 32-pg. catalog of year round
sellers. F.O.B. N.Y.C. 25% dep.,
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MEXICAN JACKETS
100% Wool in All Colors.
Available in "Dancers"
or the embroidered
styles, in all sizes and
colors. Dancers, sizes
34-40, \$7.75 each. Em-
broided, sizes 34-40,
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sleeves over 40, \$1.00 ex-
tra. Also available in
children's sizes at vari-
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on quantity lots to job-
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Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys.
Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds,
Whips, Balloons, Hats, Canes, Ball Gum Specials, Bingo Merchandise.
Catalog Now Ready—Write for Copy Today
IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your
Business and Type of Goods You Are Interested in.
ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

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A Market Place for Buyers and Sellers

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

CASH WITH ORDER

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER

(unless credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When Using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

ACTS, SONGS & PARODIES

ANOTHER COMEDY HIT! "COMEDY DI-rect," the newest laugh folio. Sock material for DJ's, Comics, Emcees, etc., \$3. Show-Biz Comedy Service (Dept. B 35), 1613 E. 29 Street, Brooklyn 29, N. Y.

CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining, Black Light Novel-ities. Send 10c for catalog. Balda Art Ser-vice, Oshkosh, Wis. mh3

"COMEDY WORLD," TRADE JOURNAL OF humor, published monthly by National Association of Gagwriters, \$4 per year. George Lewis, Box 855, Grand Central Station, New York City.

23,000 PROFESSIONAL GAGS, ROUTINES, adlibs, doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. my18

AGENTS & DISTRIBUTORS

A BEST SELLER—HERE IS SOMETHING brand new. Copyrighted, registered, ex-clusive; cannot be bought elsewhere; 100% profits, details free. "Husk" O'Hare, 573 North Kenmore, Chicago 40, Ill. fe25

AMAZING CLOSEOUTS

Tailored earrings, asst. gr. \$15.00
Stone earrings, asst. gr. 18.00
Stone & Link Bracelets, asst. gr. 18.50
Charm & Link Bracelets, asst. gr. 24.00
Tailored Tieside Sets, boxed, asst. dz. 4.50
Stone Tieside Sets, boxed, asst. dz. 4.50
Ropes, all-head, asst. dz. 3.00
Ropes, chain-head, asst. dz. 2.00
Men's stone rings, asst. dz. 2.75
2160 rhinestone neck & earrings, boxed, asst. dz. 7.20
2164 rhinestone neck & earrings, boxed, asst. dz. 9.00
2226 3-piece pearl set, boxed, dz. 13.50
1202 3-piece rhinestone set, dz. 18.00
245 3-piece rhinestone set, dz. 30.00
C-3 3-piece rhinestone set, dz. 30.00
3052 3-piece rhinestone set, dz. 30.00
3670 3-piece rhinestone set, dz. 51.00
W-7 piece Watch set, each. 6.95
Cufflinks, Carded dz. 1.25
Try samples of any items listed above at res. prices. 20% deposit, balance c.o.d.
NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. B Prov., R. I. ch-np

BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books. Fast selling line printed business forms, continuous forms. Free illustrated catalog. Ercco, Bronx 72, New York.

BINGO BLOWERS & FLASHBOARDS—New! Portable, electrical and priced, \$49.50 and \$185.00 respectively. Sensational three section flashboards! Free circulars. Lipka Mfg. Co., 617 East 11th Street, New York 9, N. Y. fe18

EARRINGS — ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. fe25

ENTIRELY NEW CATHOLIC ROSARY—Wonderful for children, beginners. Church approved, free details. S. J. Distributors, 1120 Chestnut, Vineland, N. J.

FAMOUS CELLINI BANGLE BRACELETS—All colors, \$6 per gross plus postage, c.o.d. For adults and children. New Eng-land Jewelry, Dept. B, 124 Empire St., Providence, R. I. fe25

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings, \$2.00 dz.
Pierced Earrings on Display, 1.50 dz.
Charm & Link Bracelets, asst. 2.50 dz.
Lord's Prayer Necklaces, boxed, 3.00 dz.
Rhinestone Crosses, boxed, 3.00 dz.
Children's Jewelry, boxed, asst. 3.00 dz.
Shorty Tie Slides, carded, 1.95 dz.
Cufflinks, carded, 7.30 dz.
Cameo sets, boxed, 3.50 dz.
Anklets, G.F., carded, 3.50 dz.
Stoned Neck & Earrings, boxed, 9.00 dz.
Tie Slide sets, asst. 5.00 dz.

Send for descriptive literature on other ter-rific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St., Providence, R. I.

5 RETRACTABLE BALL POINT PENS in plastic pocket protector. Gorgeous colors, sample set prepaid, \$1; dozen sets, \$10; 100 sets, \$75. Guaranteed. House of Hoefler, 827 Maple, Wichita, Kan. mh3

FUNBAGS, ALL PRIZES. RETAIL 10c cost. \$5 box of 6 doz. ppd.; 5c bags, 12 doz. \$5 ppd. Funbags, 1422 Poplar, Terre Haute, Ind. mh3

HANDTOOLED AND LACED LEATHER BILLFOLDS

Dozen, \$15.00, Single Sample, \$2 Men's or ladies' styles; order now. JACK EASTWOOD

694 1/2 Jefferson Chillicothe, Ohio

HERE IS SOMETHING NEW: A PLASTIC pellet gun at \$2.50 a dozen. Samples 25c postpaid. C. W. Plastic Co., 228 Coatsville Ave., Salt Lake City, Utah.

HOBBYISTS, DEALERS, MFRS. KLONDIKE 15,000 lbs. mixed jewelry parts and find-ings, swept from manufacturers' tables, also beads, pearls, stones, etc. 100 lb. lot, \$75; 50 lb. lot, \$50; 5 lb. lot, \$7.50. Sample lb., \$2. House of Ginsburg, 19 East 16 St., New York City 3, N. Y. ch

JOKERS FUN SHOPS—FULL CREDIT AL-lowed on items returned. Jobbers offer same to dealers. Eagle Specialty Co., Akron 14, O. mh24

MONEY IN MINUTES!

Even beginners scoop up big earnings with Elmira—the greeting line so beautiful, it sells by itself! Friends, neighbors—even perfect strangers want to see and buy from Elmira's exciting array of all-occasion greeting cards, personalized stationery, napkins and gift wraps. Look no further—Elmira gives you everything to make your Extra-Money dream come true! Send today for free Samples, Catalog, Assortments on approval, request Elmira's Fund-Raising Plan for Churches and Clubs! Elmira Greet-ing Card Co., Dept. 104, Elmira, N. Y. fe25

NEW GENERAL, RELIGIOUS, COMEDY 7"x11" Signs; cost 7c, sell 50c. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 914, New York 3. fe25-ch

NEW LOW PRICES. LIGHT REFLECTING signs; red hot and sensible. 7"x11", il-lustrated color blended; 2,000 varieties. 10c for sample. Koehler, 335 Goetz St. Louis 23, Mo. fe25

NOTICE: LADIES' NYLONS, \$3 DOZEN; sheerest, fancy pack, light & dark brown shades; one bargain store sold over 3,000 doz. last year; agents, pitchmen sell every-where. We also manufacture a sensational four colored bed spread on the family plan; no overhead, no labor cost; this large heavy, allover chenille spread with a three part-colored Peacock design brings re-peat orders everywhere. Send \$4.50 for sample. Ladies' Nylon hosiery \$5.01 is our best repeat number. Some customers have used this number for 5 years; be sure and immediately, Sibert Mill, Chattanooga 4, Tennessee. ch-1fn

PLASTIC SHOWER CAP! ATTRACTIVE, useful, effective plastic shower cap. May also be used very effectively while dusting. Price only 25c. M. Seaman, Box 8237, Tampa 4, Fla.

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1956 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary, costs nothing to try, write today for sample. Ladies' Nylon hosiery \$5.01 is our best repeat number. Some customers have used this number for 5 years; be sure and immediately, Sibert Mill, Chattanooga 4, Tennessee. ch-1fn

TICKETS TO HEAVEN, HOTTEST NOV-ember 1956! Everyone wants one. 12 samples, \$1 postpaid. Goldenwest Spe-cialty, Wilder, Idaho.

ANIMALS, BIRDS, PETS

A LIVING COLOR CHANGING AMERICAN Chameleon sells on sight for 50c to a dollar. No delay. McDougall Snake Farm, Laplace, La.

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses, trout world. Marine Enterprises, Inc., Hermosa Beach, Calif.

CHIMPANZEE 4 1/2 YEARS OLD, MALE, highly trained. Anyone can handle. A wide repertoire. Will ship c.o.d. Phone 2344, G. S. Eagleson, Allendale, S. C.

LARGE FRESH CAUGHT RATTLESN, 75 cents lb.; Bobcat \$20; Silver tip Badgers, \$20; large Indigo, \$10. The Lost Jungles, c/o Dr. C. R. Wildes, Rt. 3, Box 1114, Mission, Tex. fe25

SHOWMEN-ZOOS: WE ARE IMPORTING the Giant Cuban Chameleons, \$3.50; Suri-name Toads; Three-eyed Lizards (Diophris); Giant Boas and Anacondas; Palm Vipers; Tropical Bird Eating Spiders; Giant Vipers; Icaro Scorpions and Centipedes and other for free illustrations and list of our mounted specimens also. Write Ross Allen's Whole-sale Division, 1112 North Miami Avenue, Miami, Fla. or wire Ross Allen, Miami, Fla. Visit the Reptile Institute at Silver Springs, Fla.

TWO DOG ACT COMPLETE ROUTINES. 2 separate doing several tricks. Alfreita, Box 147, New Cumberland, Pa.

YOUNG CHIMPANZES, ABSOLUTELY tame, males or females, \$700 each; size from 12 to 15 pounds up; now is the time to work younger animals into your act. Educated Chimps, Box 4883, Pensacola, Fla.

BUSINESS OPPORTUNITIES

BEACON RAY REVOLVING LIGHT. LIT-erature on request. M. R. Levy, 708 N. Willow Ave., Tampa, Fla.

DANCE STUDIO FOR SALE IN HARLEM. Fully equipped, modern, profitable. Part-ners disagree. Very reasonable. Write Box 39, Billboard, 1564 Broadway, New York 36.

FRENCH FIRM NEEDING HARD CUP-erity to pay U. S. made jukes, sacrifices 5,000 bottles genuine perfume; U. S. retail value, \$9. Remit \$3 for sample, bottle in-cluding freight to U. S. Ets. Starr, 36 Rue Sedaine, Paris XI, France.

FROZEN CUSTARD TRAILER, 18 FT., ALL steel, screened serving counter, walk-in cooler, wash sink, hot water system, wired 110 and 220 volts, fluorescent lighting, roof sign, flood lights, freezer and compressor. Custom Bilt Body, Inc., Camp Road, White-burg, N. Y. Phone Emerson 5573. fe18

GARDEN GOLF, FASCINATING FUN. POP-ular international sport, profitable busi-ness. Golf supplies. Write S. Brockway, 112 Broadway, Seaside, Ore. mh10

JAPAN DIRECTORY, AMERICAN EXPORT-ers inside Japan. Plus Japan opportunity mail. Just \$1 today. Nippon Annal, 920 3rd Ave., Seattle 4, Wash. mh3

JAPAN DIRECTORY, 100 AMERICAN EX-ports inside Japan. Send \$1 today. Nip-pon Annal, 920 3rd Ave., Box 739-B, Seattle, Washington. fe18

LIST OF FOREIGN FIRMS SEEKING agents for their products, \$2. Max Salts-man, Dept. Billboard, 7635 Hinds Ave., North Hollywood, Calif. mh3

PHOTO GALLERY — OUTSTANDING, flashy. Due to death of owner (Don Ricardo) widow will sacrifice for quick sale. Contact T. For, R 1, Box 21, Knox, Indiana.

PUBLISH YOUR OWN MAGAZINE FOR less than \$5 monthly. Samples, details, 25c. S. J. Distributors, 1120 Chestnut, Vineland, N. J.

SMALL CARNIVAL PLASTER MANUFAC-turing lamps, figurines; will sell as whole or piecemeal. Send quarter for illustrated catalog. Valents, Perry, N. Y. fe25

SOFT ICE CREAM EQUIPMENT, LIKE new; 2 Eagle freezers, soda fountain, walk-in refrigerator, etc. Frank Gosselin, 23 Curve St., Bedford, Mass. mh10

THERE'S BUCKS IN BUCKSKIN. SEND 50c stones for Buckskin drawing money pouch and wholesale catalog. Berman Buck-skin Co., Dept. 40, Mpls., Minn. mh10

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ATTRACTIVE CURTAINS, BARGAINS. Ten different (81"x36") flashy, each \$40. Bundle Claron odds ends, \$7; Red Wigs (new), \$4; Orchestra Coats, Trousers, \$4. Wallace, 2453 N. Halsted, Chicago.

BEADS, JEWELS, PEARLS, RHINE-stones for your costumes, send for cat-alog. Bead & Trimming Mart, 129 South Fairfax, Los Angeles 36, Calif. fe18

PANEL & BRA \$5; BALLY CAPES, \$5; Girl Show, Bally, Strip, Minstrel, Clown Suits, Wigs, white Orchestra Coats, Tuxedos, Derbyes, Top Hats, Rhinestones, Plumes, Free List. Le Roy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

FOOD AND DRINK CONCESSION SUPPLIES

NEW TOLEDO MODEL 50 COTTON FLOSS Machine, used only 3 weeks, perfect con-dition, \$150. P. O. Box 1156, Station A, Fort Smith, Ark.

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ADULT CHAIR-O-PLANE, SMITH MAKE, new, \$600. Concession Trailer, 3'x8", like new, \$235. W. R. Aley, 5337 Middleton Lane Southeast, Washington 22, D. C.

ELI FERRIS WHEEL NO. 3, 12 KIDDIE Rides, Mechanical Show, Concession Trailer with Coin, Floss, Snow, Roother, Grille. Carnival equipment. Collins Rides, Kearney, Neb.

4,000 SQ. FT. USED 33 3/2 MAPLE FLOOR-ing in good condition. First \$650. K. Anker, 235 Mally, San Antonio, Tex.

FOR SALE—PORTABLE SKATING RINK, fully equipped; 70 pair Boot Skates; 100 pair Clamps-on; practically new tent 40x80, bargain, \$2,000. George Worsham, Gailin-burg, Tenn. Phone 1823.

FOR SALE—KIDDIE MERRY-GO-ROUND. Like new. E. H. Moser, Colome, S. D.

5 BULL PEN GAMES—EXCELLENT CON-dition, used only two years, will sell for less than half original cost. M. Plesien, 147 Fourth Ave., New York 3, N. Y.

55 ARCADE MACHINES, \$250. 40 IN WORK-ing order. Want to buy Flying Scooter, Henry Brumm, 15810 Riverdale, Detroit 23, Michigan.

G-12 MINIATURE TRAIN, ENGINE, 3 Cars, 180 ft. Track, complete with new quick load special trailer. Reason for sell-ing, Bot. G-16. T. E. Spackman, Indiana Beach, Monticello, Ind. np

G-12 MINIATURE TRAIN, EXCELLENT condition, complete, \$1,800 cash; Bulgy, new, (used three months), \$3,000 cash. Happyland, 709 DeSoto Dr., Palo Alto, California. DA 2-0974. fe18

LITTLE PET CHILDREN'S RIDE, TEN seats, new condition; or trade for small show. Stannel's Shows, Montevideo, Minn.

MANUFACTURER, REPAIR, TRADE ANY-thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. mh3

NEW CANDY APPLE STANDS WITH burners, 16" diameter, \$25; recon-ditioned Star Electric Giant Poppers, \$95; new 8 oz. automatic popcorn boxes, \$5.95 per 1,000; limited quantities. Poppers Sup-ply Co. of Phila., 1211 N. 2d St., Phila. 22, Pennsylvania.

PARKER FERRIS WHEEL, 34 FOOT, 8 seat adult size, gasoline power; with semi-trailer, all in good operating con-dition. Winner Amusements, Sharpsville, Pennsylvania.

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Dependable — e f f i c i e n t Makes DIRECT POSITIVE pic-tures in 3 min-utes. Cameras in 21 styles for any size photo. Booths are at-tractive, easy to transport and quickly as-ssembled. Sim-ple instructions. Fully guaranteed.

Also portable cameras. Write for details. **P.D.Q. CAMERA CO.** 1546 W. Cortez Chicago 22, Ill.



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FROM K. C. WAREHOUSE
No. 4613—27" Bear ... \$21.50 per doz.
No. 4615—30" Bear ... 25.60 per doz.
No. 4652—16" Sitting Poodle
Dog with hat and chain 17.25 per doz.
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same as 4652 17.25 per doz.

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No. 7328—27" Bear ... \$21.50 per doz.
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No. 7332—16" Poodle Dog with
lead ribbon and chain 14.90 per doz.

Wisconsin DeLuxe Co.

1902 No. 3rd St., Milwaukee 12, Wis.

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World's Smallest Pistol
COMPLETE WITH RAMPED AND YOUR
CHOICE OF LEATHER HOLSTER OR BLANK

ACTUAL SIZE
Dealer's \$1200
List ... \$1.95 ea.
Actually shoots blanks
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DISPLAY CARD
MOVES 'EM FAST

Jobbers, Distributors,
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Fully Automatic
No Clip Action
Press Top To Write
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\$18.72 per gross
REFILLS, \$7.20 GR.
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No Clip Action
Press Top To Write
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REFILLS, \$7.20 GR.
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Copyr't, Record Format, '56 Convention Spark MOA Meet

Miller, Levine Prep D. C. Plans;
Group Eyes New 'Miss Juke' Rules

CHICAGO, Feb. 11.—Copyright legislation, a format for a new operator-sponsored record company and plans for Music Operators of America's 1956 convention dominated a three-day advisory committee meeting at the Morrison Hotel here this week (6-8).

The seven-man panel aired copyright legislation and methods to combat it, heard from Barney Young and Irving Gwartz, who were to head a proposed operator-owned diskery, and began laying the ground work for the convention, scheduling meeting hours, planning special events, appointing committees and setting up an MOA convention headquarters in Chicago a month in advance of the convention.

Sidney Levine, legal counsel of MOA, headed the discussions regarding legislation aimed at removing the juke box exemption from the 1909 Copyright Act. Levine told members that they were going to have to fight twice as hard this

year, urged them to contact operators in their local associations and point out the advantages of contacting by letter and mail as many congressmen as possible.

Miller, Levine to D.C.

Both George A. Miller, president of MOA, and Levine, left for Washington Friday (10) in an effort to postpone copyright hearings until after the convention, which is scheduled May 6-8.

Levine and Miller said that they would make a special point of contacting Rep. Edwin E. Willis (D., La.), chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, to ask that hearing dates be sched-

uled far enough in advance to give MOA time to prepare its defense.

Levine pointed out that when preparing for a hearing, time to arrange for witnesses, lawyers, funds, was vital.

Barney Young, who heads National Juke Box Music, and Irving Gwartz, who heads Paragon Records, were both on hand for the advisory meeting. Altho it was almost assured that Paragon Records was going to become an operator-owned record company, policy differences between the two men resulted in the plan going up in smoke (see separate story).

With regard to the convention, (Continued on page 123)

Wurlitzer's 100-Year Op Fete Aug. 23-25

Festivities From Midway to Broadway;
N. Y. Plant Is Site for 3-Day Program

NORTH TONAWANDA, N. Y., Feb. 11.—The Rudolph Wurlitzer Company announced this week that it will hold a giant three-day centennial celebration here, August 23-25, for music operators and their wives from all over the country.

The festivities, which will be staged primarily on the grounds surrounding the North Tonawanda plant, include everything from a carnival and midway to a current Broadway musical.

According to Bob Bear, phonograph sales manager, the event has been planned to keep operators and their wives on a whirl for the entire three days.

"All members of the Wurlitzer Centennial Club will be invited to attend," Bear said. He pointed out that because distributors in various sections of the country were handling club memberships differently, operators were being requested to contact their local dealers for information.

Big Agenda

The three-day program, tho still not completed, now includes such entertainment as shore dinners and barbecues, sight-seeing trips to Niagara Falls, accommodations at the Hotel Statler in Buffalo, a carnival and midway, a Broadway musical, a mammoth stage show, several orchestras, prizes and a closing night banquet at the Statler.

To promote the event, Wurlitzer has introduced what it calls the "Wurlitzer Centennial Clarion." The Clarion, a four-page newspaper-size publication, was mailed to operators and distributors this week. Plans call for six issues in all, one each month until the celebration.

The Wurlitzer paper, in addition to pointing out the events to take place during the centennial pow-wow, also explains various departments of the North Tonawanda plant and introduces personnel.

The August event will in many ways be similar to the Wurlitzer get-together held at the plant in 1937. Entertainment at this earlier fete included a circus, big top and all.

Bear said, "We have had this get-together in the back of our minds for some time, and it seems most fitting that we repeat the event now in our centennial year."

Dime Play Test Is Started in Newark

Experiment Confined to Downtown Area;
Section-by-Section Conversion Planned

NEWARK, N. J., Feb. 11.—The first major effort to establish 10-cent juke box play here in more than a year is currently under way. The test, if successful, could result in the entire North Jersey area being on a dime basis.

The experiment is being confined to just a few square blocks in the business center of Newark, where 23 operators have about 150 pieces on location. Some 1,318 boxes are on location in the city.

An operator spokesman said that the city has been divided into six zones, with conversions being attempted on a zone-by-zone basis. He said that conversions began

EVEN STATES MUST PAY JUKE EXCISE TAXES

CHARLESTON, W. Va., Feb. 11.—According to a ruling by Assistant Attorney General Arch W. Riley, State agencies that operate juke boxes are classified as "doing business" and must pay a federal excise tax.

West Virginia Conservation Commissioner Carl J. Johnson had explained that his department received tax bills of \$10 for each of the past two fiscal years on an automatic phonograph operating in Babcock State Park.

"The music machine belongs to a company in Rainelle," Johnson explained, "and we question whether it is proper for us to pay this federal excise tax."

Assistant Attorney General Riley noted that a section of the Internal Revenue Code states that the tax is imposed on the owner of the premises where such a machine is located, rather than on the phonograph owner.

Wolfe Hosts Op Seeburg School For Ala.-Fla. Area

MONTGOMERY, Ala., Feb. 11.—Wolfe Distributing Company acted as host January 29 for a J. P. Seeburg Corporation operator service school at the Jefferson Davis Hotel, Montgomery, Ala.

The school was conducted for operators and servicemen of the Alabama and Northwest Florida areas by E. C. Blankenbeckler, Seeburg sales engineer.

Representing Wolfe Distributing Company, Birmingham, were H.C. Clarkson, general manager; R. E. Harris, J. R. Callans and H. Parker. R. Gibbons, Wolfe service manager, Jacksonville, Fla., assist-

(Continued on page 122)

U. S. Probes McHenry Juke Distribution

CHICAGO, Feb. 11.—The newly impaneled February federal grand jury here is investigating the distribution tactics of juke boxes in McHenry County.

Robert Ticken, U.S. attorney, disclosed the investigation has been undertaken to determine if there were any violations of the Hobbs (labor racketeering) Act in the placing of the machines in taverns, restaurants and resorts.

The inquiry centers around Joseph P. (Joey) Glimco, head of Local 777, Chicago Taxicab Drivers union, and Joseph Amato, president of the McHenry County Tobacco and Candy Company; Louis Cernocky and Howard Garnett, the latter two described as employees of Amato.

Of particular interest to the government is the manner in which two truck loads of phonographs were distributed by the Automatic Phonograph Distributing Company of Chicago. Glimco, according to an antitrust investigation, has been a top official in the firm.

The juke boxes were sent to Amato's firm, according to Ticken, and upon "orders" 30 McHenry operators replaced other phonographs with the machines sent by Automatic Phonograph Distributing Company.

Ticken stated the trade name of the machines, manufactured by the Automatic Musical Instruments, Inc., Grand Rapids, Mich., had been changed in transit.

In their appearance before the February grand jury this week, Amato, Garret and Cernocky refused to testify on the grounds that their testimony might tend to incriminate them.

Memphis Shows Less Jukes in '55 Than 1950

MEMPHIS, Feb. 11.—There are fewer juke boxes in operation in Memphis today than five years ago, Sloan O. Craig, collector of licenses and privileges, said today.

Craig said that his office issued 744 juke box licenses during the year ending December 31, 1955, and 833 in 1950.

He said that he thought there were two major factors responsible for the decrease:

1. The changeover from nickel to dime play here six months ago forced some operators to pull equipment from marginal locations which could not make the grade on dime play.

2. Increased taxes on dime play (Continued on page 122)

S. D. Op Group Elects Slate, Skeds PR Move

MOBRIDGE, S.D., Feb. 11.—The South Dakota Phonograph Operators' Association re-elected Gordon Stout, Pierre, as president of the group at its last meeting.

Other officers filling out the 1956 slate are Norman Gefke, vice-president; Harold Scott, secretary-treasurer; Tony Trucano, William Power, Mike Imig and Herman Warn, directors.

Members attending the meeting agreed to give an average day's earnings to the March of Dimes drive. Members were urged to support the Music Operators of America in its fight against possible unfavorable changes in the 1909 Copyright Act.

Burrell Brown and Inez Bratmoie, along with Scott, will act as hosts for the next meeting at Mobridge.

Canale Directs Memphis Assn. P-R Committee

MEMPHIS, Feb. 11.—Drew Canale, owner of Canale Amusement Company was elected chairman of a newly formed good will and public relations committee of the Memphis Music Operators' Association.



Drew Canale

In his new post, Canale plans to work closely with The Billboard's correspondent in gathering news of operator activities. He will name two committee members to work with him next week.

As a starter, Canale has suggested that the association donate wheel chairs and crutches to needy children.

The public relations committee was primarily the idea of Allen Dixon, president of the association, and Clarence Camp, Southern Amusement Company.

10-Cent Play Slow in Maine

BOSTON, Feb. 11.—Guy E. Durgin, who operates a game and music route in Presque Isle, Me., in partnership with Charlie Noyes, reported that dime play is progressing slowly in the Pine Tree State. Durgin and Noyes were here Thursday and Friday (9 and 10) to attend the Associated Amusements service school and showings (see separate story).

Durgin said that dime play seems to be doing all right in locations which have dancing, but is making little headway in bar stops.

He added that pool tables have been slow in catching on in Maine, but that pins, at 5-cent play, are consistent earners.

Revenue, Durgin said, depends largely on the potato crop in his area, Aroostook. Right now, he added, the spud farmers are doing okay, so takes are holding up.

Durgin and Noyes operate 100 pieces, with top locations on two air bases, Loring and Presque Isle.



THE SEVEN-MAN ADVISORY COMMITTEE of Music Operators of America gathered at the Morrison Hotel in Chicago last week to plan the national association's defenses regarding copyright legislation, to air an operator-sponsored record company and to plan its annual convention. Grouped around the conference table (l. to r.) are Martin Britz (Montana), Sidney Levine (New York), George A. Miller (California), Harry Snodgrass (New Mexico), Les Montooth (Illinois), Clint Pierce (Wisconsin) and Al Denver (New York).



**When not just
any music
will do...**

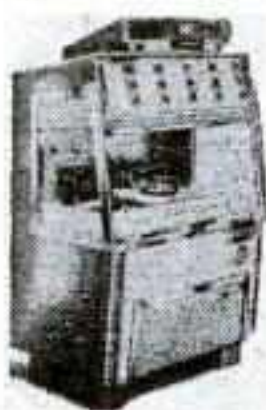
If yours are spots where customers take their eating and drinking seriously, not just any kind of music will do.

Paying customers the compliment of having the best in sound pays your locations much more than the coins in their cashbox.

Good spenders linger longer where the music makes lingering... and spending... a pleasure.

To be sure... only AMI with multi-horn high-fidelity, makes the superior, *live* kind of sound... and *that* makes customers make a habit of your locations.

It's easy to get the proof... just call your AMI distributor... and let *your* ears decide! Or... write direct to the AMI factory for full information today.



AMI Incorporated

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

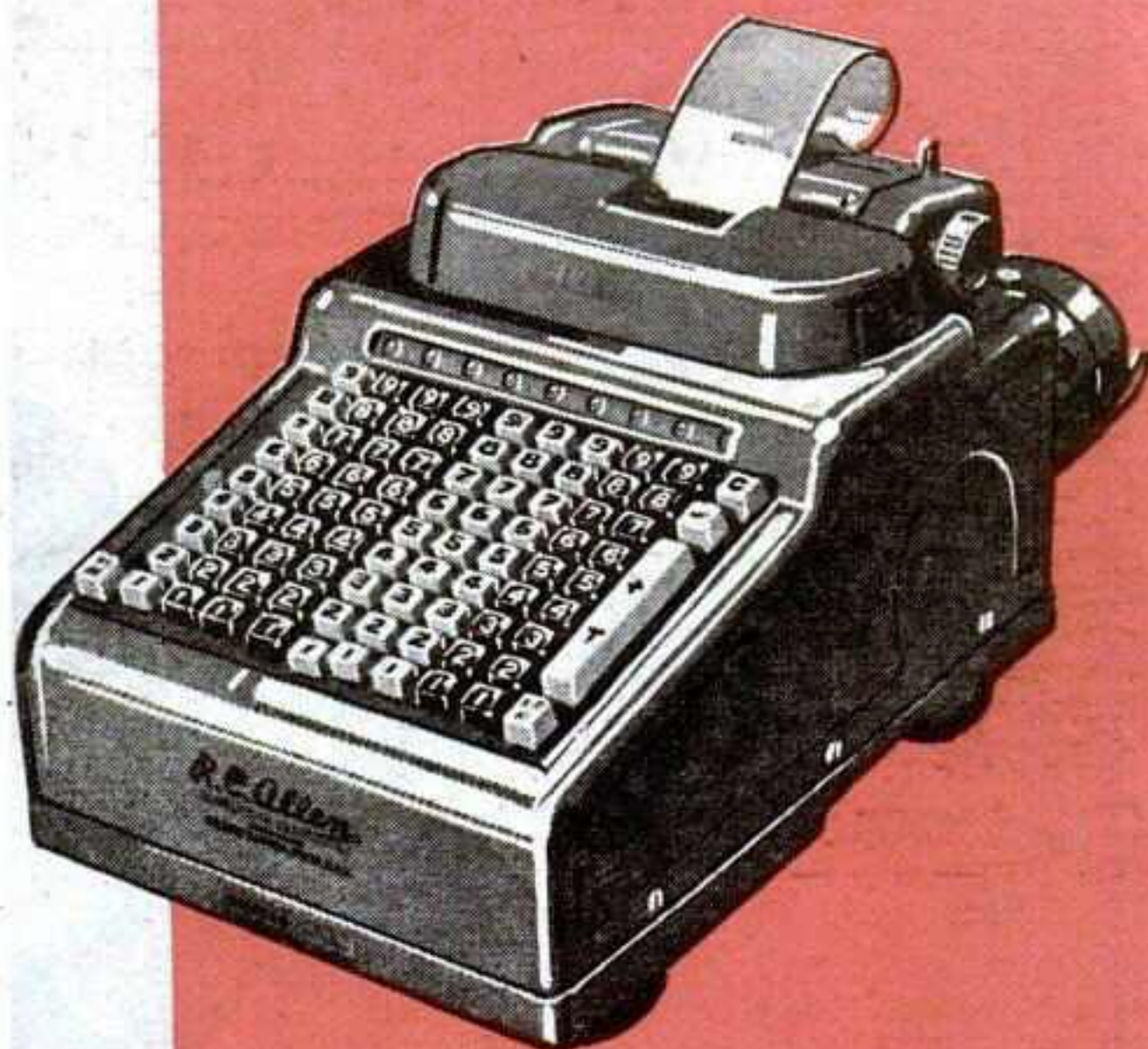
Originator of the automatic selective juke box in 1927.
Model "G"—120, 80, 40 selections for more plays in less time.



Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1, England—building the BAL-AMI Juke Box

THE RECORDS IT IS ESTABLISHING FOR MAKING MONEY



HAVE YOU PLAYED "GEE, DAD,
IT'S A WURLITZER"?
(Bee-Jay Records, California)

ARE AS GOOD TO LISTEN TO AS THE RECORDS IT PLAYS

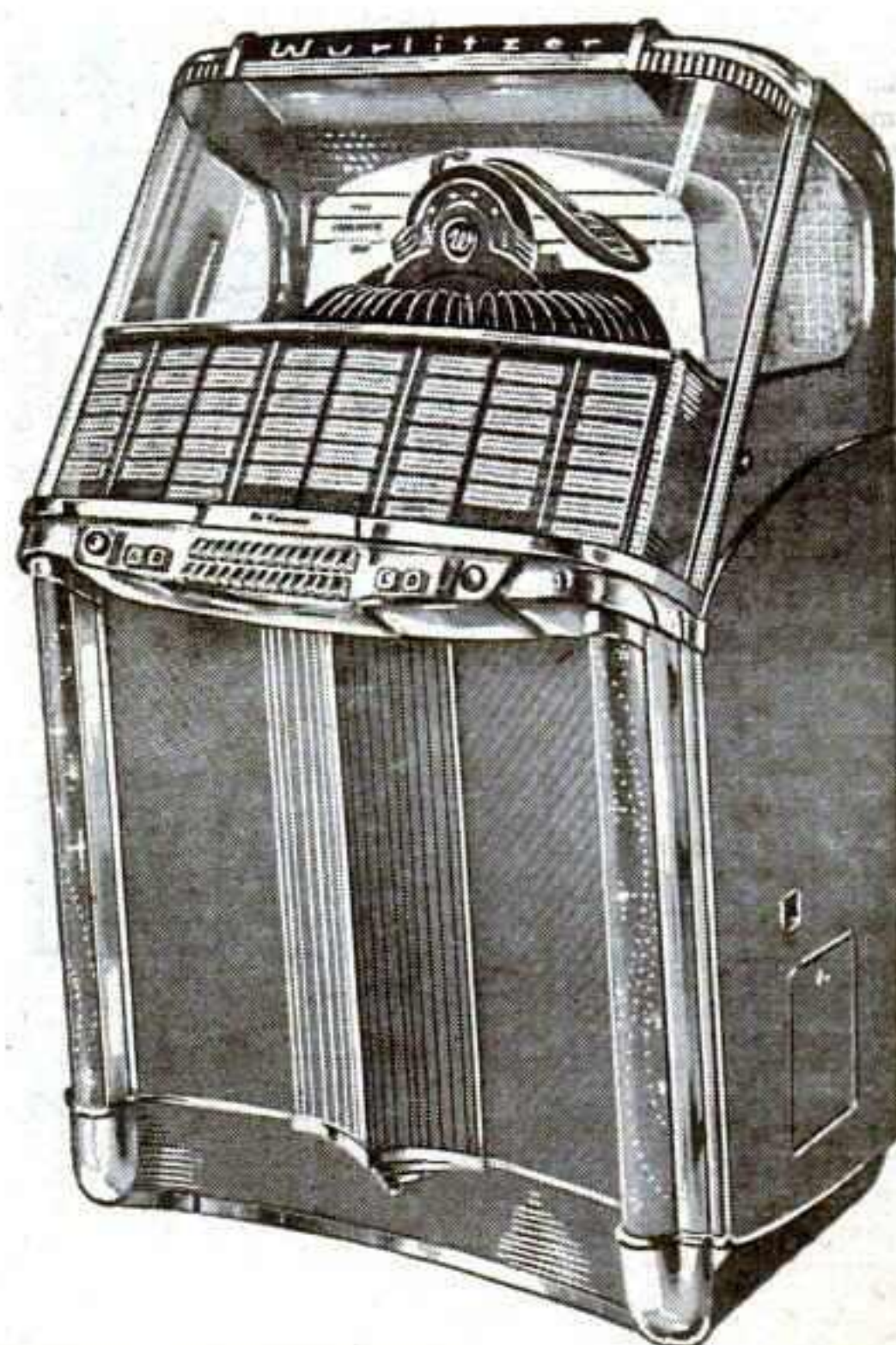
The sound of "TAKE" tallies on a busy adding machine makes mighty sweet listening. That's the kind of "music" that the amazing Wurlitzer Centennial Model 1900 is making all over the country. The reason is easy to understand. It's packed with stop-look-and-play appeal that customers can't resist. See it and hear it yourself. You'll discover why the many new features of the Wurlitzer Centennial add up to the biggest profit ever for you!



WURLITZER
Centennial
MODEL 1900

HIGHLIGHTING 100 YEARS
OF MUSICAL ACHIEVEMENT

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK



COINMEN YOU KNOW

Chicago

By KEN KNAUF

EXHIBIT ON NIGHT SHIFT. Exhibit Supply installed a night shift at its plant this week in an effort to catch up on pool game orders. Actually, however, Frank Mencuri, vice-president and director of sales, hopes that orders will continue to come in to the extent that the firm will never quite catch up. . . . George Kozy, sales manager, A.B.T. Manufacturing Corporation, recently celebrated his 10th anniversary in the coin machine business.

Sam Wolberg, Chicago Coin Machine Company co-head, is back at the office following his Florida vacation, and pleased with the demand for the firm's new pool games. Ed Levin, director of sales, relates Abe Sussman, State Music Company, Dallas, on the phone every day for more and more pool tables. George Wrenn, Chicago Coin sales representative, has been making the rounds of the Texas distributors and operators.

Sam Stern, executive vice-president, Williams Manufacturing Company, was in Baltimore during the week for the Baltimore operators' annual meet. Art Weinand, Williams sales manager, busy on the phone describing features of the nine different pool games produced by the firm. . . . Harry Snodgrass, Border Sunshine Novelty, Albuquerque, N. Mex., visited at the J. H. Keeney & Company offices this week. Paul Huebsch, Keeney general sales manager, currently has Bill Coan spotted in Kansas City, Mo., Bill Bolles in Pittsburgh, and V. N. Allbritton in New Orleans, while Tom McCormack is now back at the Chicago office.

Irving Morris, Irving Morris Distributing Company, Newark, N. J., dropped in at the United Manufacturing Company plant this week. Bill DeSelm, United sales manager, reports roadman John Casola ran into the big snow in the Southwest, and had trouble navigating from New Mexico to Dallas. Al Thoeke is representing United on the West Coast for a few weeks, presently camping at Los Angeles.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, spent some time in the hospital this week, and is now recovering at his home. Avron Gensburg, Genco vice-president, was busier than usual in the plant experimental department. Sales Manager

(Continued on page 108)

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

February 14—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.

February 20—Worcester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

February 21—Chicago Independent Amusement Association, monthly meeting, Pine Room, Congress Hotel.

February 25—Region IV National Automatic Merchandising Association, regional meeting, Biltmore Hotel, Atlanta.

February 25—National Automatic Merchandising Association, regional meeting (IV), Biltmore Hotel, Atlanta.

February 25-26—Kansas Music Association, monthly meeting, site to be announced.

February 27—Central States Phonograph Operators' Association, monthly meeting, office of Les Montooth, Peoria, Ill.

February 28—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.

March 1—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

March 3-4—Nebraska Music Guild, quarterly convention, Evans Hotel, Columbus.

March 6—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

March 6—Washington Music Merchants' Association, monthly meeting, Seattle.

March 6—West Virginia Music Operators' Association, monthly meeting, Richmond.

March 6—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

March 7—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer Company, Mishawaka, Ind.

March 7—Summit County Music Operators' Association, monthly meeting, Akron.

March 8—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

March 9—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

March 10—National Automatic Merchandising Association, regional meeting (VI), Congress Hotel, Chicago.

March 10—Regional VI National Automatic Merchandising Association, regional meeting, Congress Hotel, Chicago.

March 12—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

March 12—National Association of Tobacco Distributors, annual convention, Conrad Hilton, Chicago.

March 17—California Music Merchants' Association, annual banquet, Los Angeles. Site to be announced.

March 24—National Automatic Merchandising Association, regional meeting (IX), Baker Hotel, Dallas.

March 24—Region IX National Automatic Merchandising Association, regional meeting, Baker Hotel, Dallas.

April 1—West Virginia Music Operators' Association, board of directors meeting, Daniel Boone Hotel, Charleston.

April 7—Region V National Automatic Merchandising Association, regional meeting, Sheraton-Cadillac, Detroit.

April 21—Regions I, II, III National Automatic Merchandising Association, regional meeting, Bellevue-Stratford, Philadelphia.

May 5—Region I National Automatic Merchandising Association, regional meeting, Sheraton Plaza Hotel, Boston.

May 6-8—Music Operators of America, annual convention, Morrison Hotel, Chicago.

May 10-13—National Vendors' Association, annual convention, Morrison Hotel, Chicago.

May 19—Region VIII National Automatic Merchandising Association, regional meeting, President Hotel, Kansas City, Mo.

Mass. Solon Calls for Sun. License Removal

BOSTON, Feb. 11.—Massachusetts juke box operators have acquired a potent champion in their struggle to have double taxation on Sunday play removed. He is Representative Leo Sontag of the General Court, sponsor of House Bill No. 972, which would remove the State license for Sunday juke box performance.

Currently, the State places a tax of \$2 a Sunday or \$50 a year on locations which have a juke box in operation on Sundays. In addition, most municipalities levy special Sunday juke box taxes. Thus, in Boston, the tax is \$2 a Sunday on the State level and \$2 a Sunday on the municipal level. In other communities it's higher.

Ironically enough, many operators would prefer to have an outright ban on Sunday play than the current licensing arrangement. Many locations just don't bring in \$4 worth of revenue on a Sunday. Figure in the cost of servicing, and the Sunday operation becomes a loss. Besides, operators like a day off once in a while.

Fear of Competitor

Many operators, tho, pay the Sunday fees because they fear that if they don't, their competitors will. Hence, the license fees are often shelled out merely because the operator may feel it's the only way to hold the stop.

Speaking before members of the Eastern Massachusetts Music Operators' Association at the Hotel Beaconsfield, Brookline, Thursday (9), Sontag said that some 600 locations are licensed for Sunday play and that the total revenue to the State is \$30,000.

He adds that while \$30,000 is only a drop in the bucket as far as the Commonwealth of Massachusetts is concerned, and that the cost of administration eats up a good chunk of that \$30,000, the fees could mean the difference between profit and loss for a lot of operators.

Danger of Increase

Furthermore, he added, as long as the law is on the books, the Legislature can always increase the tax when they seek additional revenue.

Pressure against removal of the

Sunday license fee, he said, has come from two sources, church groups and musicians. The former, he explained, feel that the fees reduce the number of locations that offer Sunday music.

However, said Sontag, it doesn't work out that way. The operators continue to keep the juke boxes going on Sunday, they just do so at little or no profit.

Musicians, he continued, feel that less live music will be used if the fee is abolished.

Sontag added that the licensing of juke boxes is a form of censor-

ship, as, in theory, licenses can be refused. They hardly ever are, tho. He urged association members to write, phone or visit members of the Committee on Mercantile Affairs, which is currently reporting on the bill.

ROCK-OLA

MODEL 1448

**Worth More
When You Buy It**

**Worth More
When You Trade It**



**DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED
IN THE BILLBOARD-AND ONLY IN THE BILLBOARD-LAST WEEK?**

MOA EXECS TO DISCUSS

COPYR'T AT CHI MEET. Advisory committee to plan defense against possible anti-juke box copyright bill, lay groundwork for 1956 convention, and Paragon Records program. (Page 68, The Billboard, February 11.)

POOL GAME ADAPTABLE

TO ALL LOCATIONS. Game can be played from four sides or one. Playing regulations also vary, including handicap playing with versatility building up interest. (Page 78, The Billboard, February 11.)

COUNTER CARDS BOOSTS

ONE-STOP SALES. Milwaukee record dealer develops a card "efficiency system" to inform juke box operators of top hits in three categories. Outlines benefits ops derive from plan. (Page 68, The Billboard, February 11.)

MILK VENDERS USED IN

DAIRY EXPANSION PROGRAM. Machines provide 24-hour service, seven days a week. Company officials explain highly satisfactory service, projected aims for further expansion. (Page 74, The Billboard, February 11.)

N. J. VENDING OPS WIN

COURT BATTLES. State operators continue to fight for rights to operate vending machines against bitter opposition of private enterprises and municipal authorities. Review of struggle discloses public supports operators. (Page 1, The Billboard, February 11.)

BULK VENDING A SERVICE.

Morry and Jack Cipinko, partners, outline ball gum vending business, including steps taken to build up a successful business of 1,000 venders. (Page 74, The Billboard, February 11.)

Memphis Distrib Seeks Birthdays

MEMPHIS, Feb. 11.—Edward H. Newell, partner and general manager of Williams Distributing Company, Wurlitzer outlet here, announced this week William's staffers were conducting a more than 300-operator personal information survey.

Newell said that field men were handing out blank forms asking for such information as birthdays, wives' names, anniversary dates, etc., for the purpose of remembering these occasions with cards.


Newell said that the Wurlitzer company was making the same type of survey thruout the country. Purpose is to promote good relations with operators.

AMO? AMI? AW WHAT'S THE DIF

BALTIMORE, Feb. 11.—A juke box manufacturer got an unexpected plug—and for free—at the recent dinner-dance of the Amusement Machine Operators' Association of Greater Baltimore. When George DeWitt, CBS-TV comic who acted as emcee, told the 600 operators and guests how happy he was to be at the affair, he decided to call the operator group by its popular name here—the AMO. Only it didn't come out that way. DeWitt paid tribute to "the wonderful people at AMI," much to the delight of Irvin Blumenfeld, local AMI distributor; Dave Rosen, Philadelphia AMI distributor; Barney Sugarman, New York AMI distributor, and Jack Mitnick, AMI's Eastern sales head.

IF YOU MISSED READING THE FEBRUARY 11 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD

Only The Billboard Gives You News While It's New



A CONTINUING STORY OF

Leadership

in Action

MOA Disk Plans Shift Again: Gwartz, Young Policy Split

Paragon Head Withdraws; Newly Proposed Firm to Release NJBM, ASCAP, BMI Tunes

• Continued from page 18

said that subscription forms would be mailed to operators later this month.

However, as with the first NJBM disk, MOA officials announced that operator commitments are not endorsed by MOA.

George A. Miller and Sidney Levine, president and legal counsel of MOA, respectively, stated that the operators were in no way required to subscribe to disks released by Barney Young's record company. They pointed out that the reason for Young's trying to get commitments was so that he would be able to judge initial pressing orders.

Savannah Ops Begin 10c Play Move March 1

SAVANNAH, Ga., Feb. 11.—Juke box operators from Savannah and Chatham County met here this week at the Mangor Hotel to discuss conversions to dime and three-quarter play on their phonographs.

Operators attending expressed opinions that the change was necessary to meet rising cost and would gain general public approval.

Some operators plan to begin converting March 1. The meeting was held to clarify any unforeseen problems that might arise.

Operators seemed pleased with results of the meeting, and voiced a vote of thanks to Jacksonville, Fla., operators who took time out from business to attend.

D. J. Barton, manager of Bush Distributing Company, Jacksonville, was chairman at the meeting. Operators accompanying Barton were Billy Valentine, Maurice Tatum and Bud K. Reichel, all of Jacksonville.

Savannah operators present included Sam Goldberg, Novelty Amuse-U Company; O. J. Mullinax, Oglethorpe Vending; Jimmy Dukes, Dukes Phonographs; Crash Hopkins, Crescent Amusement Company; Fred Knight, Knight Amusement Company; Pop Hermetet, Frenchy Amusement Company, and Arthur Acrafiotis Amusement Company.

Urge Mass. Ops Back State Juke Exemption

BOSTON, Feb. 11.—Lucius F. Foster, executive director of the Eastern Massachusetts Music Operators' Association, urged Bay State operators to support Massachusetts House Bill No. 700. The

Propose \$100 Fee In S. Calif. City

LOS ANGELES, Feb. 11.—Music operators in suburban Baldwin Park face an annual per juke box license fee increase of \$90 if city fathers there uphold a newly proposed \$100 assessment.

The proposed increase was introduced when Baldwin Park incorporated into a city, divorcing itself from metropolitan Los Angeles. Average fees throughout Southern California are \$10 per machine, though there are some cities which have a fee slightly higher.

The proposed fee in Baldwin Park will be vigorously opposed by local operators and the Los Angeles division of the California Music Merchants' Association.

Amusement machines in Baldwin Park were proposed to be taxed at \$96 per year.

Young said that he expected initial orders to be between 20,000 and 30,000. He said that about 5,000 records would be earmarked for disk jockey distribution.

He also stated that he would begin lining up personnel to work out national distribution for the records just as soon as he got back to New York.

NJBM Intact

National Juke Box Music, which was first introduced to operators during the 1954 MOA convention and which is basically a third performance rights society, is still intact and still has MOA's full support.

Miller and Levine said that the reason for releasing records with ASCAP and BMI tunes as well as NJBM tunes is to insure operators with as wide a variety of material as possible.

The records might feature an ASCAP or BMI tune on one side and an NJBM tune on the other, or it may feature two NJBM tunes.

A record will never be released without at least one NJBM copyrighted tune.

Miller said that the biggest job ahead for NJBM was to build a strong library of tunes so that operators could use NJBM as a hedge in the event the juke box exemption was ever removed from the 1909 Copyright Act.

Regarding the one-year stock buying option extended to operators, Miller said that its purpose was to give MOA members time to discuss an operator-owned diskery at the convention.

Should operators green-light the plan, Miller added, stock rights and prices would still have to be worked out. "However, at least 51 per cent of the corporation would be available to MOA members," he stated.

Young said that the stock would probably be priced at \$1 par per share, with a maximum \$100 limit per operator.

The artist and tunes to be featured on the first record is still undecided, Young said.

Baltimore Coinmen Ride on Wave Of Prosperity; Pinballs Rule Roost

Juke Boxes, Regarded as Adjunct to Pins, Seen as Big Earners in Their Own Right

BALTIMORE, Feb. 11.—Coin machine operators in this metropolitan area of 1,500,000 gathered last week for the eighth annual dinner-dance of the Amusement Machine Operators' Association of Greater Baltimore (see separate story), are currently experiencing the healthiest times in their history.

It's a prosperity founded largely on pinball machines, but other games and coin music are also more than holding their ends.

The situation here is unlike that which exists in other major cities—like New York, Philadelphia and Boston—along the eastern seaboard. In these metropolitan centers, some operators handle games exclusively, others specialize in music, and still others operate both.

No Specialists

In Baltimore there are hardly

any music operators as such. The typical operator will have his major investment in pins and will handle music as an accommodation. He will generally handle shuffle bowlers and pool tables, too, if he has the locations.

This doesn't mean that Baltimore isn't a good juke box town. It is estimated that about 5,000 boxes are on location in the county, which figures a good deal higher,

in ratio to population, than for the country as a whole.

Dime play has made comparatively little headway here. One coin executive estimated that only 5 per cent of the locations here are on 10 cents. Another placed the figure as high as 15 per cent. But the consensus is around 10 per cent.

Dime Play Push

The first effort to convert to dime play was made about a year ago, when operators took space in the daily newspapers to explain why the change was necessary, upgraded equipment on converted stops, and utilized EP's in the conversion process.

These are the traditional steps that make for successful conversion. But somehow it didn't work. Some operators went to dime play, but offered five selections for 25 cents. Most operators converted some of their locations—mostly transient stops—but the movement never really took hold.

According to a local distributor, the healthy takes of the pinball games were a big factor in slowing up the movement to dime play.

Objections

He explained that as virtually all operators have pins on the same locations as their juke boxes—and as pins account for more revenue—they fear that dime play might re-

(Continued on page 110)

United, Inc., Gets Unexpected Boosts On 1900 Showings

MILWAUKEE, Feb. 11.—Three unexpected events—a tavern owners' meeting, a newspaper plug and a big radio boost—resulted in two highly successful operator showings of the Wurlitzer Model 1900 for United, Inc.

United, which has now staged three weeks of new model showings in Wisconsin and Michigan, moved equipment and personnel to Stevens Point, Wis., and Iron River, Mich., last week and held its fourth and fifth events.

In Stevens Point, the showing was held at the Whiting Hotel and, according to President Harry Jacobs, Jr., and sales representative Woody Johnson, of United, it coincided with a meeting of the Portage County Tavern Operators' League. As a result, several hundred tavern owners viewed the new Wurlitzer along with operators.

In Iron River, the unveiling received an unexpected blast of publicity via newspaper and radio. Newspaper headlines announced "Elaborate New Juke Box Arrives for Showing." In addition, a 15-minute radio program was devoted to news about the new juke box, about the background of the juke box business and about the Wurlitzer Company's centennial celebration.

On hand to greet operators along with Jacobs and Johnson were Bert Davidson and Ried Whipple, both of Wurlitzer.

Among the operators on hand at the Stevens Point event were George Fix, Bernard Groschen, Paul Mancheski and his son, James, Floyd Bidwell, Clint Stoll, Al

(Continued on page 123)

A 'DRAGNET' SERVICE CALL

MILWAUKEE, Feb. 11.—Juke box service must be fast these days, even if it means calling out a police dragnet.

And that's just what Harry Jacobs Jr., head of United, Inc., Wurlitzer distributor, did when he received a call from a Wisconsin coinman. A quick call to the Wisconsin State Police asking them to be on the lookout for United's service truck brought five-minute results.

Woody Johnson, who had been driving the truck, was picked up by a State Trooper and told to call his office. He did and in a couple of hours he was outside the office of the coinman who put in the call for service.

'Great Pretender' Picked by MOA On Radio Show

NEW YORK, Feb. 11.—For the second straight week, "The Great Pretender," with The Platters on Mercury, was selected as the nation's top juke box tune on "National Juke Box," the ABC radio network program prepared by the Music Operators of America.

Appearing on tonight's (11) pro-

(Continued on page 123)

R&B DEMAND

Beer City Ops Agree: Public Calls the Tune

MILWAUKEE, Feb. 11.—Rhythm and blues records are becoming increasingly important to juke box operators here in the Beer City. According to a spot check of operators made by The Billboard public popularity of r.&b. tunes has resulted in a sudden increase in juke box play.

Operators chalked the new r.&b. interest up to heavy promotional efforts made by leading record shops and a few new r.&b. deejay radio shows.

Barney Kuehn, head of the Music Mart, stepped up his r.&b. activities a few months ago, started advertising on the local Chet Dunaway disk show over WRIT. "The air plugs," Kuehn said, "have succeeded in directing an increasing flow of record fans to our shop and stirred considerable r.&b. interest among the public and operators."

DJ Shows

Kuehn explained that operators listen to the local deejay shows regularly and sample all records plugged heavily.

Radio Doctors, busy downtown one-stop, has also increased its r.&b. and jazz promotion. Buyer Stu Glassman has built himself a reputation as a jazz authority.

But while collections are climbing on machines featuring r.&b. tunes, operators have found the trend a new programming problem.

Doug Opitz, head of Hilltop Coin Machine Company, said: "There are so many small, independent labels constantly coming out in the rhythm and blues field that you have to be able to look in six

(Continued on page 113)

Boost Sales, Net Earnings At Wurlitzer

CHICAGO, Feb. 11.—Sales of The Rudolph Wurlitzer Company rose to \$9,601,869 during the third quarter (October, November and December) compared with \$9,551,869 for the same quarter last year, R. C. Roling, president, announced here this week.

Net earnings of the firm during the same quarter increased 15 per cent, totaled \$224,586 or 29 cents a share, compared with \$212,242 or 25 cents a share last year.

Roling said that sales of civilian products for the quarter were up 16 per cent and defense products down 73 per cent.

"Notwithstanding the substantial reduction in sales of defense products," Roling said, "sales for the first nine months (April to December inclusive) were \$25,782,776, compared with \$28,151,503 last year."

"Business continues to be good and we expect sales and earnings for the fourth quarter (January-March) to be satisfactory."



ALL COLLECTIONS TO POLIO. Three local coinmen (l. to r.), Walter Hemple, president of the Los Angeles Division of the California Music Merchants' Association; Wayne Copeland, of the Sierre Distributing Company, and Al Cohn, CMMA director, viewing a phonograph installed in one of L. A.'s downtown banks. All collections from the phonograph are being turned over to the March of Dimes campaign.

FEBRUARY 18, 1956

ADVANCE LIQUIDATED

Harmon Swings Into Progressive Program

WICHITA, Kan., Feb. 11.—Harmon Machine Company, Inc., is producing about 1,000 units a month of the vending machines it acquired in the purchase of Advance Machine Company, Chicago, last December.

Current production, according to Jack Harmon, vice-president, in-

Begin Repair Work on Ace Tobacco Firm

Company Hit by Fire; Damages Set at \$75,000

CLEVELAND, Feb. 11.—Remodeling work was under way today at the Ace Tobacco Company which was struck by fire last Thursday (2) causing damages estimated at \$75,000.

The 90-minute, smoldering two-alarm fire discovered at 7:59 p.m. caused an estimated \$40,000 damage to the two-story, brick building, and \$35,000 loss in cigarettes, cigars, matches and other merchandise, including vending machines, according to Assistant Fire Chief Frank J. Cooney.

Firemen, who kept the blaze confined to the second floor, were hampered by the huge clouds of smoke from smoldering cigarettes and cigars and the thousands of book of matches that went up in flames.

Louis B. Golden, 23202 Ranch Road, Beachwood, is the owner of the company.

Eastern Bows Sweep Style Vender in N. Y.

NEW YORK, Feb. 11.—Eastern Electric, Inc., today (11) took the wraps off its new sweep style cigarette vender, a 12-column unit which vends regulars, filters, kings and box packs in three price combinations. The unit is the same as the previous model internally, but the exterior features radical changes.

On hand to greet the estimated 100 operators who viewed the machine at the Wiener Sales Company here were Bill and Murray Wiener and Lou Jaffa, Eastern vice-president and sales manager.

Features of the new cabinet are the duo-tone color selection and the illuminated display case atop and slightly to the left of the vender.

Traveling Man

Jaffa has just returned from an 11,000-mile sales trip thru the United States and Canada, and plans to repeat the stint starting next week.

Next showing will be in Detroit, Friday and Saturday (17 and 18), with showings scheduled for Milwaukee, Kansas City, Dallas and Los Angeles. Jaffa will attend all.

Larry Reis, who developed the Lunch-O-Mat and later sold it to Eastern, has been named West Coast distributor for the Eastern cigarette and Lunch-O-Mat lines.

Jaffa said that the new Eastern cigarette machines will be shipped with dummy cigarette packs in the showcase, the operator is free to make any deal he sees fit for display.

Jaffa explained that he can either work with the cigarette companies, or he can sell the display space for advertising purposes.

cludes the comb; candy, cookie and cracker; cigarette; tissue; pencil and sanitary napkin machines, all single column units, and the Acme Electric Shocking unit.

"Advance Machine Company has been entirely liquidated," he disclosed. "Harmon Machine Company will manufacture venders developed by Advance under the original trade name."

It was originally announced that the 57-year-old Advance firm, one of the oldest in the industry, which was moved here with little interruption in production, would operate as a wholly-owned subsidiary of Harmon.

To Step Up Output

"We are planning to step up production as soon as we complete our program of appointing distributors and jobbers west of the Mississippi River," Harmon announced.

Advance, he said, had practically no distributors or jobbers in this area. Additional appointments also are to be made in the East.

"We have made a number of improvements on most of the machines," Harmon said, "and have assigned several engineers exclusively to developing new venders. At present we are working on several which we hope to introduce this year."

Further plans are now being made for a progressive trade paper advertising and promotion campaign, he revealed.

Harmon Machine Company was formed in 1930 and is a contract producer of tools, dies and airplane, air conditioner and stove parts.

IT'S SHADES OF HARRY HOUDINI

NEW ORLEANS, Feb. 11 —How did they do it?

That's the puzzle facing police here in the theft of 76 1/2 cases of cigarettes valued at \$9,447.54 from the General Weighing and Vending Company this week.

Police say entrance was gained by use of an acetylene torch to burn the padlock off freight entrance. And Leland Moran, co-owner, told police he found the padlock he put on the inside of the door intact.

On one point all agreed, the burglars ripped the locks off the five storage bins from which they took the smokes.

Chi Candy Club Sees Vend Films

CHICAGO, Feb. 11.—Eleven officials of Chicago vending companies were the guests of the Chicago Candy Club at its 1956 kickoff dinner (30) held in the American Furniture Mart.

Feature of the evening was the showing of two films—"Sell More Candy" and "Satisfaction Guaranteed"—depicting services provided thru vending machines.

The guests were: Bob Fagan and Chester Netko, Automatic Merchandising Company; Gene Chute, Mercury Confections; Don Hebert, Al Green Vending; Moe Clockner and Walter Price, Automatic Canteen Company of America; Heinz Jeske, Vend Way Merchandising; Ben Kaden and Frank Heinz, Kandy Kit Company; and Sam Kogan and Dell Bedord, Kandy Korner.

Candy Mfrs.' '56 Ad Budgets Set At \$50 Mil; NCA Skeds PR Drive

By BILL MASLOWE

NEXT WEEK: The Billboard will present the candy vending operators' share in this program.

CHICAGO, Feb. 11.—The confection industry is looking forward to its future growth and will invest millions of dollars in 1956 in a broad objective promotion campaign to create new sales.

Setting the pace for the two-pronged drive — advertising and public relations—will be 11 manufacturers who have budgeted \$18.7 million for national advertising. The industry as a whole is expected to spend more than \$50 million.

Supporting the advertising program will be a full-scale public relations campaign for the entire industry which was announced this week by the board of directors of the National Confectioners' Association and the executive committee of the Associated Retail Confectioners of the United States.

PR Program

The public relations-publicity program was prepared for the industry by Carl Byoir & Associates,

Inc., New York, one of the nation's leading public relations firm, in co-operation with the Confectionery Industry Promotion Committee.

Advertising, according to manufacturers, will be carried out on the local level as well as the national basis on television, radio, magazines, newspapers and billboards.

Major expenditure of the big 11 advertisers will be devoted to network television and radio programs and national magazines. Nine of the 11 have budgets of \$1,000,000 or more.

Heading the list is the William R. Wrigley Jr. Company with \$5,000,000. The others in order (Continued on page 114)

NAMA Gives Iowa Model Law Ideas

CHICAGO, Feb. 11.—Basic recommendations for a model statute to govern the sanitation standards for food and beverage vending machines were submitted to Iowa Department of Agriculture officials by the National Automatic Merchandising Association.

L. D. Liddy, chief of the dairy and food division, had requested NAMA and Iowa vending operators to co-operate with the department in setting up a proposed law

to be presented at the next session of the State Legislature January 1, 1957.

"We in Iowa are determined to establish high standards of sanitation, and fair licensing fees that will not in any way hinder the growth of the vending industry in the State," Liddy declared.

The State, he explained, wants to retain jurisdiction over sanitation requirements for public health protection.

Submitted for study by H. M. Beitel, legal counsel and secretary of the NAMA's sanitation committee were: The National Research Council's suggested regulation drawn up in co-operation with vending industry officials; a study of the regulations by Harold S. Adams, assistant professor of public health, Indiana University Medical Center, and two studies by Dr. W. L. Mallman, department of bacteriology and public health, Michigan State University.

Each highly stresses the necessity of a strict sanitation code, emphasizing the need of facilities and equipment for cleaning and disinfecting vending machines.

The recommendations cover the importance of machine location, pointing out that careful consideration

(Continued on page 116)

ABC Pulls 1c Venders From Boston Subways

BOSTON, Feb. 4.—The penny has suffered a near-knockout blow here. In many familiar spots in the Metropolitan area it could no longer provide a handful of peanuts, a stick of gum, a piece of chocolate or a daily check on the avoirdupois.

Marking what looked like the end of an era, the ABC Vending Corporation of Cambridge, big bulk vending and theater concession firm, removed more than 500 bulk vending machines and scales from

locations thruout the Metropolitan Transit Authority stations.

"It is not economically sound to sell for a penny any more," Louis Klebenov, general manager of the vending company, said. Acts of vandalism also played an important part in the company's decision to remove the equipment.

Klebenov said the cost of keeping the machines in repair exceeded the income derived from the pennies deposited by MTA

(Continued on page 121)

Coffee Host Set on 300-Drink Vender

Non-Selective Machine to List for \$150; Production Run of 500 Units Planned

NEW YORK, Feb. 11.—The Coffee Host Corporation here has set its sights on a location often ignored by the industrial coffee operator, the small office or factory with less than 50 employees.

Coffee Host plans to go into production in three weeks on a 300-drink capacity coffee vender which it expects to list for about \$150. Norman Freidland, president, and Marty Baum, secretary-treasurer, feel the new machine will be the answer for the operator with access to locations which would be marginal or unprofitable with conventional equipment.

The unit itself consists of an aluminum tank, 21 inches high and 12 inches in diameter, and a coin mechanism which may be adjusted for nickels or dimes. The vender is designed to be placed on a table or mounted on a wall.

180 Degrees

According to Baum, the vender's heating unit keeps the coffee at a constant temperature of 180 degrees. He added that it is capable of vending up to 100 cups an hour at that temperature.

The coffee ingredient is a reconstituted concentrate. Coffee Host supplies the operator with a gallon jug, filled about two-thirds with dry concentrate. The operator fills it to the top with water and places the contents in the machine. Baum said that one jug will make 300 cups. Water lines lead to the machine, and the water is mixed with the reconstituted concentrate.

Only black coffee is dispensed.

The operator must have cups, cream, sugar and stirrers available. According to Baum, the ingredient cost for coffee is about 1.25 cents, and the cost of cream and sugar bring the total cost to 2 cents.

500 Units

Friedland said that when production gets under way at the end of the month, a run of 500 machines will be pushed thru in 45 days. He added that some machines are currently being field tested.

Coffee Host is also going into production on a non-coin unit, built along the same lines as the vender. The manually operated machine will have a 150-drink capacity and will sell for about \$100. A production run of 500 is planned on this machine, too.

The Coffee Host has been recently organized. Its predecessor company, Parker House Products, has been selling coffee concentrates and manual dispensers in the area for several years.

According to Baum, on the E-Z Way coffee dispenser—for which Coffee Host is local distributor—the firm has 400 accounts, 60 of which are vending operators. He added that Coffee Host is seeking distributors for its new machines.

NATD Conclave To Study Cigar Merchandising

NEW YORK, Feb. 11.—Cigar merchandising and management problems will dominate the business sessions at the third day of the annual convention of the National Association of Tobacco Distributors, which opens in Chicago March 12.

Welcoming comments will be made by Edward J. Regensburg, president of the Cigar Manufacturers' Association and head of E. Regensburg & Sons, New York.

Walter K. Lyon, president of the Cigar Institute of America and treasurer of the Pennstate Cigar Corporation, will give a report from the CIA.

Morning Session

Principal matter of business at the morning session will be a forum on "The Cigar Industry—in the Throes of a Marketing Revolution." Moderator will be Joseph

(Continued on page 114)

Frigid Fruit Has New, Large Apple Vender

YAKIMA, Wash., Feb. 11.—Announcement of a new apple vender, Model E, with a capacity from 200 to 800 apples—depending upon the size of fruit dispensed—was made this week by the Frigid Fruit Company.

The unit has hermetic-type refrigeration with ample cooler space to accommodate reserve storage, and an automatic defrost clock on a 24-hour cycle. It has standard coin equipment for either two nickels or dime operation and slug rejector.

Electrical wiring is in top of the refrigeration compartment and is easily reached, the company stated. Four panels allow product display. The unit is 73 1/2 inches high, 32 inches wide and 27 inches deep. No price was quoted.

SUPER MART • THE NEW SENSATION BY VICTOR!

1¢ & 5¢ Combination vends capsules AND ball-gum from the same machine for 1¢! Get in touch with your Victor Distributor at once!

VICTOR VENDING CORP.
5701-13 West Grand Avenue
CHICAGO 39 ILLINOIS

Distributor of New and Used
Legal Merchandise Vending Machines

ADVANCE AMCO® MONEY MAKING ACME ELECTRIC MACHINE

AMPLE \$24.35
7 TO 11... 19.50
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One of the most popular—and Profitable amusement devices ever offered. A natural for competitive play. Produces tingling electric current, indicated by pointers on dial. Players can increase current at will. 1¢ or 5¢ play. Uses single dry battery. Good for 1500 to 3000 plays.
1/3 Deposit—F.O.B. Paducah.
Factory distributor for all Advance Machines.

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Stop Fishing Around For the Right Item THIS IS IT!!



1 Lb.—7 Lb. FISH

These brilliantly vacuum plated charms come in assorted colors. The fish have poundage marked on side from 1 to 7 pounds and stand on end so they can be hooked for games, etc. A versatile charm a terrific seller

\$8.00 M

For All Types of Vending
IMMEDIATE DELIVERY!
Stickers available... contact your local distributor or:

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SPECIAL!

ALL MACHINES COMPLETELY REBUILT AND REFINISHED READY FOR LOCATION—ORDER WITH COMPLETE CONFIDENCE

Presidents, 8 cols., 25c straight	\$ 65.00
Presidents, 10 cols., 25c straight	75.00
Crusaders, 8 cols., 25c straight	85.00
Crusaders, 10 cols., 25c straight	95.00

All stands cut down
\$17 extra for 25c & 30c operation

Diplomat Electric, 8 cols.	\$ 60.00
Diplomat Manual, 8 cols.	110.00
Eastern Electric, 8 cols., 25c straight	60.00
Eastern Electric, 8 cols., all comb.	100.00
Keeneys	85.00
Smokeshops	85.00

1/2 Deposit, Balance C.O.D., F.O.B. Westbury, N. Y.
FINANCING AVAILABLE TO RECOGNIZED OPERATORS

National Vending Corp.

956 Brush Hollow Road Westbury, L. I., N. Y. Phone: EDgewood 4-7200

Memphis Buys Its Cigarettes From Venders

Unit Placement Up
150% in 5 Years,
City Record Shows

MEMPHIS, Feb. 11.—Cigarette vending is booming in Memphis and machines are doing extra well in such new locations as banks and hospital waiting rooms for expectant fathers.

A check with the City Licensing Bureau showed 844 venders in operation compared to 327 in 1950.

Sloan O. Craig, collector of licenses and privileges, said cigarette vending machines had increased far more than juke boxes or pinball machines over the years.

The increase of 517 in five years, more than double, indicates the wide acceptance by the public of the machines now in such diverse places as smoking rooms of big factories, private clubs, hotels, restaurants, bus and train stations, night clubs and the airport.

Reasons Cited

The vending business has increased for many reasons, operators and distributors say.

The small merchant doesn't have to tie up capital in stock or the machine. The operator takes on the cost of the machine, the stock and the licenses.

Other features for the small merchant, such as a cafe owner, is that with loose packs lying on the counter he's not confronted with those who want credit; loss due to pilferage, and overhead in salaries.

Success Examples

Examples of success in the business are Drew Canale, owner of Canale Distributing Company, who has about 250 machines on location. He started in the business in 1949. Drew, 32, started out to be a lawyer and has a law degree, but found he liked the coin machine business better.

Another is Charles E. Pugh, 32, partner in the Southern Cigarette Service. He and Douglas Partee bought out a small route three years ago and have expanded it to about 225 machines.

Pugh is also owner of the Quality Vending Service and is building up a food vending business.

Operators here pay location owners on a sliding scale. The more cigarettes sold, the more they get. The scale: Up to 100 packs, 1 cent per pack per week; from 100 to 150 packs, 1½ cent; from 150 to 200 packs, 2 cents; from 200 to 250 packs, 2½ cents; over 300 packs, 3 cents.

License taxes on the machines here follow: Federal, \$7.50; State, \$3; county, \$3; city, \$3; State tobacco permit, \$2.

20,000,000 SALES

Quality: \$ Passkey To In-Plant Feeding

By CAMERON DEWAR

More than 30 automatic feeding installations in plants in the Greater Boston area, representing an expansion of 30 per cent in 1955, and the expectation of at least that many in the coming year, is the record of the Automatic Merchandising Corporation. But this is not the whole story of what has been accomplished by this relatively young Medford, Mass., firm in five years.

A good deal of this success was attributed to proper timing by the firm's youthful president, William C. McConnell Jr. "The timing seemed to be exactly right," he said. "If we'd gone into the business five years earlier, or started as of now, it might have been a different story."

Luck probably was a factor, but there was obviously more than that. For McConnell admitted that he and his two partners, all of whom had just come out of service, had worked practically night and day to get the business started. The other members of the firm are Jack Latshaw and Berton Steir.

But the combination of hard work and luck today finds the firm in the forefront of the automatic feeding business in this area. It has a modern, brick and glass plant housing offices, commissary and service department with an auxiliary building a few blocks down the street. As well as this concentrated establishment here, there are now branches in Worcester and Springfield.

The firm also operates 35 food service trucks and employs more than 100 workers on a 24-hour-a-day schedule.

One of the chief reasons for success, McConnell feels, is the tremendous number of repeat sales in automatic cafeterias. "Giving

signed up and many are interested in the new feeding system.

No Cost

The young executive believes that the big attraction of automatic cafeterias as far as management is concerned is that it brings an improved food service into the plant at no cost to the owner. In most cases, the company finds it necessary to subsidize its manual cafeteria, and in cases where cafeterias are operated along with some automatic machines, it has been found that less than 10 per cent of the workers purchase hot meals.

Management decides that 10 per cent is hardly enough participation to justify the necessary subsidy, and this is where automatic merchandising meets the need. Added to this, since the automatic cafeteria requires only 50 per cent of the space needed for a regular cafeteria, firms are quick to adopt the automatic plan.

In comparison to a big capital investment and subsidy as well as a large space, all that the automatic setup requires from the firm is a clean, well-lighted area with some tables and chairs.

Hot Foods

"And," points out McConnell, "if the quality and service are high enough to entice the patron back to the machine, you've won." At the moment the firm is working on experimental units for hot foods, which should be ready for its customers during 1956. It plans to provide hot-packaged food items, including sandwiches. Frozen items are also under development.

The firm has imported hot food machinery and storage cases for refrigerated foods from Denmark. McConnell was enthusiastic about the equipment and pointed out that it is highly advanced in planning and that the workmanship is of the finest grade.

While McConnell feels that the potential of automatic feeding is substantial, he believes that automatic feeding operators must find new ways to develop higher profit margins. Present returns, he thinks, make the business exceedingly risky, since it takes three or four years to recover the investment in equipment. To add to the hazards, there is also the speedy changes in techniques and machinery.

Despite the drawbacks, McConnell and his partners believe that the only way to improve the industry is by participating in the National Automatic Merchandising Association, a group in which all three are active workers.

Sees Bread \$\$ Grow Like Cigs Via Vend Sales

NEW ORLEANS, Feb. 11.—Bread may soon be dispensed to the nation's housewives just like packages of cigarettes, via vending machines.

So declared Frank A. Busse, New York, a director of the Quality Bakers of America, a co-operative embracing 108 bakeries across the nation.

(Editor's Note: Announcement of the development of a bread vender by the Peterson Oven Company, Franklin Park, Ill., appeared in The Billboard, August 13, 1955.)

Addressing a conference of the Tri-State Bakery Association here this week, Busse stated:

"Vending machines will enable us to get bread to the housewife 24 hours a day, seven days a week. Like cigarette machines, the venders, if properly located, would offer quick, efficient service to the consumer."

Vending machines, he indicated, may be the key to future bakery goods sales, especially in view of the fact the baking industry seems to be on the threshold of developing frozen bakery goods.

"This would change the entire aspect of selling and distribution," he asserted, "as one of the big problems facing the industry is the supermarkets where there is no one to push sales."

A realignment of selling and distribution practices to conform to the supermarket pattern may be in the offing, he concluded.

R-M Promotes 2 Engineers

HATBORO, Pa., Feb. 11.—George R. Scollhamer has been named director of manufacturing of Rudd-Melikian, Inc., the company announced this week.

Scollhamer was formerly chief engineer of the institutional division. In his newly created position he will supervise purchasing, engineering, material control, production and shipping.

Leonard I. Kownurko was named as chief engineer in charge of all engineering and design. He formerly headed the engineering department of the automatic merchandising division.



WM. C. McCONNELL JR.

the customer the highest possible quality at the lowest possible cost as well as gaining the confidence of the plant management and workers is the key to sustained sales," he said.

20,000,000 Sales

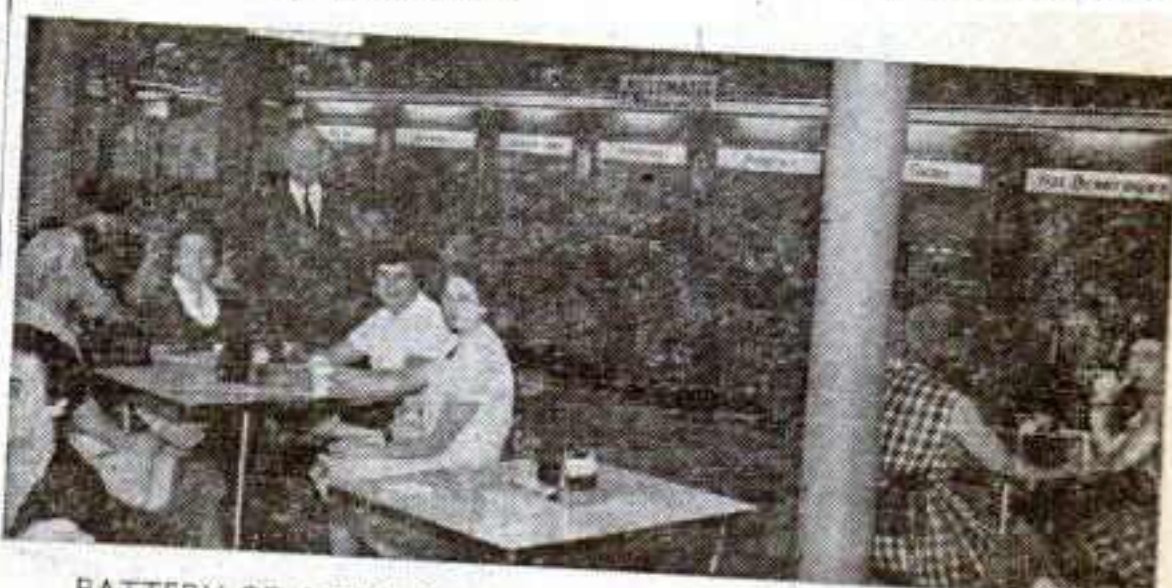
This is accomplished by buying high quality canned products from the S. S. Pierce Company, rigid control in the commissary and constant supervision of all food preparation. This is the reason, McConnell figures, why the firm chalks up 20 million individual sales per year.

Nor was the setting up of automatic feeding installations in the plants simply a matter of selling the idea to new factories. More than half of them were put in to replace manual cafeterias.

Among some of the recent installations were the General Electric plants in Everett, Holyoke and Fitchburg, the big new warehouse of Filene's department store in Needham, the Ultrasonic Corporation in Cambridge, Boston YMCA, which replaced its manual cafeteria, Boston University and many other firms in varied lines. A number of others have



QUICK, EFFICIENT food service is provided employees at Filene's Warehouse in Needham, Mass.



BATTERY OF ATTRACTIVE VENDERS provides tasty food and beverages for William Carter Company's employees at Needham, Mass.

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire"
Bubble Gum!
SIDMOR VENDING CO.
2137 Fifth Avenue
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VICTOR'S TOPPER

1 1/2 BALL GUM
MACHINE
\$13.25
each

TIME PAYMENT
TERMS.
In lots of 8 or
more. Payments as
low as \$5 weekly.
Write for details.

Friendly Service & Financing Operators
on Liberal Terms Since 1910.

ROY TORR LANSDOWNE,
PENNA.

HAVE YOU HAD THESE IN YOUR MACHINES?

ALL RECENT AND NEW

BOY-ON-SLED	\$15.25 per M
3/4" SASSY Picture Buttons	10.25 per M
GOLD VACUUM-PLATED VARSITY LETTERS	7.50 per M
HOLE-IN-HEAD	9.00 per M
JEWELLED PENDANTS	15.25 per M
TALKIE PINS—To Wear	15.25 per M
CUT DIAMOND RINGS with Jewel Centers	15.00 per M
BRIDE AND GROOM	9.00 per M
Silver Vacuum-Plated ONE-PIECE BULLET	7.75 per M
PAINTED HOT DOGS	11.75 per M
METAL SCISSORS—That Cut	12.50 per M

Here are Eleven NEW and
IMPROVED GIMMICKS,
enough ammunition to give
your machines a big, swift
SALES BOOST.

**SAMUEL EPPY
& CO., INC.** 91-15 144th Place
Jamaica 35, L. I., N. Y.

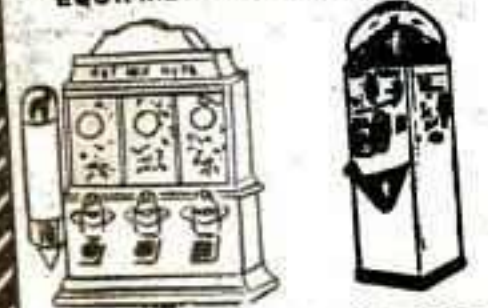
RECONDITIONED VENDORS

All Machines Completely Checked
and Ready for Location—Order With
Complete Confidence.

BULK VENDORS

N.W. 49's, 16 or 32	\$12.50
N.W. Deluxe, 16 or 32	9.95
N.W. 39's Cabinet	7.50
Acorn 54, Cabinet	9.95
Acorn, 16 or 32, Globe	9.95
Silver King, 16 or 32	8.50
Silver King-Hot Nut	9.50
Victor, Model V, Cabinet	8.50
Victor, Model V, Globe	8.50
Topper, w/ ball gum wheel	8.95
Topper, Deluxe Cabinet	7.50
Ajak Hot Nut	4.95
Atlas Banham, 54	7.50
Jewel Vendors, 54, two coils	15.95
Mills or DuGrenier, 6 Coils, Tab Gum Machines	15.95

SEND FOR OUR LATEST LIST ON
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Ajak 54 Hot Nut
Vendors, recond.,
incl. stand and
cup dispenser.
Write for SPE-
CIAL price!
\$55.00 EA.
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Supplies in Brief

Tobacco Stocks Up

Leaf tobacco stocks in the United States and Puerto Rico totaled 5,176 million pounds (farm sales weight) on January 1, according to Agriculture Department. This is an increase of 402 million pounds over a year earlier. Holdings of cigarette tobaccos, flue-cured, burley and Maryland, accounted for most of the increase in over-all stocks. Burley was up 9 per cent and flue-cured stocks up 10 per cent. Stocks of cigar filler leaf increased 8 per cent over the previous year, while holdings of cigar binder types were 5 per cent smaller than last year.

Confectionery Sales Off

Manufacturers' sales of confectionery and competitive products totaled \$99,065,000 in December, 1955, according to Commerce Department. This was 14 per cent below the sales of November, 1955, but only 1 per cent below last year's December total. Sales of manufacturer-wholesalers at \$62,393,000 were 31 per cent below November, 1955, and 2 per cent below December, 1954. Manufacturer-retailers estimated sales in December, 1955, increased 130 per cent compared to November, 1955, but decreased 1 per cent compared to December, 1954. Reports from a selected group of large manufacturers indicated that for the 12 months of 1955, both poundage and dollar sales were 1 per cent higher than last year's level. Poundage sales of bar goods were up 2 per cent, but poundage sales of package goods retailing above 50 cents per pound were up 5 per cent compared to last year.

Glass Containers Up

Shipments of machine-made glass containers during December, 1955, increased 14 per cent from the previous month's total and 27 per cent above the December, 1954, total. Of the 11,579,000 gross shipped, returnable beverage containers accounted for 643,000 gross, an increase of more than 200,000 gross over the November figure. Non-returnable beverage containers totaled 65,000 gross, up by 12,000 gross over the November figure. Dairy product containers increased by 3,000 gross over November. Commerce Department reports that these figures represent complete coverage of the glass container industry in the United States.

Orange Concentrate Up

Output of frozen orange concentrate by January 1 was about 7.7 million gallons, a 36 per cent increase over the year earlier, according to Agriculture Department. Approximately 29.5 million boxes of the 1955-'56 crop of Florida oranges had been utilized by January 14—nearly 7 per cent more than in the same part of 1954-'55. With carryover stocks of canned and frozen orange juice smaller than a year earlier, the making of frozen concentrate got under way a little earlier than in the fall of 1954. As a result, movement to processors by January 14, 1956, was over 19 million boxes, about 14 per cent larger than a year earlier.

Milk Production Up

Production of milk in early 1956 was at a slightly higher level than a year earlier. A total of 124.5 billion pounds were produced in 1955, and with favorable price re-

(Continued on page 113)

Dime Still Standard Cigar Vend Despite 5c Comeback

NEW YORK, Feb. 11.—The 5-cent cigar may be making a comeback over the counter, but vending operators aren't having any part of it. According to Clarence M. Weiner, economist for the Cigar Manufacturers' Association, 1,185 billion nickel smokes were sold in 1955, an increase of 8 per cent over 1954 sales and up 24 per cent since 1952.

But, according to Martin Berger, head of Cigar-O-Mat, major

manufacturer of cigar vending machines, nickel cigars account for less than 1 per cent of all vending machine sales, compared with 18 per cent of all sales.

There are several valid reasons why the 5-cent cigar will sell over the counter and won't sell in a vending machine. In the first place, a high percentage of the 5-cent cigars are sold in the South and in rural areas. However, about 70 per cent of the vending machines on location are in the northeastern quarter of the United States, mostly in industrial areas. And this is the stronghold of the dime cigar.

85 Per Cent on Dime

According to Berger, about 85 per cent of the cigars sold in vending machines are 10-cent vends, while virtually all of the balance is either 15-cent or two-for-a-quarter vends. He estimates that about 20,000 to 25,000 machines are on location.

Another major factor in the cigar vending industry is Arthur H. Du Grenier, Inc., which recently came out with a five-pack cigar vender. The Du Grenier has four selections of five-packs, selling at three different prices. According to Richard E. Gibbs, Du Grenier sales

Foodco Names Canada Distrib

MANCHESTER, N. H., Feb. 11.—Appointment of Dairy Supplies, Ltd., Edmonton, Alta., as Cup-O-Matic bulk milk vender distributor for Western Canada was announced this week by Karel Schwarzkopf, sales manager of Food Engineering Corporation.

Dairy Supplies is a member of the Associated Dairy Supply Distributors and has offices and warehouses in Winnipeg, Saskatoon, Edmonton and Vancouver.

Cup-O-Matic venders already have been shipped to Canada with additional units scheduled for shipment later this month.

Schwarzkopf disclosed that he would speak at the annual sales meeting of the company in March. At the same time Walter Hunsinger, Foodco service manager, will instruct the Canadians in servicing the machine.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 16 or 32	\$12.00
N.W. Deluxe 16 & 32 Comb.	12.00
N.W. 39's 16 Porc.	7.95
N.W. 33 16 Porc. B.G.	6.50
Columbus 54 Bulk	6.50
Silver King 16 B.G. or Mdm.	7.45
Silver King 54	30.00
ABT Guns	8.50
Acorn 16 or 32	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.74
Pistachio Nuts, Vendor's Mix43
Cashew Whole59
Cashew Butts45
Peanuts, Jumbo32
Spanish55
Mixed Nuts30
Tabby-Lets, 520 ct.32
Rainbow Peanuts32
Boston Baked Beans28
Jelly Beans28
Licorice Gems40
Leaflets (similar to M & M), 550 ct.42
Assorted Fruit Chunks, 100 ct.42

Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.30
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beech-Nut, 100 ct.	1.40
Hershey's Chocolate, 200 ct.42

Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands,
Globes, Brackets, Churns. Everything
for the operator.
1/2 Deposit, Balance C.O.D. Write

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Distributors
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VENDING EQUIPMENT"

PROVE
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YOUR-
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Just try a Model
49, all-product
vender on your
route and see
for yourself how
you can make
more money.

It's available in 16, 32 or 104 play.
Write for complete details of this and
other Northwestern money makers
today.

THE NORTHWESTERN CORP.
216 Armstrong Street, Morris, Ill.

manager, production is behind orders.

One factor that weighs against the 5-cent cigar vend is the profit margin for the operator. As long as cigar vending is a relatively small part of any vender's operation, he'll go after the cream without worrying about marginal sales. On a dime vend he makes a safe profit. On a 5-cent vend he needs the volume, and it's usually not there.

ADVANCE SANITARY VENDOR The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vender with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" by 2" by 3 1/4" has separate cash box. Advance coin detector with automatic coin return when machine is empty. Protected against break-in. Available for 16, 32, 104 or 25¢ operation.

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Factory Distributor of Advance
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CUP 'n' SAUCER

Watch your cup and till "runneth over" with this saucy little item—good to the last drop of coins in your machines.

PLASTIC CUP AND SAUCER

in modern 2-tone pottery colors

\$9.00

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in vacuum plated asst. gleaming colors

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THE CIGARETTE MACHINE WITH
FULL 17-COLUMN SELECTIVITY

17 fully automatic columns of sales-producers. Vends Regular, King Size, Parliaments and other boxed cigarettes. Capacity 400.

This 17-column machine is also available with four reserve columns—total capacity of 500 packages. With or without penny changer.

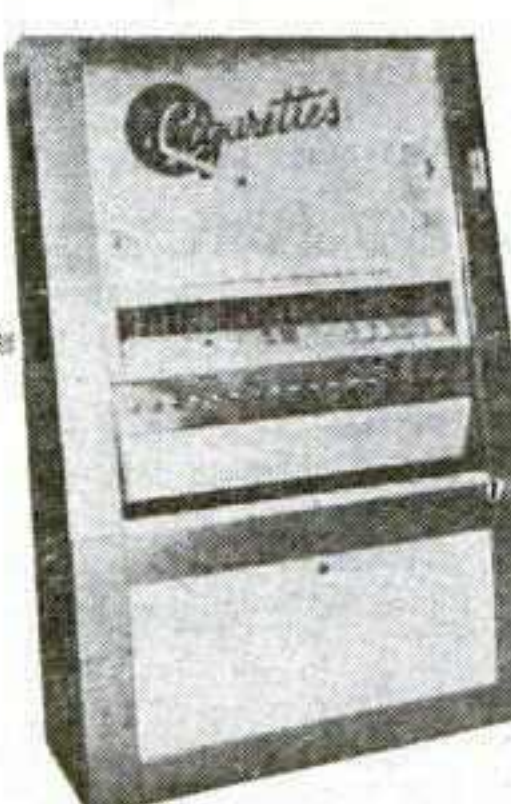
CANADIAN OPERATORS—especially designed for your market—the same machine with 10 columns and the same exclusive features. With or without penny changer.

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This machine available in all models with penny change maker, making the machine adjustable to 9 different prices on each column, from one cent to over a dollar. Eliminates pennies under cellophane.

EMPTIES MACHINES FASTER!



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Bubble Gum!
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EMPTY MACHINES FASTER!

LEAF
Rain-Blo
BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

BERNARD K. BITTERMAN
4709 E. 27th St.
Kansas City 27, Mo.

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MAKE MORE MONEY**

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VENDERS OFFER HEADACHE CURE

COLUMBIA, Mo., Feb. 11. —For a dime you can now purchase six aspirins. And for a nickel you can buy a vitamin pill. The pills are all packed in capsules, and can be dispensed thru a capsule vending machine.

Announcement of the sale of the aspirin and vitamin capsules was made by Karns, Inc., of Columbia, Mo. Cost of the aspirin capsules per 1,000 is \$28. The vitamin capsules, (one-a-day type) per 1,000 is \$23.50 postpaid.

4 1c Northwestern SUPER JETS
Slightly Used, Fully Reconditioned and

200 Lbs.-100 Count LEAF BALL GUM

ALL for \$119.95

Fully prepaid freight to your door

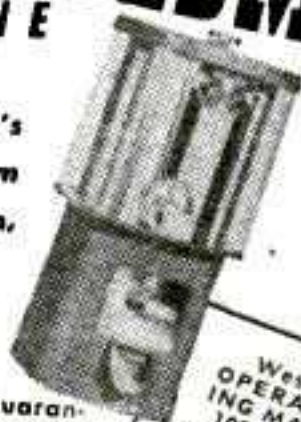
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the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies.



Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

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(Actual Size)
Wrapped in Compact Ball for Penny Machines.
Unwrapped for Capsules.

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



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World's Largest Selection of Miniature Charms

PENNY KING COMPANY

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PITTSBURGH 3, PA.

CHECK THESE PRICES!!

Completely & Thoroughly Overhauled Equipment

P.X.—10 Col., King size and/or Regular, 30¢ vend	\$125.00
Eastern Elec.—All comb., chrome top & light wood grain finish	155.00
National 9-50—King size & Regular, 25¢ & 30¢ vend	125.00
Royal—10 Col., 5 King size, 25¢ & 30¢ vend	115.00
Royal—8 Col., 4 King size, 25¢ & 30¢ vend	115.00
Royal—6 Col., 3 King size, 25¢ & 30¢ vend	105.00
P.X. Elec.—8 Col., King size and/or Regular, 30¢ vend	95.00

All bases cut down. Machines refinished in Baked Enamel, two-tone combinations of your choice.
Write for prices on straight 25¢ operation.
Special prices on machines just taken off location.
Quantity buyers, write for special discounts.

25¢ & 30¢ Vending Combination Mechanisms for All Machines Ready for Delivery: National, Rowe & Uneda-Pak.
WRITE OR PHONE FOR PRICES.

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CENTRAL VENDING MACHINE SERVICE CO.

3967 Parrish St. (EV. 6-4244) Philadelphia 4, Pa. (BA 2-8710)

COINMEN YOU KNOW

• Continued from page 103

Al Warren was all set for a one to two-week trip to the West Coast and the South.

Key music operators from all over the country spent the better portion of three days here at the Morrison Hotel this week as Music Operators of America held an advisory committee meeting. Advisory members included George A. Miller, Sid Levine, Al Denver, Les Montooth, Harry Snodgrass, Clint Pierce and Martin Britz.

Also on hand at the Morrison meeting were Barney Young, head of National Juke Box Music, and Irving Gwitz, head of Paragon Records. . . . Al Schelsinger, head of National Coin Machine Distributors' Association, also stopped in to chat with the Morrison gang. . . . Les Rieck and Ed Ristau, of Rock-Ola, both out of town this week calling on operators and distributors.

Boston

By CAMERON DEWAR

ON FLORIDA TRIP. Basking in the sunshine and giving a quick once-over to the vending business in Florida is Alfred Sharanow, usually busy chief of Cigarette Service, Inc., Cambridge. . . . Dick Mitchell, of Dick's Records, gave the family a big night out this week. Took his wife, Jerri, and daughters, Donna and Carol, to Blinstrub's to hear the Four Lads. Dick is a bit worried about losing his excellent helper, Beverly Schade, who has become engaged to Dave Vachon, of Watertown. Only good thing for Dick is that the Army needs Dave for the next year.

Platter artist: were giving the help a treat at both Dick Mitchell's and Jerry Flatto's this week. The Four Lads, Georgie Shaw and Alan Dale as well as Boxing Champ Rocky Marciano made visits to the distributors. . . . Bob Jones, Redd Distributors sales chief, thinks he could win a "Know New England" contest with ease after being on the road all week with the new Wurlitzer. Says he hits towns he never knew existed.

Si Redd reports Bally's new Crossword game has just come in and those who have seen it have shown terrific interest. Si says the firm has a new export deal that is quite something with a new outlet in Europe. Bally engineer Paul Calamari and Wurlitzer engineer Hank Petit making the New England trek with Bob Jones and finding things humming. New Wurlitzer going over big.

Ed Ravreby, of Associated Amusements, Inc. (Rock-Ola), says pickup in business is due to the new United pool games that have been a big incentive to buying by operators. United and Rock-Ola schools to be held in conjunction with Rock-Ola showing at Hotel Kenmore February 8-9. Al Theolke is engineer for United and Edward Ristau for Rock-Ola. Ed says United's liaison man, Charlie Katz, couldn't have been more co-operative.

Nate Lesser and Moish Wein were up looking over things in the Hub from New London, Conn. Many operators were taking advantage of the fair weather this week to visit distributors. Among them were Arthur Sturgis, of Jamaica Plain; Frank Fendell, of Brookline; Milton Kantor, of Milton; Raymond Shea, of Worcester; Dave Baker, of Arlington; Bob Rome, of Brookline; Sidney Wolbarst, of Newton; Al Dolins, of Hyannis; Ted Rubinovitz, of Chelsea; Perry Lipson, of Newton; Saul Hurwitz, of Lynn, and Donald Foote, of Randolph.

Jacksonville, Fla.

By ANDY ANDERSON

RETURNS FROM SALES MEET. Simon Wolfe, of Wolfe Distributing Company, whose territory is Alabama and Florida, has just returned from the annual Seeburg sales meeting in Chicago. Says he enjoyed the exchange of ideas and that the factory visit was interesting. . . . O. W. Hightower, branch manager of the Southern Distributing Company, has been testing a consommé machine—only one, he says, in this area—and reports it's doing fine.

L. Stewart has to walk only about six feet to go fishing from his home on the Arlington River, but says he's been too busy lately. He says the record trend—he runs Ebony Record shop and has a string of phonograph machines—is to progressive jazz. . . . Bud Reichel says his cigarette machines, in the city and county, are doing fair but he's looking forward to a fishing trip soon because "anybody who ever goes fishing in Florida catches something." . . . Paul R. McCombs, of Mac's Phonograph company, is up and about again after a two weeks' bout with one of the funny little viruses that are going about. Not funny to him, tho.

Memphis

By ELTON WHISENHUNT

BIG CIGARETTE VENDING YEAR. Ernest Wessler says his company's cigarette vending operations were so big in 1955 he just wants to stay the same size in 1956. . . . Jake Kahn, owner of Tri-State Amusement Company, has reduced coin machine operations somewhat and taken an interest in two restaurants. . . . Charles E. Pugh, owner of Quality Vending Service, plans a big expansion with food and drink vending machines in factories.

Drew Canale, owner of Canale Amusement Company, phoned Dallas to see how his friend Henry Brown was doing. Brown is partner with his dad, Edward Brown Sr., and brothers Edward Jr. and Tom in one of the biggest coin machine businesses in Texas. They cover most major cities. . . . Drew reports Henry was in Corpus Christi, Tex., in two weeks for fishing and boating. . . . Parker Henderson, partner in Southern Amusement Company, music machine distributors, says music and cigarette vending business is highly competitive here now. He believes food and drink vending is wide open for development.

Clarence Camp, owner of Southern Amusement Company, is convalescing at home. He had a tumor removed at Baptist Memorial Hospital. . . . Fred Gattas, owner of W. B. Dunagan Candy Company, wholesalers to candy machine vendors, was appointed a division chairman in the coming \$2 million drive to enlarge St. Joseph's Hospital. . . . John Canale, brother of Drew Canale, will head the over-all drive.

Bill Fitzgerald, manager of Music Sales Company, predicts "Cat Hillbilly" singer Carl Perkins' new disk, "Blue Suede Shoes," will be a national smash hit. Perkins is another Elvis Presley, says Fitzgerald. The record has been out only three weeks and is already among the top 40 locally. Presley got his start here, so maybe Perkins can follow the same trail. . . . Don Stewart, branch operations manager for Capitol Records Distributing Company, reports the local branch is helping sponsor the appearance here May 13 of Billy May and his

(Continued on page 109)

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LOW Factory
Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. . . . 35¢ lb.
Chicle Ball Gum, 130 ct. . . . 34¢ lb.
Chloro-Vend Ball Gum, 130 ct. . . . 40¢ lb.
Chicle-Vend Chicks, 320 ct. . . . 40¢ lb.
Chicle Chicks, 320 & 520 ct. . . . 34¢ lb.
Bubble Chicks, 320 & 520 ct. . . . 27¢ lb.
Tab (short stick), 100 ct. . . . 38¢ box
5-Stick Gum, 100 packs . . . \$1.90
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.



VICTOR Standard TOPPER

1c BALL GUM
VENDOR
\$12.50
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\$12.00 Each
100 or More
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Write for lowest prices on filled capsules. Immediate delivery.

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CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 160 capacity, prewar model	\$110.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model	165.00
STONER 6-COLUMN CANDY, 102 capacity, postwar model	90.00
ROWE CANDY 8-COLUMN, 120 capacity	60.00
NATIONAL 9-18, 162 capacity	75.00
UNEEDA 6-COLUMN CIGARETTE, king size	50.00
DUGRENIER V.D. CIGARETTE, king size	55.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30¢ conversions available at \$20.00 extra.

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MACHINE
\$13.25 each
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\$13.25 each

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Baltimore Ops Hold 8th Annual Banquet

600 Attend Affair; State Political Leaders Join With Coin Execs to Honor Operators

BALTIMORE, Feb. 11.—Virtually all of city, county and State officialdom—together with representatives of the nation's coin machine industry—broke bread with the Baltimore coin machine operators Sunday night (5) at the eighth annual dinner dance of the Associated Amusement Machine Operators' Association of Greater Baltimore at the Lord Baltimore Hotel. Nearly 600 attended the affair.

Proof that the amusement game and music machine industry is an integral part of Baltimore's life was evidenced by the guest list and the fact that some of the top officials, who didn't receive invitations because of lack of space, actually complained because they weren't invited.

Heading the political guest list—which embraced both major parties—was the entire city's delegation to the United States Congress—George Fallon, Samuel Friedel and Edward Garmatz.

Mayor Represented

Negotiations on Baltimore's transit strike prevented Mayor Thomas D'Allesandro from attending. He was represented by the city's second highest administrative official, City Council President Leon Abramson.

Heading the delegation from the State Capital were Senators Joseph Bertorelli and Philip Goodman. City officials included Councilmen Solomon Liss and Michael Hankin, Solicitor Thomas N. Biddison, Comptroller Dr. Walter Graham, Edward Azaral from the Board of Municipal and Zoning Appeals, Irving Wasserman from the Bureau of Receipts, Captain of Detectives Gilbert Deyle, and the following members of the Liquor Board, James Barry, Mrs. Dorothy N. Boone and Vincent O'Malley.

Other dignitaries included Magistrate Henry Miller; Michael Brimingham, chairman of the Baltimore County Commissioners; M. Morton Goldstein, chairman of the Maryland Board of Movie Censors; A. G. Boone, majority leader in the State Assembly; Earl Rosenthal, assistant attorney general, and former Judge Joseph Wyatt.

Representing manufacturers and

(Continued on page 115)



LEON ABRAMSON, president of the Baltimore City Council, addresses crowd of nearly 600 at Eighth Annual Dinner Dance of the Associated Amusement Machine Operators' Association of Greater Baltimore at the Lord Baltimore Hotel.

Genco Ships Convertible 3 Hole Pool Game

Offers Ops Free Servicing Kit, Window Banners

CHICAGO, Feb. 11.—Supreme King-Size, a new coin-operated pool model with a convertible center hole play feature was shipped to distributors this week by Genco Manufacturing & Sales Company.

In addition, Genco is now offering along with all models in its pool game line, an operator servicing kit and location window banners at no extra cost.

The new model is convertible to either a two or three-hole game by utilization of a plug that fits into the center hole.

The game is longer in size than the Genco standard models, equal in size to the regular King-Size model without the center hole.

Al Warren, Genco sales manager, said the new operators' kits are being packed with every pool game shipped by the firm. The kits include cue clamp, cue tips, glue, sandpaper, whisk broom and chalk.

Kit Fits Inside

The operator can place the kit inside the pool game on location, can put it to use whenever the game needs refurbishing or cleaning.

Warren said the firm has observed that such a kit is a convenience greatly desired by most operators in the field.

Along with the kit is packed special banners to be placed in the windows of the locations where the games are located, calling attention to the fact that a pool game is there for customers' enjoyment.

In addition to the King-Size models Genco is currently shipping regular-size de luxe models. All of the models are marked for three or four-side play. All are available with light-up bumper posts.

No Fed. Mfr.'s Tax on Pool Balls and Cues

CHICAGO, Feb. 11.—Manufacturers of pool games and parts were advised this week by the Bureau of Internal Revenue that balls and cues are not subject to the 10 per cent manufacturer's federal excise tax.

Such a tax had still been under discussion last week, when the bureau announced that the coin-operated pool game itself is not subject to the tax. (The Billboard, February 11.)

The manufacturers' tax is not to be confused with the \$10 federal stamp required on all coin-operated amusement games on location.

Pin Games Give Baltimore Coin Trade Healthy Boost

• Continued from page 104

duce the patronage at the bar and thus hurt their pin business. Or else they feared that the location owner might object to dime play.

Actually, their fears have been proved unfounded. Virtually all locations converted to dime play here have not only held their own in the number of plays, but increased in many instances.

As a result, many operators here are beginning to regard juke boxes as they are regarded in other cities of similar size—as revenue producers in their own right, not as adjuncts to games.

Opinion here is that this ap-

praisal of juke box operation will become more prevalent, and that dime play will eventually catch on here, but that it will be a slow, gradual process.

Shuffle bowlers aren't a major factor here, but they are consistent, reliable earners in a good many locations throughout the city. The newest development here is the pool table, which has really taken hold, mainly at the expense of shuffles.

Each location here usually has two operators—one for games and music and the other for cigarettes. Coin operators have pretty much

steered clear of cigarettes, which are handled by about a half-dozen operators.

The status of Baltimore as an amusement city—with a heavy concentration of taverns and restaurants—and the general economic prosperity in the region—are probably two of the major factors contributing to the healthy state of the coin machine industry here. The third, of course, is the operators themselves, who by proper maintenance and servicing of equipment and by efficient organization, have made themselves a potent influence in the community.

MOPPET TAKES POLIO SHOT RIDING AWAY

SHELBY, N. C., Feb. 11.—Polio shots may be a bawl to some kiddies, but Bobby Arey takes his in stride when offered free rides on a Bally Model-T auto ride.

When he and his mother arrived at the usual location and found the Model-T missing, however, he flatly refused to enter the doctor's office.

Operator Paul Vaughn, Carolina Kiddie Ride Company here, explained that the ride had been temporarily loaned to a convention in Fayetteville, adding that Bobby promptly consented to the shot when the Model-T was returned to the location.

United Bows 2 New Pool Game Models

CHICAGO, Feb. 11.—United Manufacturing Company expanded its pool game line this week with two new models, including an electric game with seven light-up bumpers and a model convertible to two or three-hole play.

The new automatic model is an advance model of Hi-Score Pool with light-up bumpers and two "500" pockets which double or triple scores of balls sunk in them, depending on light-up features on the backglass.

Two-Way Club Pool, the new convertible model, is an advance version of the standard Club Pool game. Added is a center ball hole and a center plug which the operator can use to make the game either a two-holer or a three-holer. Two-Way Club Pool is available in both the regular and jumbo size, the jumbo 18 inches longer.

Bert Lane Co. Plans Entry In Pool Mfg.

NORTH MIAMI, Fla., Feb. 11.—The Bert Lane Company, Inc., here, revealed plans this week to expand production of coin-operated amusement games, with new products now in the development stage.

One of the games is reported to be a new type pool game.

Previously the Bert Lane firm concentrated on kiddie ride operations.

In line with the expansion move, Harry Pearl, 25-year veteran of the coin machine trade, has moved into the Bert Lane offices to concentrate on amusement game production.

Mfrs. See Permanent Coin Pool Industry

CHICAGO, Feb. 11.—Coin pool game manufacturers and suppliers surveyed this week generally see this end of the business as a permanent fixture in the industry.

They expect the pool game to remain a standard coin location piece such as pinball games and shuffle bowling games have become over the past decade.

The key to the pool game optimism: the success the advance models have had, following the initial boom created by the original game. Manufacturers have continued to bring out new models with new play features and added accessories, and are pleased with the results.

Many manufacturers have brand new types of pool games on the drawing boards, and game opera-

tors can look forward to a steady stream of new ideas in this field.

Some manufacturers are reported committed three to four months ahead for game materials. Output has been such that manufacturers must keep far ahead on supply orders to insure steady production.

Brunswick-Balke-Callender, one of the major producers of parts—including balls and cues—for the pool games, is currently three to four weeks behind in filling manufacturers' orders. And this is an improvement over the past months.

C. E. Weiskopf, merchandise manager, billiard and bowling division, said Brunswick has received a number of orders for pool game supplies which point to new variations in the game. He expects variations in the basic game to be made continually for some time to come.

Orders have come in for balls in sets of more than 10, and for all sizes and colors. He said manufacturers are keeping their individual orders strictly confidential due to the sharp competition on the market. "Some of these new orders," said Weiskopf, "are very unusual."

Big Parts Demand

He said there is also sharp competition from other manufacturers of pool game parts, and stated that prices of balls have dropped somewhat. He disclosed some lighter-weight pool balls have hit the market, but were found to be for the most part unsuitable for the game. Brunswick has continued to produce the heavier phenolic plastic balls.

Brunswick is also faced with heavy orders for cues. "We can't produce enough of these at present," said Weiskopf.

A.B.T. Manufacturing Corporation, principal producer of coin chutes for the pool games, re-

(Continued on page 119)

Pool Gains at Expense of Alleys in N. H.

BOSTON, Feb. 11.—Pool games are taking over New Hampshire at the expense of shuffle alleys, according to Frank Lazar, Manchester, N. H., game and music operator.

According to Lazar, one location had a pool table and shuffle side by side, with the former grossing \$75 and the latter \$5 in the same week.

Pins are big earners in New Hampshire, with 5-cent play standard. Dime play is the rule on pool and shuffle alleys.

Lazar said that dime juke box play has made little progress in Northern New England. He explained that operators have tried converting to 10 cents and have met stiff customer resistance in most locations, tho it seems to go in club stops.

60-40 Split

But, he added, when dime play has been tried and discontinued, the operator has usually been able to get a 60-40 split when he went back to 5 cents. Before that, it was usually 50-50.

Lazar, who was in Boston for the service schools and showing of Associated Amusements, is secretary-treasurer of the Music and Amusement Rental Service, which includes operators from New Hampshire, Vermont and Northern Massachusetts.

The organization, consisting of 30 operators, celebrates its first anniversary March 31, and an annual banquet will be held in Manchester. Lazar said the 30 operators run about 5,000 pieces of music and games.

BEST IN THE MIDDLE WEST

order carry out the same union decision.

Multiple-Player 5-Balls Lead Gottlieb Output

CHICAGO, Feb. 11.—For the first time in the history of the firm, five-ball pinball games designed to be played by two or more players are tops on the D. Gottlieb & Company production lines.

This turn of events comes as no surprise to Gottlieb, for the firm predicted a year ago that the multi-player games would hit their best stride in 1956.

Alvin Gottlieb said that about 75 per cent of the multi-player pinballs are set for dime play at locations.

Previously, the company concentrated on single-player games, although progressively introducing more and more multi-player models.

New Models Lead
Now the multi-player models lead both the single-player pins and the pool games off production lines at the Gottlieb plant.

"The multi-player games have substantially increased our sales," Gottlieb said. "The multi-player games, both the five-balls and pool games, have also boosted trade at locations. These games get people to talk to each other at taverns and other locations, and get them to join in competition."

Gottlieb reported that the games were doing better in some areas than in others, but added they were doing well thruout the country.

Gottlieb said the five-ball pinball trade has made steady progress in the past year. "It is as established business with us, and the used games hold a good price on the market," he said.

At the same time the firm is presently "loaded with orders for pool games." It has two pool game models on the market. The com-

MUTOSCOPE SET ON ROCK 'N' ROLL

NEW YORK, Feb. 11.—The International Mutoscope Corporation is readying a new game, called Rock 'n' Roll, with first shipments set to go out in early March. Bill Rabkin, Mutoscope president, said the device is a skill game. He added that full details will be released soon before the first shipments are made. Rabkin said the game has been field-tested.

pany plans to stay in the pool game business for some time to come—"at least another year or two."

One of the principal reasons for the good market conditions in the used five-ball field, Gottlieb pointed out, was the steady demand by foreign countries. Gottlieb maintains a special export division, headed by Judd Weinberg, to handle export orders.

Associated Fetes N. E. Ops at United, Rock-Ola Showings

BOSTON, Feb. 11.—Music and game operators from thruout New England gathered at the Hotel Beaconsfield in nearby Brookline Thursday (9) to attend showings and service schools sponsored jointly by Ed Ravreby's Associated Amusements, Rock-Ola and the United Manufacturing Company.

The program was informal, as operators held afternoon service sessions, dined as guests of Ravreby, attended the evening meeting of the Eastern Massachusetts Music Operators' Association, then continued with the service school.

Jack Balabash was Rock-Ola's factory representative, while Charlie Katz represented United. Displayed were the United Caravan, a pin game, and the United Hi-Score, a pool game. Also on display was the new Rock-Ola, Don Moril, Associated service head,

and Dick Mandel, Associated sales chief, were on hand to answer operator questions.

Operators who had the longest haul—415 miles each way—to the showings were Charlie Noyes and Guy E. Durgin, who operate music and games in Presque Isle, Me. Representing the Music and Amusement Rental Service, an association of New Hampshire, Vermont and Northern Massachusetts operators, was Frank Lazar, Manchester, N. H., operator.

LOS ANGELES, Feb. 11.—The Pepsi-Cola Bottling Company of Los Angeles is scheduled to begin construction this month on a \$750,000 bottling plant in Baldwin Park. The 64,000-square-foot building is scheduled for completion by June.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

BALLY	HIGH	LOW	Mean Average
Atlantic City (5/52)	\$ 75.00	\$ 75.00	\$ 65.00
Beach Club (2/53)	150.00	69.50	110.00
Beauty (11/52)	135.00	60.00	100.00
Big Time (1/55)	400.00	125.00	395.00
Bright Lights (5/51)	95.00	45.00	65.00
Bright Spot (11/51)	95.00	35.00	85.00
Coney Island (9/52)	85.00	25.00	50.00
Dude Ranch (9/51)	160.00	90.00	125.00
Frolic (10/52)	125.00	60.00	90.00
Gayety (3/55)	375.00	195.00	245.00
Gaytime (6/55)	445.00	225.00	350.00
Hi-Fi (6/54)	165.00	95.00	140.00
Ice Frolics (1/54)	175.00	85.00	145.00
Miami Beach (9/55)	495.00	350.00	35.00
F n Beach (7/52)	95.00	49.50	60.00
Surf Club (3/54)	175.00	115.00	135.00
Variety (9/54)	295.00	200.00	250.00
Yacht Club (6/53)	95.00	50.00	75.00
Saddle & Turf Club Model (10/53)	275.00	205.00	205.00

GENCO

400 (10/53)	50.00	35.00	45.00
Golden Nugget (2/53)	85.00	60.00	75.00
Dragolette (6/54)	175.00	150.00	175.00
Gold Star (3/54)	185.00	145.00	150.00
Grand Slam (4/53)	110.00	75.00	110.00
Gyps & Dolls (5/53)	110.00	65.00	90.00
Gypsy Queen (2/55)	205.00	100.00	195.00
Hawaiian Beauty (4/54)	175.00	125.00	145.00
Hit and Run	75.00	54.50	65.00

GOTTLIEB

Lady Luck (9/54)	155.00	150.00	150.00
Pin Wheel (11/53)	125.00	95.00	110.00
Poker Face (9/53)	125.00	100.00	110.00
Skill Pool (8/52)	110.00	39.50	110.00
Southern Belle (6/55)	225.00	210.00	215.00
Stage Coach (11/54)	179.50	165.00	165.00
Twin Bill (1/53)	195.00	185.00	185.00
Wishing Well (9/55)	250.00	235.00	245.00

UNITED

ABC (2/52)	65.00	50.00	65.00
Cabana (3/53)	105.00	50.00	105.00
Havana (2/54)	145.00	60.00	105.00
Hawaii (6/54)	150.00	60.00	125.00
Manhattan (4/55)	345.00	79.50	110.00
Mexico (3/54)	150.00	225.00	295.00
Nevada (8/54)	175.00	100.00	150.00
Rio (11/53)	125.00	125.00	150.00
Singapore (10/54)	165.00	69.50	85.00
Stars (6/52)	60.00	40.00	125.00
Tahiti (6/53)	125.00	60.00	60.00
Triple Play (8/55)	425.00	60.00	100.00
Tropicana (1/55)	195.00	295.00	395.00
Tropics (7/55)	125.00	150.00	185.00

WILLIAMS

Big Ben (9/54)	165.00	125.00	125.00
Dealer '21' (2/54)	125.00	75.00	94.50
Disk Jockey (11/52)	85.00	60.00	74.50
Hayburner (6/51)	85.00	49.50	50.00
Laz Q (2/54)	125.00	89.50	99.50
Peter Pan (4/55)	210.00	175.00	175.00
Scream (4/51)	135.00	110.00	115.00
Thunderbird (5/54)	149.50	110.00	135.00
Times Square (4/53)	89.50	45.00	69.50

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated February 11, 1956)

ARCADE EQUIPMENT

1. SEEBURG—Shoot the Bear
2. CHICAGO COIN—Super Homerun
3. GENCO—Rifle Gallery
4. EXHIBIT—Dale Gun
5. SEEBURG—Coon Hunt
6. EXHIBIT—Shooting Gallery

MUSIC MACHINES

1. SEEBURG—M-100-B
2. SEEBURG—M-100-A
3. AMI—Model D-80
4. SEEBURG—M-100-C
5. MODEL—E-120

SHUFFLE GAMES

1. UNITED—Imperial
1. UNITED—Leader Shuffle Alley
1. CHICAGO COIN—Starlite
2. UNITED—Cascade
3. UNITED—Olympic
4. CHICAGO COIN—Holiday Match
4. UNITED—Royal
4. CHICAGO COIN—Super Frame

VENDING MACHINES

1. Eastern Electric C-8
2. PX (10 col.)
3. Electro (8 col.)
4. National M-750
4. Silver King 1c Ball Gum

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY

1. Gayety
2. Yacht Club
3. Beach Club

GOTTLIEB

1. Pinwheel
2. Gold Star
2. Guys & Dolls

UNITED

1. Singapore
2. Triple Play
3. Hawaiian

WILLIAMS

1. Dealer 21
1. Disk Jockey
1. Lazy Q
1. Thunderbird
1. Times Square

MUSIC MACHINES

AMI	HIGH	LOW	Mean Average
Model A (46), 40 sel., 78 RPM	\$125.00	\$ 69.50	\$ 95.00
Model B (48), 40 sel., 78 RPM	175.00	89.50	135.00
Model C (50), 40 sel., 78 RPM	195.00	100.00	135.00
Model D-80	445.00	175.00	325.00
Model E-40 (53)	475.00	295.00	345.00
Model E-120 (53)	695.00	425.00	525.00

ROCK-OLA

1434 (50-51), 50 sel., 78 RPM	295.00	185.00	225.00
1436 A (53), 120 sel., 45 RPM	645.00	150.00	275.00
1438 (54), 120 sel., 45 RPM	565.00	439.00	500.00

SEEBURG

M100A (49), 100 sel., 45 RPM	445.00	200.00	250.00
M100B (51), 100 sel., 45 RPM	510.00	425.00	465.00
M100C (53), 100 sel., 45 RPM	635.00	475.00	589.00

WURLITZER

1015 (46), 24 sel., 78 RPM	95.00	35.00	65.00
1250 (50) 48 sel., 78 RPM	245.00	115.00	150.00
1400 (52), 48 sel., 78 RPM	325.00	175.00	225.00
1500 (53), 104 sel., 45-78 RPM Mix.	385.00	225.00	295.00

ARCADE EQUIPMENT

Baseball, 2 Player (G)	\$150.00	\$ 75.00	\$145.00
Basketball (G)	245.00	100.00	185.00
Bat-A-Score (Ev.) (8/48)	179.50	75.00	150.00

	HIGH	LOW	Mean Average
Big Broncho (1/51)	350.00	319.50	350.00
Big Inning (B) (47)	99.50	85.00	85.00
Big Top (G) (6/54)	395.00	260.00	335.00
Big Top (U)	350.00	275.00	295.00
Carnival Deluxe (U)	275.00	244.50	245.00
Carnival Gun (U)	300.00	225.00	245.00
Champion Baseball (G)	395.00	295.00	395.00
Coon Hunt (S)	195.00	145.00	175.00
Dale Gun (E)	89.50	35.00	50.00
Derby, 4 Player (CC) (3/52)	175.00	125.00	150.00
Drivemobile (T)	165.00	125.00	150.00
Goalie (CC) (1/46)	95.00	65.00	90.00
Gun Patrol (Ex) (5/51)	145.00	75.00	95.00
Heavy Hitter (B)	50.00	35.00	35.00
Home Run, 6 player (CC) (3/54)	225.00	195.00	200.00
Jumping Jack (G) (11/52)	75.00	33.00	70.00
King of Swat (W)	350.00	345.00	345.00
Pistol (CC)	50.00	50.00	50.00
Polar Hunt (W)	450.00	375.00	375.00
Ranger (K)	310.00	285.00	310.00
Rifle Gallery (G) (6/54)	250.00	175.00	195.00
Set Shot Basketball (6/52)	295.00	275.00	295.00
Shoot the Bear (S)	150.00	89.50	125.00
Shooting Gallery (Ex) (6/54)	200.00	150.00	160.00
Six Shooter (Ex)	145.00	95.00	95.00
Sky Gunner (T)	150.00	95.00	150.00
Sky Gunner (Ge) (9/53)	150.00	85.00	125.00
Sky Rocket (G) (5/55)	435.00	125.00	375.00
Space Ship Sportland (Ex) (11/51)	325.00	225.00	325.00
Sportsman (K) (11/54)	350.00	175.00	225.00
Super Home Run (CC) (3/54)	285.00	175.00	210.00
Telequiz (1/49) (T)	125.00	85.00	99.50
Voice-O-Graph (M) (4/46)	500.00	350.00	495.00
Wild West (G) (2/55)	395.00	195.00	350.00

VENDING MACHINES

	HIGH	LOW	Mean Average
Acorn, 5c or 1c	\$ 12.50	\$ 8.50	\$ 10.00
Eastern Electric C-8	155.00	40.00	110.00
Electro (8 col.)	190.00	85.00	125.00
National "9A" (9 col.)	165.00	95.00	125.00
National M-750	115.00	110.00	110.00
National 918	95.00	75.00	75.00
National 930	110.00	95.00	105.00
National 950	125.00	110.00	115.00
P X (8 col.)	115.00	27.50	115.00
P X (10 col.)	125.00	115.00	125.00
Rowe Crusader (10 col.)	125.00	60.00	85.00
Rowe President (8 col.)	105.00	45.00	65.00
Rowe Royal (8 col.)	105.00	35.00	105.00
Silver King 1c Ball Gum	7.50	7.45	7.45
Silver King Sc.	8.50	7.45	7.45
Stoner Candy (8 col.)	165.00	90.00	110.00

SHUFFLE GAMES

Ace Bowler (U)	\$260.00	\$175.00	\$235.00
Advance Bowler (CC) (5/53)	175.00	125.00	140.00
American Bank Arrow (CC)	250.00	100.00	150.00
Banner (U) (8/54)	375.00	335.00	365.00
Bikini (K) (6/54)	285.00	225.00	250.00
Bonus Bowler (K) (3/54)	175.00	150.00	150.00
Bonus Score Bowler (CC) (4/55)	425.00	345.00	375.00
Capital Delu	395.00	225.00	385.00
Shuffle Games	125.00	45.00	85.00
Cascade (U) (2/53)	85.00	50.00	75.00
Century (K) (6/54)	250.00	210.00	210.00
Champion (B) (5/54)	275.00	195.00	225.00
Chief (U) (11/53)	175.00	135.00	150.00
Classic (U) (6/53)	125.00	65.00	90.00
Clipper (U) (5/55)	345.00	249.00	325.00
Clipper Deluxe (U) (5/55)	395.00	195.00	340.00
Clover Shuffle (U) (1/53)	95.00	49.50	75.00
Comet Targette (U) (11/54)	295.00	125.00	250.00

	HIGH	LOW	Mean Average
Comet Deluxe (U) (11/54)	295.00	225.00	265.00
Criss-Cross (CC) (11/53)	225.00	125.00	195.00
Criss-Cross Targette Regular (CC) (1/55)	225.00	175.00	175.00
Domino (K) (5/53)	95.00	75.00	85.00
Diamond (K) (5/53)	225.00	185.00	185.00
Double Score (CC) (5/53)	85.00	49.50	75.00
Feature (CC) (7/54)	255.00	150.00	175.00
Fifth Inning Deluxe (U) (6/55)	350.00	125.00	300.00

FEBRUARY 18, 1956

HERE'S QUALITY . . . AT A PRICE!

WURLITZER 1015 \$40
 WURLITZER 1100 \$85
 WURLITZER 1450 \$250
 BALLY JET BOWLER \$225

Write for Complete Price List

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ESTABLISHED 1923

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735 S. Brook St., Louisville 3, Ky.1000 Broadway, Cincinnati, Ohio
120 W. North St., Indianapolis, Ind.INTERNATIONAL SCOTT CROSSE COMPANY
Greatest Closeouts
Ever Offered

Bingos
as low as
\$40.00

Music
as low as
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**Shuffle
Alleys**
as low as
\$40.00

We are passing these
SAVINGS on to you
because we need the
space.

Our equipment is thoroughly recondi-
tioned. All missing or broken parts
are replaced and machines are care-
fully packed to insure against dam-
age while in transit.

Our advice to you is . . . CABLE YOUR NEEDS!
Once we are sold out of a number we cannot duplicate these prices

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1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
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Supplies in Brief

Continued from page 107

relationships in effect, milk produc-
tion will probably continue at peak
rates this winter, Agriculture De-
partment reports. The total quan-
tity of milk used in fluid form in
1955 increased over 1954 by 2 bil-
lion pounds, or a little over 3 per
cent. More milk also went into
production of ice cream than in
1954. A total of about 121.2 bil-
lion pounds of milk was used for
food products out of 1955 produc-
tion, compared with 120.3 billion
pounds a year earlier. More was
also used in fluid form but less in
factory products.

Peanut Supply Heavy

The peanut supply in off-farm
positions on December 31, 1955,
totaled 1,163 million pounds—an
82 per cent increase over stocks
at the same time a year earlier.
Supply includes imported peanuts
but excludes stocks on farms and
shelled oil stock, according to Ag-
riculture Department. Shelled pe-
anuts reported used in making
candy, salted peanuts, peanut but-
ter and other uses totaled 206 mil-
lion pounds, about 1 per cent be-
low the amount used at the same
time last season. More peanuts
were reported used in making
candy and salted peanuts than last
year, but quantities reported used
in making peanut butter are down
slightly.

New Products

A new plastic anchor kit has
been introduced by Holub Indus-
tries, Inc., Sycamore, Ill.

Priced at \$2.95, the "Hi" 3-Star
kit contains 100 No. 8 by 3/4-inch
plastic screw anchors, 100 sheet
metal screws, and one 3/16th-inch
high-twist carbide-tipped masonry
drill.

The plastic screw anchors, ac-
cording to the company, are de-
signed for outdoor and indoor use
and are unaffected by moisture,
heat, cold or age, and "will not
corrode or rot."

A new, versatile spray gun,
P-CGA, has been developed by the
DeVilbiss Company, Toledo. Light
in weight, the gun is equipped
with a one-quart metal cup, and
can operate from a compressor as
small as 1/4 h.p.

It has a pressure cast aluminum
gun body, stainless steel fluid
needle and a hardened alloy steel
fluid tip. By flicking of a knob it
is converted from a suction feed
gun to a pressure feed type. No
price was announced.

A new quick wedge screw-hold-
ing "screwdriver" — Midget — which
holds, starts and drives No. 0 to
No. 4 wood screws and bolts, and
No. 2 to No. 4 sheet metal screws,
has been developed by the Ked-
man Company, 233 S. Fifth Street,
West, Salt Lake City.

Precision built, shockproof with
Tenite II handles, it has tough,
spring steel hollow-ground blades
and is equipped with a spring
pocket clip. It is priced from \$1.05
to \$1.85 depending on the size
desired.

R&B Demand

Continued from page 104

directions at once so that you don't
miss a new one with potential.
Some of the best ones come out on
labels that you have never heard
of and they often disappear after
one or two releases."

Opitz says that to really keep on
top of the r.&b. record business,
operators have to depend on their
one-stop dealers and watch the
trade papers closely.

Clarence Smith, of the Mil-
waukee Amusement Company,
noted that the best r.&b. collections
were coming from locations fre-
quented by the younger set. He
said that locations catering to older
crowds still did better on pop,
polkas and country and western.

PINBALL GAMES

Bally Atlantic City	\$50.00
Bally Beach Club	75.00
Bally Beauty	60.00
Bally Big Time	325.00
Bally Frolic	25.00
Bally Gayety	200.00
Bally Gaytime	300.00
Bally Ice Frolics	110.00
Bally Miami Beach	350.00
Bally Palm Beach	50.00
Bally Palm Springs	100.00
Bally Spot Lite	25.00
Bally Surf Club	200.00
Bally Variety	60.00
Bally Yacht Club	135.00
Gottlieb Dragonette	35.00
Gottlieb Hit 'n' Run	60.00
Gottlieb Quartet	60.00

United Manhattan	\$225.00
United Pixie	475.00
United Show Boat	140.00
United Triple Play	325.00

ARCADE EQUIPMENT

Shoot the Bear	\$75.00
Super Home Run	150.00
Williams Sidewalk Engineer	195.00
Write	

MUSIC MACHINES

AMI Model C-40	\$125.00
AMI Model D-40	225.00
AMI Model E-40	275.00
AMI Model E-120	400.00
Rock-Ola Model 1434	150.00
Rock-Ola Model 1436 A	150.00
Wurlitzer Model 1250	250.00
Wurlitzer Model 1400	250.00
Wurlitzer Model 1700	650.00

Rock City Amusement Co.

108 LAFAYETTE ST.
NASHVILLE, TENN.
Phones: 6-8371 or 42-4353

PURVEYOR'S SPECIALS

ALL POOL GAMES

READY FOR IMMEDIATE DELIVERY

POOL GAME SUPPLIES

Complete Set of 10 Balls, 2 1/2", 5 oz.
—2 Large Dots on each Cue-Ball.
Finest Quality—Immediate Delivery.

ALL FOR
\$17.95SPECIAL
POOL GAMES

\$150
Reconditioned—
Renovated.

SHUFFLE GAMES

Keeney Speedlane	\$325
Keeney American	250
Keeney Century	200
Keeney Diamond	175
Keeney Carnival	75
Keeney 10 Player	75
Un. Targette	225
Un. Comet	250
Un. Mars	295

Un. Team	\$185
Un. Leader	175
Un. Imperial	145
Un. Chief	170
Un. Royal	140
Un. Olympic	80
Un. Cascade	75
Genco Match Pool	85
C. C. Advance	115
C. C. Gold Cup	100
C. C. Triple Score	75
C. C. Double Score	70

MISCELLANEOUS

9-ft. American Bank	\$150
Shot	
18-ft. Rock-Ola Shut-	
tleboard	125
Genco Rifle Gallery	195

Cue Sticks, Ea.	\$2.00
Chalk, Gr.	3.50
Cue Tips, per 100	1.75
10-Minute	
Cement, Tube	.20
Write for Complete	
List.	

BINGOS

Write for complete list at
lowest prices.

GUNS—Moving Targets

Keeney Ranger	\$295
Keeney Sportsman	195
Seeburg Coon Hunt	175
Seeburg Shoot the	
Bear	125

MISCELLANEOUS

Ex. Gun Patrol	\$ 95
Genco "400"	45
Genco Silver Chest	110
Genco Quarterback	Write

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WILL ACCEPT LATE MUSIC AND FIVE BALLS ON TRADE

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Exhibit Treasure Cove Gun	\$495.00
Genco Sky Rocket	425.00
Genco Wild West	395.00
Bally Big Innings	85.00
Chi Coin Six-Player Home Run	200.00
Chi Coin Six-Player Super	225.00
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Kiddie Whip (New)	Write
Sidewalk Engineer (Like New)	395.00
Muto, Voice-o-Graph	175.00
Chi Coin 4-Player Derby	125.00
Genco Sky Gunner	125.00
Bear Gun	195.00
Coon Hunt	195.00
Chi Coin Basketball Champ	295.00
Set Shot Basketball (Used)	90.00
Chi Coin Goatee	295.00
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Standard Metal Typewriter (New)	50.00
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Exhibit Gun Patrol	95.00
Exhibit Six Shooter	95.00
Chi Coin Big League Bull's-Eye	375.00
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United Carnival Gun	295.00
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Genco 2-Player Basketball	Write
AST Rifle Range With Compressor	Write
Exhibit Vacuum Card Vendor	Write
(New)	395.00
Super Jet	Write
Round the World Trainer	250.00
Bally Moon Ride	Write
Muto, Drive Your Self	Write
Kirk Astrology Scale	74.50

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Score-A-Line	Write
Hollywood	\$375.00
Bonus Score	345.00
Triple Strike	295.00
Fire Ball	260.00
Flash	195.00
Feature Frame	145.00
Super Frame	150.00
Cross Cross Bowler	115.00
Advance	50.00
Super Match	50.00
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Cross Cross Target (Like New)	95.00
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Olympic	75.00
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Gaytime	\$375.00
Gayety	275.00
Variety	275.00
Yacht Club	85.00
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Beach Club	110.00
Beauty	105.00
Bright Spot	85.24
Palm Beach	85.00
Genco Jumping Jack	75.00
Genco Golden Nugget	85.00

VENDORS

Shipman 3-Column Stamp	\$ 19.95
Shipman 2-Column Stamp	15.95
PX 12-Column Cigarette (New)	225.00
Silver King Hot Nut	9.00
Silver 918 Candy Vendor	95.00
Nat'l 9-Column (Like New)	150.00
Mercury 9-Column (Like New)	425.00
Keeney Coffee Vendor (New)	15.00
Acorn Capsule Vendor (New)	12.50
Atlas Capsule Vendor (New)	27.50
Alkum Cracker Vendor	12.50
Acorn Charm Vendor	27.50
PX Cookie Vendor	86.00
Continental Coin Changer	Write
Rowe Penny Inserter Elec. (New)	7.50
Silver King Ball Gum	14.95
Acorn 1r (New)	7.50
Victory Stamp	7.50
Stoner 9-Column Cigarette (New)	Write
Keeney Electric Vendor (Cigarette)	85.00
Eastern Electric Cigarette	125.00
Vendor, Blonde	4100.00
Shinemaster	69.50
Pop Ses Popcorn	49.50
Rock-Ola Lo Boy Scale	49.50

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AMI F-120	\$495.00
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 All Games Reconditioned—Ready for Locations.
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ROCK-OLA

1434 \$275.00
 1434-45 rpm 185.00
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WE WANT TO BUY

M100A Select-O-Matic 1100 Wurlitzer
 1700 Wurlitzer Shooting Galleries
 Quote quantity and lowest price in first offer.

All equipment is steam cleaned and completely reconditioned.
 Guaranteed ready for location.

We are exclusive distributors for
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Fascinating Fast Play Tops in Player Appeal
 Coin or Non-Coin Operation
 Trouble-Free Mechanism
 Electrical Replay Counter
 Imitated But NOT Duplicated

Fits Any Location

• Height: 62" • Width: 22" • Depth: 14"

Games, Inc.

Manufacturers

663 North Wells Street Michigan 2-5101 Chicago 10, Illinois

\$50 Mil. Budget

• Continued from page 105

are: Life Savers, Inc., \$1,850,000; Mars, Inc., \$1,800,000; Peter Paul, Inc., \$1,800,000; Curtiss Candy Company, \$1,750,000; Planters Nut & Chocolate Company, \$1,500,000; E. J. Brach & Sons, \$1,300,000; the D. L. Clark Company, \$1,000,000; American Chicle Company, \$1,000,000; New England Confectionery Manufacturing Company, \$850,000, and the Sweets Company of America, \$850,000.

\$500,000 Budgets

Thirteen other companies have set up advertising budgets of \$500,000 or more. Most are national advertisers and generally use some form of TV.

As to the public relations program for the industry, Schnering stated:

"The broad objective of the program will be to give the entire confectionery industry a powerful voice on the American scene in order to create active public understanding and support of candy's rightful place as a food."

Preliminary studies by the committee and Boyer took into consideration the rapid and complex changes taking place in the merchandising and promotion of all type of confectionery, the need for public information and education about the nutritious ingredients going into candy, and the tremendous gaps in public understanding about the place of candy in diet and health.

Minn. Decision

• Continued from page 111

the plaintiff by reason of their giving free replays to successful players; and from making or causing arrests or instituting or causing prosecutions against the plaintiff by reason of the giving of free replays to successful players on the type of pinball machine herein described on the premises of the plaintiff; Provided, that nothing herein contained shall be construed to enjoin or restrain the enforcement of any law or ordinance prohibiting pinball machines which pay off in cash or merchandise rather than in free replays.

Let a writ of permanent injunction be issued accordingly.

Dated: 1956

BY THE COURT

Judge

(Editor's Note: A court memorandum which traces the legal precedents and sections of the statutes referred to in this order is omitted. For a copy of this order, including the court memorandum, write The Billboard, 188 West Randolph Street, Chicago 1.)

NATD Conclave

• Continued from page 105

Kolodny, NATD managing director.

Evening conferences will include "Attuning Operations to New Conditions," "Administrative Procedures," "Departmentalizing Business," "Personnel Management," "Labor Management Relations in 1956," "The Buying Function," "Credit Management," "Electronic Office Installations," "Warehouse Design and Planning," "Streamlined Materials Handling," "Stock Control and Inventory," and "Receiving, Shipping and Delivery."

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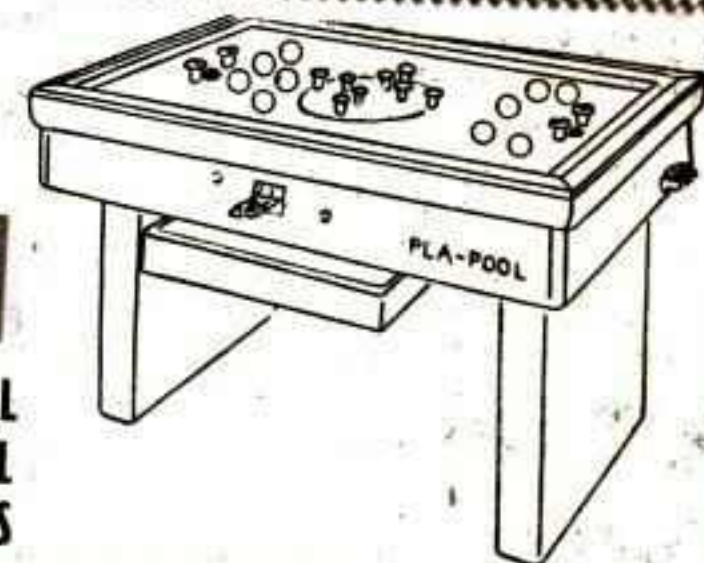
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 BUMPER-TYPE POOL
 GAMES... 2 SIZES

Especially Designed and Built for Choice Locations

CHECK THESE EXCLUSIVE FEATURES:

- Packets set in front end permit rebound action
- Dimensions: Deluxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Regulation Size Cues
- Table Top on Hinges With 2 Locks
- Cash Box Inside, also With Lock
- Attractively Finished Cabinets
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
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POOL SUPPLIES

Set of 10 2 1/4" Balls \$12.80
 48" Cues 1.95
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 NEW TOPS—complete with latest plastic bumpers, new cloth 35.00
 Tip Clamp35
 Cue Repair Kit 4.95

Write for complete list of parts.

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3 Monarch 15/21 \$75.00
 1 Marvel 15/21/50 each
 1 Rock-Ola 15/21 & Frame each
 1 Edsel Shuffle Score, 15/21/50 each

RECONDITIONED WALL MODELS

1 Keeney 15/21 \$49.50
 1 Marvel 15/21 each

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2369 Milwaukee Ave.
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 Beach Club 110.00
 Beauty 105.00
 Cabana 105.00
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 Gayety 295.00
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 Palm Beach 75.00
 Palm Springs 165.00
 Rio 85.00
 Spot Life 45.00
 Singapore 165.00
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 Yacht Club 125.00
 Circus 85.00

SHUFFLE BOWLERS

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 United Deluxe 60.00
 United Cascade 75.00
 United Clipper 325.00
 United Comet 295.00
 United Clover 45.00
 United Chief 140.00
 United Lightning 295.00
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 United Leas. Bowl. 160.00
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 United 11th Frame 195.00
 United Original 70.00
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 United Royal 125.00
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 United Speedy 210.00
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 C.C. Match Bowlers 45.00
 C.C. Super Frame 195.00
 C.C. Star Life 225.00
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Genco 8 Player \$ 50.00
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Genco 400 \$ 35.00
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WORLD WIDE ... Equipment You Need—At the Price You Want to Pay!**ARCADE EQUIPMENT**

KING OF SWAT \$375
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 GENCO 3-PLAYER BASKETBALL 225
 UNITED DLX. CARNIVAL GUN 245
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ATLANTIC CITY \$ 75
 FROLIC 95
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Write or Phone for Lowest Prices Anywhere

on BINGO GAMES

BIG TIME—VARIETY—GAYETY—SURF CLUB—PALM SPRING—ICE FROLIC.

SHUFFLE GAMES

HOLLYWOOD \$350
 HOLIDAY 265
 DLX. CAPITOL 365
 DLX. CLIPPER 345
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 DLX. COMET 225
 DLX. TARGETTE 195
 CHICAGO COIN SUPER FRAME 145
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Cable Address:
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 Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47
 2330 N. Western Ave.

Phone: EVerglade 4-2300

Minn. Decision on Free-Play Pinballs

STATE OF MINNESOTA
COUNTY OF HENNEPIN
JOHN R. MCNEICE,
VS.
DISTRICT COURT
FOURTH JUDICIAL DISTRICT
FILE NO. 518040

CITY OF MINNEAPOLIS, a
municipal corporation, and
THOMAS R. JONES, its
Superintendent of Police,
Defendants.

FINDING OF FACT,
CONCLUSIONS OF LAW,
ORDER DISPOSING OF
MOTIONS, AND
ORDER FOR JUDGMENT.

The above entitled action being regularly on the Special Term calendar of the above named court came on for hearing before the undersigned, one of the Judges of said court, at a Special Term thereof, on the 5th day of January, 1956, on the following motions: (1) Plaintiff's motion for a temporary injunction, attached to the order to show cause and restraining order herein dated December 24, 1955; (2) defendant's motion to dissolve or to vacate temporary restraining order; and (3) plaintiff's motion for judgment on the pleadings, or in the alternative for summary judgment.

Samuel H. Mason, Esq., and Messrs. Kaplan, Edelman and Kaplan by Sidney J. Kaplan, Esq., appeared for the plaintiff in support of said motions of the plaintiff and in opposition to said motion of the defendants. Miles Lord, Esq., Attorney General, by Robert W. Garriety, Esq., Assistant Attorney General and by John R. Murphy, Esq., Assistant Attorney General, and Charles A. Sawyer, Esq., City Attorney, and Raymond H. Hegna, Esq., Assistant City Attorney, appeared for defendants in opposition to said motions of the plaintiff and in support of said motion of defendants.

After hearing the arguments of counsel and due deliberation having been had and the court being fully advised in the premises, the court makes the following:

FINDINGS OF FACT

1. Plaintiff is a resident of and the proprietor of the business in the City of Minneapolis, Hennepin County, Minnesota, hereinafter described. Defendant City of Minneapolis is a municipal corporation, and defendant Thomas R. Jones is its Superintendent of Police.

2. Plaintiff is a person whose rights are affected by the statutes, ordinances and police orders hereinafter referred to, brings this action pursuant to M. S. Chapter 555 and Rule 57 of the Rules of Civil Procedure to have determined the questions of construction and validity arising under said statutes, ordinances and police orders which are in actual controversy between the parties hereto, as hereinafter set forth, and to obtain a declaration of rights thereunder, and for incidental and consequential relief.

3. Plaintiff is the proprietor of a business at 812 Hennepin Avenue, Minneapolis, Hennepin County, Minnesota, commonly referred to as an amusement arcade, wherein are maintained for the amusement of the public a large variety of coin-operated amusement devices. Plaintiff maintains in plaintiff's said business premises in the City of Minneapolis, Hennepin County, Minnesota, for playing members of the public, a particular mechanical amusement device, hereinafter described, sometimes called a pinball machine, said device being hereinafter called "the mechanical amusement device in question," being a particular machine bearing serial number 1096, licensed under license number 15489.

4. At all times herein relevant, there has been in full force and effect in the City of Minneapolis, an ordinance of said city entitled "An ordinance to license and regulate mechanical amusement devices in the City of Minneapolis," as amended, being Chapter 33:81 of the published ordinances of said city.

5. The mechanical amusement device in question is, and at all times herein relevant has been duly licensed by the City of Minneapolis pursuant to said ordinance, as amended, and the license fee required by said ordinance, as amended, for the mechanical amusement device in question has been fully paid.

6. The mechanical amusement device in question is one of a number of similar mechanical amusement devices called pinball machines licensed by the City of Minneapolis pursuant to said ordinance as amended.

7. The mechanical amusement device in question operates in the following manner: By inserting a five-cent coin therein, the player is enabled to play a game thereon and to achieve varying scores in said game, which are automatically recorded by said device. Only one five cent coin per game may be inserted in the mechanical amusement device in question. The play of said game is by propulsion by the player by means of a plunger of five metal balls into a playing field constituting part of said mechanical amusement device, with the score achieved depending on the route followed by the metal balls, the contacts made by the metal balls before coming to rest and the place where they come to rest.

8. In playing the mechanical amusement device in question, the element of skill in achieving a score is either negligible or non-existent.

9. The mechanical device in question does not return coins or slugs, chips or tokens of any kind which are redeemable in merchandise or cash, and, moreover, does not return coins or slugs, chips or tokens of any kind at all, and in the operation thereof on the premises of plaintiff the only "winnings" allowed to the player are free games, with no other reward to the player, directly or indirectly, in money or merchandise, excepting only free games.

10. The mechanical amusement device in question contains no automatic pay off device for the return of money, coins, checks, tokens or merchandise, and provides for no such pay off by any other means or manner.

11. The mechanical amusement device in question, as used and operated prior to December 15, 1955, the date of the issuance of the order by the Superintendent of Police of Minneapolis directing confiscation of plaintiff's pinball machine, included an automatic device whereby a player achieving a designated score in a game played thereon is enabled to replay one or a specified greater number of games thereon without inserting an additional coin or coins therein and without any other charges.

12. August 29, 1947, the then Attorney General of the State of Minnesota ruled in substance that if pinball machines return chips or tokens which can be turned in for merchandise or cash, the machines are gambling devices and unlawful, but ruling also in substance that pinball machines which return to the players thereof free replays, are not gambling devices within the meaning of M.S. 614.06 and 614.07 or in violation of the lottery law, M.S. 614.01. See Op. Atty. Gen. 733-D, August 29, 1947.

13. December 12, 1955, the present Attorney General of the State of Minnesota ruled in substance that assuming that in the operation of a pinball machine the elements of consideration and chance are present, the giving of a free replay constitutes a prize, or thing of value, so as to render such machine a gambling device within the meaning of M.S. 614.06 and 614.07, and overruling the said opinion of the Attorney General dated August 29, 1947. See Op. Atty. Gen. 733-D, December 12, 1955.

14. At all times herein relevant there has been in full force and effect an ordinance of the City of Minneapolis entitled "An ordinance authorizing the destruction of all instruments used for the purpose of gaming in the City of Minneapolis," Chapter 37:31, the full text whereof is annexed to the complaint marked Exhibit D.

15. On December 15, 1955, Thomas R. Jones, one of the defendants, as Superintendent of Police, notified all police officers that the Attorney General of the State of Minnesota has ruled that pinball machines that pay off in free games are gambling devices and illegal under Minnesota law, and ordered, effective at once, that all officers of every division of the Department of Police of the City of Minneapolis strictly enforce the Attorney General's ruling. He further ordered that any pinball machine found paying off in free games be immediately confiscated as a gambling device and the person in charge of the premises where such machine is found be charged with maintaining a gambling device. Said notice and order by the Superintendent of Police were contained in The Daily Bulletin of the Department of Police, City of Minneapolis, for Thur., Dec. 15, 1955, Vol. 36, No. 242, a true copy whereof is annexed to the complaint marked Exhibit E. Said notice and order are the policy of defendants, and they intend to and will carry out the same unless otherwise determined by judicial decision.

16. A real controversy exists between plaintiff and defendants arising out of the foregoing facts, involving the rights of the parties, which depend on questions of interpretation of M.S. 614.01, 614.06, 614.07, and of the validity of the ordinance, as amended, Chapter 33:81. This action is brought in good faith to determine the rights of the parties to said controversy.

17. In said controversy defendants assert and plaintiff controverts that on all the above facts the mechanical amusement device in question, with the free replay device in use and operation, as used and operated prior to December 15, 1955, and as plaintiff desires immediately to restore it to use and operation, is a gambling device within the meaning of M.S. 614.01, 614.06, 614.07 solely by reason of the giving of free play in the circumstances hereinabove set forth.

CONCLUSIONS OF LAW

1. There is no genuine issue as to any material fact.
2. The facts and circumstances of the controversy before the court present a proper case for declaratory relief under M.S. 555 et seq. and Rule 57, M.R.C.P. and for injunctive relief.

3. The determination of whether or not pinball machines which award free replay are "gambling devices" within the meaning of sections 614.06, 614.07 and whether or not they are devices which violate sections 614.01-614.05 is a question of statutory construction.

4. The intention of the legislature in the enactment of sections 614.06, 614.07 and 614.01-614.05 is the paramount consideration in the determination of whether or not the possession and play of pinball machines which award free replays are violations of these sections.

5. The intent of the legislature on this question is reflected in the enactment of c. 586, Laws 1947, M.S. 323.53-.62 (1953).

6. The enactment of c. 586, Laws 1947 which specifically defines a gambling device as, inter alia, "pinball machines which return coins or slugs, chips or tokens of any kind, which are redeemable in merchandise or cash" is related to the same subject as sections 614.01-05, 614.06 and 614.07, i.e., gambling, and has as its purpose the same object, i.e., the suppression of gambling.

7. Sections 614.06, 614.07, 615.01-05 and c. 586, Laws 1947, are in pari materia, and, as such, are properly considered together in the determination of the legislative intent regarding the legality of the possession and play of pinball machines which award free replays.

8. Pinball machines which award free replays, but no coins, slugs or tokens of any kind or cash or merchandise, are not gambling devices within the meaning of c. 586, Laws 1947.

9. The exclusion of pinball machines which award free replays from the definition of a gambling device within the meaning of c. 586, Laws 1947, signifies that the legislature did not intend that the possession and play of such machines should constitute violations of sections 614.06, 614.07 and 614.01-05.

10. The mechanical amusement device in question as in operation prior to December 15, 1955 and as plaintiff desires to restore it to operation is not, by reason of the giving of free replays, a gambling device within the meaning of M.S. 614.06 and 614.07 or in violation of the lottery law M.S. 614.01.

11. The ordinance of the City of Minneapolis, Chapter 33:81 entitled "An ordinance to license and regulate mechanical amusement devices in the City of Minneapolis," as amended, is in all respects valid as applied to the mechanical device in question as in operation prior to December 15, 1955, and as plaintiff desires to restore it to operation, with the automatic free replay device in use and operation.

12. The order of the Superintendent of Police of December 15, 1955, ordering all officers of every division of the Department of Police of the City of Minneapolis to enforce the ruling of the Attorney General that pinball machines that pay off in free games are gambling devices and illegal under Minnesota law, and further ordering that any pinball machine found paying off in free games be immediately confiscated as a gambling device and the person in charge of the premises where such machine is found charged with maintaining a gambling device, are unenforceable against the person or property of the plaintiff described herein. The property rights of the plaintiff are involved, and plaintiff will suffer irreparable injury thereto and to his business by the acts of defendants unless the defendants are enjoined and restrained as hereinafter ordered.

13. Plaintiff has no adequate remedy at law and is entitled to the judgment demanded in the complaint as hereinafter ordered as a matter of law.

14. Defendants are not entitled to the judgment demanded in the joint and several answer of the defendants because the giving of free replays does not render the mechanical amusement device in question a gambling device within the meaning of M.S. 614.01-05, 614.06, 614.07 and M.S. 323.53-62.

ORDERS ON MOTIONS

It is hereby ordered as follows:

1. Plaintiff's motion for judgment is granted.
2. Plaintiff's motion for a temporary injunction, to the extent included in the judgment for permanent injunction, is granted and made permanent in accordance with the order for judgment hereinafter set forth.
3. Defendant's motion to dissolve or to vacate the temporary restraining order is denied.

ORDER FOR JUDGMENT

Let judgment be entered as follows, whereby it is:

ORDERED, ADJUSTED, DECLARED AND DECREED:

1. That the court hereby adjudges, declares and determines that the mechanical amusement device in question herein as in operation prior to December 15, 1955, and as plaintiff desires to restore it to operation is not, by reason of the giving of free replays, a gambling device within the meaning of M.S. 614.06 and 614.07 or in violation of the lottery law M.S. 614.01.
2. That the court hereby adjudges, declares and determines that the ordinance of the City of Minneapolis, Chapter 33:81 entitled "An ordinance to license and regulate mechanical amusement devices in the City of Minneapolis," as amended, is in all respects valid as applied to the mechanical amusement device in question herein as in operation prior to December 15, 1955, and as plaintiff desires to restore it to operation, with the automatic free play device in use and operation.

3. That the court hereby adjudges, declares and determines that the orders of the Superintendent of Police of December 15, 1955, ordering all officers of every division of the Department of Police of the City of Minneapolis to enforce the ruling of the Attorney General that pinball machines that pay off in free games are gambling devices and illegal under Minnesota law, and further ordering that any pinball machine found paying off in free games be immediately confiscated as a gambling device and the person in charge of the premises where such machine is found charged with maintaining a gambling device, are unenforceable against the plaintiff insofar as they extend to pinball machines of the plaintiff which upon the insertion of five cents permits the player to play five metal balls upon the machine and which award to the player free replays upon the machine in the event he attains a specified score thereon.

4. That the defendants, and each of them, their officers, agents, and subordinates, and their successors, and all persons acting in concert or participation with them or any of them are hereby permanently enjoined and restrained from enforcing or carrying out the orders of the Superintendent of Police of the City of Minneapolis of December 15, 1955, against the plaintiff for possession of the type of pinball machine here in question or any similar orders of his or of any other person under the authority of the defendants, directing enforcement of the ruling that pinball machines that pay off in free games are gambling devices and illegal under Minnesota law, and directing that any pinball machine found paying off in free games is to be confiscated as a gambling device and that the person in charge of the premises where such machine is found be charged with maintaining a gambling device where the order is directed at the possession of the type of pinball machine here in question on the premises of the plaintiff; from interfering in any way with the use and operation of the type of pinball machine herein described in the possession of and maintained by the plaintiff by reason of their giving free replays to successful players; from confiscating or destroying the type of pinball machine herein described in the possession of and maintained by

(Continued on page 114)

Memphis Pinball Trade Drops Off

MEMPHIS, Feb. 1.—City Licensing Bureau here reports a big decline in pinball game trade in the past five years.

Sloan O. Craig, collector of licenses and privileges, said he issued 715 licenses for pinball games in 1950. Right now, only 441 licenses have been sold.

Operators here, reported making very little profit on the games. Drew Canale, spokesman for operators here, said the pinballs cost too much and depreciate too fast.

The situation here is in contrast to trade conditions in other areas of the country, where pinballs bring in top receipts for operators.

Shuffle Games Reduced

6 United Deluxe Super Bonus \$275.00
3 United Deluxe Capitals 225.00
3 United Deluxe Clippers 195.00
3 United Deluxe 5th inning 125.00
Gaytime Amusements
215 N. 25th St., Omaha, Nebr.
Phone: GLendale 1129
Warren Tunis

COIN MARKET PLACE CLASSIFIED ADVERTISING

The National Exchange for Coin
Machine Personnel Products,
Services and Opportunities

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3.00

CASH WITH ORDER

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 21 S. Water St., Ossining, N. Y. mh3

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Patterson 2, N. J. ch-fe25

Help Wanted

WANTED — BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. fe25

Parts, Supplies & Services

COIN-OPERATED TIMERS — ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio, 21 S. Water St., Ossining, N. Y. mh3

FOR SALE—50,000 FT. 1-0 SINGLE CONDUCTOR Power Cable, 25 ft. Excellent for welding lead and other portable installations. \$2,500,000 stock Sperry Searchlight parts; new, original overseas packing; complete units, lamp assemblies, lamp operating assemblies, all other parts, carbon, glass. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. fe25

STAMP FOLDERS DIRECT FROM MANUFACTURE, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. fe25-ch

Routes for Sale

ROUTE FOR SALE — MUSIC, SHUFFLE Bowers, Bingos and Pool Tables, 125 machines, Western State, excellent gross and net. Write Box M-162, c/o Billboard, Cincinnati 22, Ohio. fe25

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 29 years.

MACK H. POSTEL

2952 Milwaukee Ave. Chicago 18, Ill.

ARCADE CLOSED, EQUIPMENT FOR SALE. Photomat, late model, used about one season. Mechanism in factory crate, 2 pictures 35c, \$950 or best offer. Mighty Mike, \$450; Set Shot Basketball, \$150; Silver Glove, \$85; Sky Gunner, \$85; Invader, \$110; Foot-Ease, \$39, vibrant; Merry-Go-Round of Love, clean, \$35; Mystic Pen, \$45; Round the World Trainer, like new, \$395; Holly Cranes (B), clean, late model, \$290 ea.; Scientific Baseball, \$65; Pitch 'Em and Bat 'Em, \$75; Evans Baseball, \$75; Telegun, \$45; Midget Movies with Burlesque Film (2), \$45 ea.; Voice O Graph, mechanism overhauled by Nutscope, \$295; 2 Coney Islands, \$45 ea.; 2 Bright Spots, \$35 ea.; 2 Tropics, \$69 ea.; 2 Rios, \$95 ea.; Super Bomber, \$95; Bear Gun \$75. Want to trade or buy slots. One-third deposit, balance c.o.d. Donald Zak, Dudley 4-8758, 1616 Walnut Avenue, Las Vegas, Nev.

CIGARETTE MACHINES — REAL LOW prices; DuGrenier, Unedea, Rowe, quarter or 30-cent operation; candy machines, U Select It; DuGrenier, Mills 5 column, all machines, \$20 each. Harris Vend, 3717 N. Park Ave., Philadelphia, Pa. fe18

BEST IN THE MIDDLE WEST	
Genco WILD WEST	\$350.00
Genco RIFLE GALLERY	225.00
Genco SKY GUNNER	150.00
United BONUS	285.00
United CARNIVAL	260.00
Exhibit SPORTLAND GALLERY	225.00
Exhibit STAR SHOOTING GALLERY	150.00
Exhibit DALE GUN	45.00

POOL TABLES BOWLERS

ARCADE EQUIPMENT

COIN MACHINE Exchange
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4-3529

FOR SALE—GOOD USED BINGOS READY for location. Stars, \$25; Atlantic City, \$35; Cabana, \$45; Tahiti, \$50; Rio, \$60; Tropics, \$60; Frolics, \$50; Yacht Club, \$60; 3020 Wurritzer Wall Boxes, \$5 each; 218-Wurritzer Stepper, \$7.50. Send 1-3 deposit. Frank Guerrini, 1211 West 4th Street, Lewistown, Pa. fe25

FOR SALE—100 DAKLBERG HOSPITAL pillow speaker radios, 10+ 2 hours, perfect working condition \$16.25 unit. Sandhaus, 5417 Guarino Road, Pittsburgh 17, Pa.

LYNN CONCESSION TRUCK, EXCELLENT condition, Fluorescent lights, Aluminum Counters, three sides. Presently a Candy Floss, Sno-Ball, Popcorn unit. Pictures available. Angelini, 13 Crestmont Ave., Trenton, N. J. Owen 8-6125.

NOW, 10-ROUND BOXING CARDS, ALSO 15-Rounders and Baseball Cards, R. and S. Sales Company, P. O. Box 923, Salt Lake City, Utah.

PENNY ARCADE—NEW 20X30 TOP, Excellent 14 foot Ford Van, booster, ticket box. Al Valents, 58th St., Perry, N. Y.

POKERINO, COMPLETELY REBUILT. Refinished, new coat of paint, sockets, \$85. Complete line parts, supplies for Pokerino. James Travis, Box 206, Millville, N. J. ap7

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders, DAV razor blade venders, Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES

Dept. B-2, 4307 W. Lawrence Av., Chicago 38

TAB GUM OPERATORS

65 used Select-O-Vend 1 1/2 Tab Gum and Hershey Machines in good condition, \$15 each. 35 Pulver, porcelain, 3 column, 400 cap. 1 1/2 Tab Gum Machines, \$9 each or \$300 for lot with extra parts.

B. L. ROLL VENDING CO.

2183 Washington Ave. Memphis, Tenn.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1c Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1c Hersey's, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. fe18

21 POKERINO TABLES WITH STOOLS, \$300. Come and get 'em. Walter Green, 2108 Davidson Ave., Bronx 53, New York. Cypress 8-6553.

100 LIKE NEW PACKARD BOXES—5c or 10c play, \$10 each or entire lot for 1 Seeburg Model G Phonograph. Modern Music, 3348 Euclid, Cleveland, Ohio. fe18

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. mh17

POPCORN SEZ MACHINES — PLEASE state number of machines, condition, and price. John Groves Company, Charlene Popcorn, 39 Skyline Drive, Duquesne, Pa. mh3

S-45 RESTAURANT JUKE BOXES. STATE price and number you have. R. N. Walker, 1823 George St., Brooklyn 27, N. Y. mh3

WANTED—50 LATE MODEL SEEBURG 100 Wallboxes, Seeburg Model B-C or G Phonographs, Modern Music, 3348 Euclid, Cleveland, Ohio. fe18

Multiple-Player 5-Balls Lead Gottlieb Output

CHICAGO, Feb. 11.—For the first time in the history of the firm, five-ball pinball games designed to be played by two or more players are tops on the D. Gottlieb & Company production lines.

This turn of events comes as no surprise to Gottlieb, for the firm predicted a year ago that the multi-player games would hit their best stride in 1956.

Alvin Gottlieb said that about 75 per cent of the multi-player pinballs are set for dime play at locations.

Previously, the company concentrated on single-player games, although progressively introducing more and more multi-player models.

New Models Lead

Now the multi-player models lead both the single-player pins and the pool games off production lines at the Gottlieb plant.

"The multi-player games have substantially increased our sales," Gottlieb said. "The multi-player games, both the five-balls and pool games, have also boosted trade at locations. These games get people to talk to each other at taverns and other locations, and get them to join in competition."

Gottlieb reported that the games were doing better in some areas than in others, but added they were doing well throughout the country.

Gottlieb said the five-ball pinball trade has made steady progress in the past year. "It is as established business with us, and the used games hold a good price on the market," he said.

At the same time the firm is presently "loaded with orders for pool games." It has two pool game models on the market. The com-

MUTOSCOPE SET ON ROCK 'N' ROLL

NEW YORK, Feb. 11.—The International Mutoscope Corporation is readying a new game, called Rock 'n' Roll, with first shipments set to go out in early March. Bill Rabkin, Mutoscope president, said the device is a skill game. He added that full details will be released soon before the first shipments are made. Rabkin said the game has been field-tested.

pany plans to stay in the pool game business for some time to come—"at least another year or two."

One of the principal reasons for the good market conditions in the used five-ball field, Gottlieb pointed out, was the steady demand by foreign countries. Gottlieb maintains a special export division, headed by Judd Weinberg, to handle export orders.

Associated Fetes N. E. Ops at United, Rock-Ola Showings

BOSTON, Feb. 11.—Music and game operators from throughout New England gathered at the Hotel Beaconsfield in nearby Brookline Thursday (9) to attend showings and service schools sponsored jointly by Ed Ravreby's Associated Amusements, Rock-Ola and the United Manufacturing Company.

The program was informal, as operators held afternoon service sessions, dined as guests of Ravreby, attended the evening meeting of the Eastern Massachusetts Music Operators' Association, then continued with the service school.

Jack Balabash was Rock-Ola's factory representative, while Charlie Katz represented United. Displayed were the United Caravan, a pin game, and the United Hi-Score, a pool game. Also on display was the new Rock-Ola. Don Moril, Associated service head,

and Dick Mandel, Associated sales chief, were on hand to answer operator questions.

Operators who had the longest haul—415 miles each way—to the showings were Charlie Noyes and Guy E. Durgin, who operate music and games in Presque Isle, Me. Representing the Music and Amusement Rental Service, an association of New Hampshire, Vermont and Northern Massachusetts operators, was Frank Lazar, Manchester, N. H., operator.

LOS ANGELES, Feb. 11.—The Pepsi-Cola Bottling Company of Los Angeles is scheduled to begin construction this month on a \$750,000 bottling plant in Baldwin Park. The 64,000-square-foot building is scheduled for completion by June.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

	HIGH	LOW	Mean Average
BALLY			
Atlantic City (5/52)	\$ 75.00	\$ 50.00	\$ 65.00
Beach Club (2/53)	150.00	69.50	110.00
Beauty (11/52)	135.00	60.00	100.00
Big Time (1/55)	400.00	125.00	395.00
Bright Lights (5/51)	95.00	45.00	65.00
Bright Spot (11/51)	95.00	35.00	85.00
Coney Island (9/52)	85.00	25.00	50.00
Dude Ranch (9/51)	160.00	90.00	125.00
Frolic (10/52)	125.00	60.00	90.00
Gayety (3/55)	375.00	195.00	245.00
Gaytime (6/55)	445.00	225.00	350.00
Hi-Fi (6/54)	165.00	95.00	140.00
Ice Frolics (1/54)	175.00	85.00	145.00
Miami Beach (9/55)	495.00	350.00	35.00
Pin Beach (7/52)	95.00	49.50	60.00
Surf Club (3/54)	175.00	115.00	135.00
Variety (9/54)	295.00	200.00	250.00
Yacht Club (6/53)	95.00	50.00	75.00
Saddle & Turf Club Model (10/53)	275.00	205.00	205.00
GENCO			
400 (10/53)	50.00	35.00	45.00
Golden Nugget (2/53)	85.00	60.00	75.00
Dragonette (6/54)	175.00	150.00	175.00
Gold Star (3/54)	185.00	145.00	150.00
Grand Slam (4/53)	110.00	75.00	110.00
Guys & Dolls (5/53)	110.00	65.00	90.00
Gypsy Queen (2/55)	205.00	100.00	195.00
Hawaiian Beauty (4/54)	175.00	125.00	145.00
Hit and Run	75.00	54.50	65.00
GOTTLIEB			
Lady Luck (9/54)	155.00	150.00	150.00
Pin Wheel (11/53)	125.00	95.00	110.00
Poker Face (9/53)	125.00	100.00	100.00
Skill Pool (8/52)	110.00	39.50	110.00
Southern Belle (6/55)	225.00	210.00	215.00
Stage Coach (11/54)	179.50	165.00	165.00
Twin Bill (1/53)	195.00	185.00	185.00
Wishing Well (9/55)	250.00	235.00	245.00
UNITED			
ABC (2/52)	65.00	50.00	65.00
Cabana (3/53)	105.00	50.00	105.00
Havana (2/54)	145.00	60.00	125.00
Hawaiian (6/54)	150.00	79.50	110.00
Manhattan (4/55)	345.00	225.00	295.00
Mexico (3/54)	150.00	100.00	150.00
Nevada (8/54)	175.00	125.00	150.00
Rio (11/53)	125.00	50.00	85.00
Singapore (10/54)	165.00	69.50	125.00
Stars (6/52)	60.00	40.00	60.00
Tahiti (8/53)	125.00	60.00	100.00
Triple Play (8/55)	425.00	295.00	395.00
Tropicana (1/55)	195.00	150.00	185.00
Tropics (7/55)	125.00	50.00	125.00
WILLIAMS			
Big Ben (9/54)	165.00	125.00	125.00
Dealer '21' (2/54)	125.00	75.00	94.50
Disk Jockey (11/52)	85.00	60.00	74.50
Hayburner (6/51)	85.00	49.50	50.00
Laz Q (2/54)	125.00	89.50	99.50
Peter Pan (4/55)	210.00	175.00	175.00
Scream (4/51)	135.00	110.00	115.00
Thunderbird (5/54)	149.50	110.00	135.00
Times Square (4/53)	89.50	45.00	69.50

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated February 11, 1956)

ARCADE EQUIPMENT

1. SEEBURG—Shoot the Bear
1. CHICAGO COIN—Super Homerun
2. GENCO—Rifle Gallery
3. EXHIBIT—Dale Gun
4. SEEBURG—Coon Hunt
4. EXHIBIT—Shooting Gallery

MUSIC MACHINES

1. SEEBURG—M-100-B
2. SEEBURG—M-100-A
3. AMI—Model D-80
4. SEEBURG—M-100-C
5. MODEL—E-120

SHUFFLE GAMES

1. UNITED—Imperial
1. UNITED—Leader Shuffle Alley
1. CHICAGO COIN—Starlite
2. UNITED—Cascade
3. UNITED—Olympic
4. CHICAGO COIN—Holiday Match
4. UNITED—Royal
4. CHICAGO COIN—Super Frame

VENDING MACHINES

1. Eastern Electric C-8
2. PX (10 col.)
3. Electro (8 col.)
4. National M-750
4. Silver King 1c Ball Gum

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY

1. Gayety
2. Yacht Club
3. Beach Club

GOTTLIEB

1. Pinwheel
2. Gold Star
2. Guys & Dolls

UNITED

1. Singapore
2. Triple Play
3. Hawaiian

WILLIAMS

1. Dealer '21
1. Disk Jockey
1. Lazy Q
1. Thunderbird
1. Times Square

MUSIC MACHINES

	HIGH	LOW	Mean Average
AMI			
Model A (46), 40 sel., 78 RPM	\$125.00	\$ 69.50	\$ 95.00
Model B (48), 40 sel., 78 RPM	175.00	89.50	135.00
Model C (50), 40 sel., 78 RPM	195.00	100.00	135.00
Model D-80	445.00	175.00	325.00
Model E-40 (53) 40 sel., 78 RPM	475.00	295.00	345.00
Model E-120 (53) 120 sel., 45 RPM	695.00	425.00	525.00
ROCK-OLA			
1434 (50-51), 50 sel., 78 RPM	295.00	185.00	225.00
1436 A (53), 120 sel., 45 RPM	645.00	150.00	275.00
1438 (54), 120 sel., 45 RPM	565.00	439.00	500.00
SEEBURG			
M100A (49), 100 sel., 45 RPM	445.00	200.00	250.00
M100B (51), 100 sel., 45 RPM	510.00	425.00	465.00
M100C (53), 100 sel., 45 RPM	635.00	475.00	589.00
WURLITZER			
1015 (46), 24 sel., 78 RPM	95.00	35.00	65.00
1250 (50) 48 sel., 78 RPM	245.00	115.00	150.00
1400 (52), 48 sel., 78 RPM	325.00	175.00	225.00
1500 (53), 104 sel., 45-78 RPM Mix.	385.00	225.00	295.00
ARCADE EQUIPMENT			
Baseball, 2 Player (G)	\$150.00	\$ 5.00	\$145.00
Basketball (G)	245.00	100.00	185.00
Bat-A-Score (Ev.) (8/48)	179.50	75.00	150.00

	HIGH	LOW	Mean Average
Big Broncho (1/51)			
Big Inning (B) (47)	99.50	85.00	85.00
Big Top (G) (6/54)	395.00	260.00	335.00
Bonus Gun (U) (1/55)	350.00	275.00	295.00
Carnival Deluxe (U) (10/54)	275.00	244.50	245.00
Carnival Gun (U) (G)	300.00	225.00	245.00
Champion Baseball (G)	395.00	295.00	395.00
Coon Hunt (S) (2/54)	195.00	145.00	175.00
Dale Gun (E) (8/51)	89.50	35.00	50.00
Derby, 4 Player (CC) (3/52)	175.00	125.00	175.00
Drivemobile (T) (1/46)	165.00	125.00	150.00
Goalie (CC) (1/46)	95.00	65.00	90.00
Gun Patrol (Ex) (5/51)	145.00	75.00	95.00
Heavy Hitter (B) (11/52)	50.00	35.00	35.00
Home Run, 6 Player (CC) (3/54)	225.00	195.00	200.00
Jumping Jack (G) (1/52)	75.00	31.00	70.00
King of Swat (W) (11/54)	350.00	345.00	345.00
Pistol (CC) (11/54)	50.00	50.00	50.00
Polar Hunt (W) (6/54)	450.00	375.00	375.00
Ranger (K) (6/54)	310.00	285.00	310.00
Rifle Gallery (G) (6/54)	250.00	175.00	195.00
Set Shot Basketball (6/52)	295.00	275.00	295.00
Shoot the Bear (S) (6/54)	150.00	89.50	125.00
Shooting Gallery (Ex) (6/54)	200.00	150.00	160.00
Six Shooter (Ex) (5/55)	145.00	95.00	95.00
Sky Gunner (T) (9/53)	150.00	95.00	150.00
Sky Gunner (Ge) (5/55)	150.00	85.00	125.00
Sky Rocket (G) (5/55)	435.00	125.00	375.00
Space Ship (11/54)	325.00	225.00	325.00
Sportland (Ex) (11/51)	350.00	175.00	225.00
Sportsman (K) (11/54)	285.00	175.00	210.00
Super Home Run (CC) (3/54)	249.50	125.00	225.00
Telequiz (1/49) (T) (4/46)	125.00	85.00	99.50
Voice-O-Graph (M) (2/55)	500.00	350.00	495.00
Wild West (G) (2/55)	395.00	195.00	350.00

VENDING MACHINES

	HIGH	LOW	Mean Average
Acorn, Sc or Ic			
Eastern Electric C-8	\$ 12.50	\$ 8.50	\$ 10.00
Electro (8 col.)	190.00	85.00	125.00
National "9A" (9 col.)	165.00	95.00	125.00
National M-750	115.00	110.00	110.00
National 918	95.00	75.00	75.00
National 930	125.00	95.00	110.00
National 950	125.00	110.00	125.00
P X (8 col.)	115.00	27.50	115.00
P X (10 col.)	125.00	115.00	125.00
Rowe Crusader (10 col.)	125.00	60.00	85.00
Rowe President (8 col.)	105.00	45.00	65.00
Rowe Royal (8 col.)	105.00	35.00	105.00
Silver King 1c Ball Gum	7.50	7.45	7.45
Silver King Sc	8.50	7.45	7.45
Stoner Candy (8 col.)	165.00	90.00	110.00
SHUFFLE GAMES			
Ace Bowler (U) (5/53)	\$260.00	\$175.00	\$235.00
Advance Bowler (CC) (5/53)	175.00	125.00	140.00
American Bank	250.00	100.00	150.00
Arrow (CC)	375.00	335.00	365.00
Banner (U) (8/54)	285.00	225.00	250.00
Bikini (K) (6/54)	195.00	150.00	150.00
Bonus Bowler (K) (3/54)	175.00	125.00	150.00
Bonus Score Bowler (CC) (4/55)	425.00	345.00	375.00
Capital Delu	395.00	225.00	385.00
Shuffle Games	395.00	225.00	385.00
Carnival Bowler (E) (5/53)	125.00	45.00	85.00
Cascade (U) (2/53)	85.00	50.00	75.00
Century (K) (6/54)	250.00	210.00	210.00
Champion (B) (5/54)	275.00	195.00	225.00
Chief (U) (11/53)	175.00	135.00	145.00
Classic (U) (6/53)	125.00	65.00	90.00
Clipper (U) (5/55)	345.00	249.00	325.00
Clipper Deluxe (U) (5/55)	395.00	195.00	340.00
Clover Shuffle (U) (1/53)	95.00	49.50	75.00
Comet Targetette (U) (11/54)	295.00	125.00	250.00

	HIGH	LOW	Mean Average
Comet Deluxe (U) (11/54)..... 295.00			
Criss-Cross (CC) (11/53).....	225.00	125.00	195.00
Criss-Cross Targetette Regular (CC) (1/55).....	225.00	175.00	175.00
Domino (K) (5/53).....	95.00	75.00	85.00
Diamond (K) (5/53).....	225.00	185.00	185.00
Double Score (CC) (3/53).....	85.00	49.50	75.00
Feature (CC) (7/54).....	255.00	150.00	175.00
Fifth Inning Deluxe (U) (6/55).....	350.00	125.00	300.00
Fireball (CC) (11/54).....	325.00	260.00	275.00
Flash (CC) (9/54).....	275.00	195.00	215.00
Gold Cup (CC) (7/53).....	135.00	75.00	125.00
Hi-Speed Triple (CC) (9/53).....	195.00	65.00	175.00
Holiday Match Bowler (CC) (9/53).....	350.00	245.00	295.00
Hollywood (CC) (5/55).....	425.00	345.00	365.00
Imperial (U) (9/53).....	175.00	89.00	145.00
Jet Bowler (B) (8/54).....	350.00	275.00	300.00
Leader Shuffle Alley (U) (11/53).....	195.00	95.00	175.00
League Bowler (U) (1/54).....	195.00	135.00	165.00
League Bowler Deluxe (U).....	195.00	160.00	175.00
Lightning (U) (2/55).....	350.00	229.00	295.00
Lightning Deluxe (U) (2/55).....	345.00	295.00	325.00
Magic (B) (12/54).....	400.00	295.00	325.00
Mars (U) (1/55).....	300.00	225.00	295.00
Mars Deluxe (U).....	295.00	245.00	295.00
Match Pool (GE) (2/54).....	99.00	75.00	99.00
Mercury (U) (12/54).....	295.00	219.00	245.00
Mercury Deluxe (U).....	300.00	250.00	285.00
Mystic Bowler (B) (12/54).....	355.00	295.00	325.00
Name Bowler (CC) (1/54).....	55.00	45.00	50.00
Name Bowler (CC) (1/54).....	55.00	45.00	50.00
Olympic (U) (8/54).....	95.00	49.00	75.00
Pacemaker (K) (9/53).....	115.00	50.00	85.00
Playtime Bowler (CC) (10/54).....	295.00	250.00	295.00
Rainbow Shuffle Alley (U) (8/54).....	245.00	125.00	195.00
Rocket (B) (8/54).....	275.00	265.00	275.00
Royal (U) (8/54).....	150.00	100.00	135.00
Shuffle Alley Deluxe 6 Player (U) (10/51).....	85.00	19.50	45.00
Shuffle Alley, 11th Frame.....	350.00	195.00	195.00
Silver Chest (GE) (4/53).....	110.00	95.00	95.00
Speedy (U) (8/54).....	295.00	195.00	210.00
Star, 5 Player (U) (7/52).....	55.00	34.50	45.00
Starlite (CC) (5/54).....	225.00	95.00	195.00
Super Bonus Deluxe (U).....	425.00	275.00	375.00
Super Frame (CC) (5/54).....	225.00	145.00	175.00
Targetette (U).....	225.00	125.00	225.00
Targetette Deluxe (U) (8/54).....	245.00	175.00	195.00
Team Bowler (U) (1/54).....	205.00	105.00	185.00
Thunderbolt (CC).....	325.00	325.00	325.00
Triple Score Bowler (CC) (6/53).....	95.00	65.00	85.00
Triple Strike Bowler (CC).....	395.00	295.00	325.00
Venus Deluxe (U) (3/55).....	345.00	225.00	325.00
Victory Bowler (B) (5/54).....	265.00	225.00	225.00

HERE'S QUALITY . . . AT A PRICE!

WURLITZER 1015 \$40
WURLITZER 1100 \$85
WURLITZER 1450 \$250
BALLY JET BOWLER \$225

Write for Complete Price List

"The House That Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky.
735 S. Brook St., Louisville 3, Ky.

1000 Broadway, Cincinnati, Ohio
120 W. North St., Indianapolis, Ind.

INTERNATIONAL SCOTT CROSSE COMPANY Greatest Closeouts Ever Offered

Bingos
as low as
\$40.00

Music
as low as
\$50.00

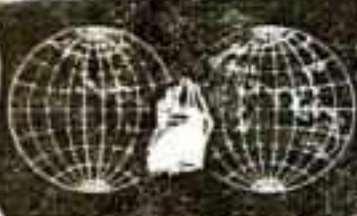
**Shuffle
Alleys**
as low as
\$40.00

We are passing these
SAVINGS on to you
because we need the
space.

Our equipment is thoroughly recondi-
tioned. All missing or broken parts
are replaced and machines are care-
fully packed to insure against dam-
age while in transit.

Our advice to you is . . . **CABLE YOUR NEEDS!**

Once we are sold out of a number we cannot duplicate these prices



INTERNATIONAL SCOTT CROSSE COMPANY
SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7712
Branch: 819-821 Lackawanna Ave., Scranton, Pa.

POOL GAMES

EXHIBIT GENCO CHICAGO COIN

IMMEDIATE DELIVERY ON ALL GAMES

WRITE—WIRE—CALL FOR LOWEST PRICES IN INDUSTRY
WILL ACCEPT LATE MUSIC AND FIVE BALLS ON TRADE

ARCADES

Genco Super Big Top (New) Write
Genco Quarterback (New) Write
Exhibit Treasure Cove Gun \$495.00
Genco Sky Rocket 425.00
Genco Wild West 395.00
Bally Big Inning 85.00
Chi Coin Six-Player Home Run 200.00
Chi Coin Six-Player Super
Home Run 225.00
Kiddie Whip (New) 325.00
Sidewalk Engineer (Like New) Write
Muto, Voice-o-Graph 395.00
Chi Coin 4-Player Derby 175.00
Genco Sky Gunner 125.00
Bear Gun 125.00
Coon Hunt 195.00
Chi Coin Basketball Champ 195.00
Set Shot Basketball (Used) 295.00
Chi Coin Goaler 90.00
Standard Metal Typewriter (Used) 295.00
Standard Metal Typewriter (New) Write
Chi Coin Pistol 50.00
Exhibit Gun Patrol 95.00
Exhibit Six Shooter 95.00
Chi Coin Big League Bull's-Eye
Baseball 375.00
Exhibit Big Bronco 350.00
United Carnival Gun 225.00
United Bonus Gun 295.00
Genco 3-Player Basketball 185.00
ABT Rifle Range With Compressor Write
Exhibit Vacuum Card Vendor
(New) Write
Super Jet 395.00
Round the World Trainer Write
Bally Moon Ride 250.00
Muto, Drive Your Self Write
Kirk Astrology Scale 74.50

CHICAGO COIN BOWLERS

Score-A-Line Write
Hollywood \$375.00
Bonus Score 345.00
Triple Strike 295.00
Fire Ball 260.00
Flash 195.00
Feature Frame 160.00
Super Frame 145.00
Criss Cross Bowler 150.00
Advance 115.00
Super Match 50.00
Name Bowler 50.00
Criss Cross Target (Like New) 175.00
Bowl-A-Ball 95.00

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

UNITED BOWLERS

Clipper \$295.00
Lightning 260.00
Speedy 195.00
Ace 175.00
Rainbow 150.00
League 135.00
Chief 135.00
Royals 115.00
Olympic 75.00
Cascade 60.00

BINGOS

Gaytime \$375.00
Gayety 275.00
Variety 275.00
Yacht Club 85.00
Surf Club 150.00
Beach Club 110.00
Beauty 105.00
Bright Spot 85.00
Palm Beach 85.00
Genco Jumping Jack 75.00
Genco Golden Nugget 85.00

VENDORS

Shipman 3-Column Stamp \$ 19.95
Shipman 2-Column Stamp 15.95
PX 12-Column Cigarette (New) 225.00
Silver King Hot Nut 9.00
Nat'l 918 Candy Vendor 95.00
Mercury 9-Column (Like New) 150.00
Keeney Coffee Vendor (New) 425.00
Acorn Capsule Vendor (New) 15.00
Atlas Capsule Vendor (New) 12.50
Alkuno Cracker Vendor 350.00
Acorn Charm Vendor 12.50
PX Cookie Vendor 27.50
Continental Coin Changer 86.00
Rowe Penny Insertor Elec. (New) Write
Silver King Ball Gum 7.50
Acorn 14 (New) 14.95
Victory Stamp 7.50
Stoner 9-Column Cigarette (New) Write
Keeney Electric Vendor (Cigarette) 85.00
Eastern Electric Cigarette
Vendor, Blonde 125.00
Shinmaster 4100.00
Pop Sez Popcorn 69.50
Rock-Ola Lo Boy Scale 49.50

MUSIC

AMI F-120 \$495.00
M100A Seeburg 245.00
Wurlitzer 1015 65.00

Supplies in Brief

• Continued from page 107

relationships in effect, milk production will probably continue at peak rates this winter, Agriculture Department reports. The total quantity of milk used in fluid form in 1955 increased over 1954 by 2 billion pounds, or a little over 3 per cent. More milk also went into production of ice cream than in 1954. A total of about 121.2 billion pounds of milk was used for food products out of 1955 production, compared with 120.3 billion pounds a year earlier. More was also used in fluid form but less in factory products.

Peanut Supply Heavy

The peanut supply in off-farm positions on December 31, 1955, totaled 1,163 million pounds—an 82 per cent increase over stocks at the same time a year earlier. Supply includes imported peanuts but excludes stocks on farms and shelled oil stock, according to Agriculture Department. Shelled peanuts reported used in making candy, salted peanuts, peanut butter and other uses totaled 206 million pounds, about 1 per cent below the amount used at the same time last season. More peanuts were reported used in making candy and salted peanuts than last year, but quantities reported used in making peanut butter are down slightly.

New Products

A new plastic anchor kit has been introduced by Holub Industries, Inc., Sycamore, Ill.

Priced at \$2.95, the "Hi" 3-Star kit contains 100 No. 8 by 3/4-inch plastic screw anchors, 100 sheet metal screws, and one 3/16th-inch high-twist carbide-tipped masonry drill.

The plastic screw anchors, according to the company, are designed for outdoor and indoor use and are unaffected by moisture, heat, cold or age, and will not corrode or rot.

A new, versatile spray gun, P-CGA, has been developed by the DeVilbiss Company, Toledo. Light in weight, the gun is equipped with a one-quart metal cup, and can operate from a compressor as small as 1/4 h.p.

It has a pressure cast aluminum gun body, stainless steel fluid needle and a hardened alloy steel fluid tip. By flicking of a knob it is converted from a suction feed gun to a pressure feed type. No price was announced.

A new quick wedge screw-holding screwdriver—Midget—which holds, starts and drives No. 0 to No. 4 wood screws and bolts, and No. 2 to No. 4 sheet metal screws, has been developed by the Kedman Company, 233 S. Fifth Street, West, Salt Lake City.

Precision built, shockproof with Tenite II handles, it has tough, spring steel hollow-ground blades and is equipped with a spring pocket clip. It is priced from \$1.05 to \$1.85 depending on the size desired.

R&B Demand

• Continued from page 104

directions at once so that you don't miss a new one with potential. Some of the best ones come out on labels that you have never heard of and they often disappear after one or two releases."

Opitz says that to really keep on top of the r.&b. record business, operators have to depend on their one-stop dealers and watch the trade papers closely.

Clarence Smith, of the Milwaukee Amusement Company, noted that the best r.&b. collections were coming from locations frequented by the younger set. He said that locations catering to older crowds still did better on pop, polkas and country and western.

PINBALL GAMES

Bally Atlantic City \$ 50.00
Bally Beach Club 75.00
Bally Beauty 60.00
Bally Big Time 325.00
Bally Frolic 75.00
Bally Gayety 200.00
Bally Gaytime 300.00
Bally Ice Frolics 110.00
Bally Miami Beach 350.00
Bally Palm Beach 50.00
Bally Palm Springs 100.00
Bally Spot Life 25.00
Bally Surf Club 100.00
Bally Variety 200.00
Bally Yacht Club 60.00
Gottlieb Dragonette 135.00
Gottlieb Hit 'n' Run 35.00
Gottlieb Quartet 60.00

United Manhattan \$225.00
United Pixie 475.00
United Show Boat 140.00
United Triple Play 325.00

ARCADE EQUIPMENT

Shoot the Bear \$ 75.00
Super Home Run 150.00
Williams Sidewalk Engineer Write

MUSIC MACHINES

AMI Model C-40 \$125.00
AMI Model D-40 225.00
AMI Model E-40 275.00
AMI Model E-120 400.00
Rock-Ola Model 1434 195.00
Rock-Ola Model 1434 A 150.00
Wurlitzer Model 1250 150.00
Wurlitzer Model 1400 250.00
Wurlitzer Model 1700 450.00

Rock City Amusement Co.

108 LAFAYETTE ST.
NASHVILLE, TENN.
Phones: 6-8371 or 42-4353

PURVEYOR'S SPECIALS

ALL POOL GAMES

READY FOR IMMEDIATE DELIVERY

POOL GAME SUPPLIES

Complete Set of 10 Balls, 2 1/4", 5 oz.
—2 Large Dots on each Cue-Ball.
Finest Quality—Immediate Delivery.

ALL FOR

\$17.95

Cue Sticks, Ea. . . \$2.00
Chalk, Gr. 3.50
Cue Tips, Per 100 . . 1.75
10-Minute
Cement, Tube 20
Write for Complete
List.

SPECIAL

POOL GAMES

\$150
Reconditioned—
Renovated.

SHUFFLE GAMES

Keeney Speedlane . . . \$325
Keeney American . . . 250
Keeney Century . . . 200
Keeney Diamond . . . 175
Keeney Carnival . . . 75
Keeney 10 Player . . . 75
Un. Targette 225
Un. Comet 250
Un. Mars 295

Un. Team \$185
Un. Leader 175
Un. Imperial 145
Un. Chief 170
Un. Royal 140
Un. Olympic 80
Un. Cascade 75
Genco Match Pool . . 85
C. C. Advance 115
C. C. Gold Cup 100
C. C. Triple Score . . 75
C. C. Double Score . . 70

MISCELLANEOUS

9-ft. American Bank
Shot \$150
18-ft. Rock-Ola Shuf-
fleboard 125
Genco Rifle Gallery . . 195

BINGOS

Write for complete list at
lowest prices.

GUNS—Moving Targets

Keeney Ranger . . . \$295
Keeney Sportsman . . 195
Seeburg Coon Hunt 175
Seeburg Shoot the
Bear 125

MISCELLANEOUS

Ex. Gun Patrol . . . \$ 95
Genco "400" 45
Genco Silver Chest . . 110
Genco Quarterback . . Write

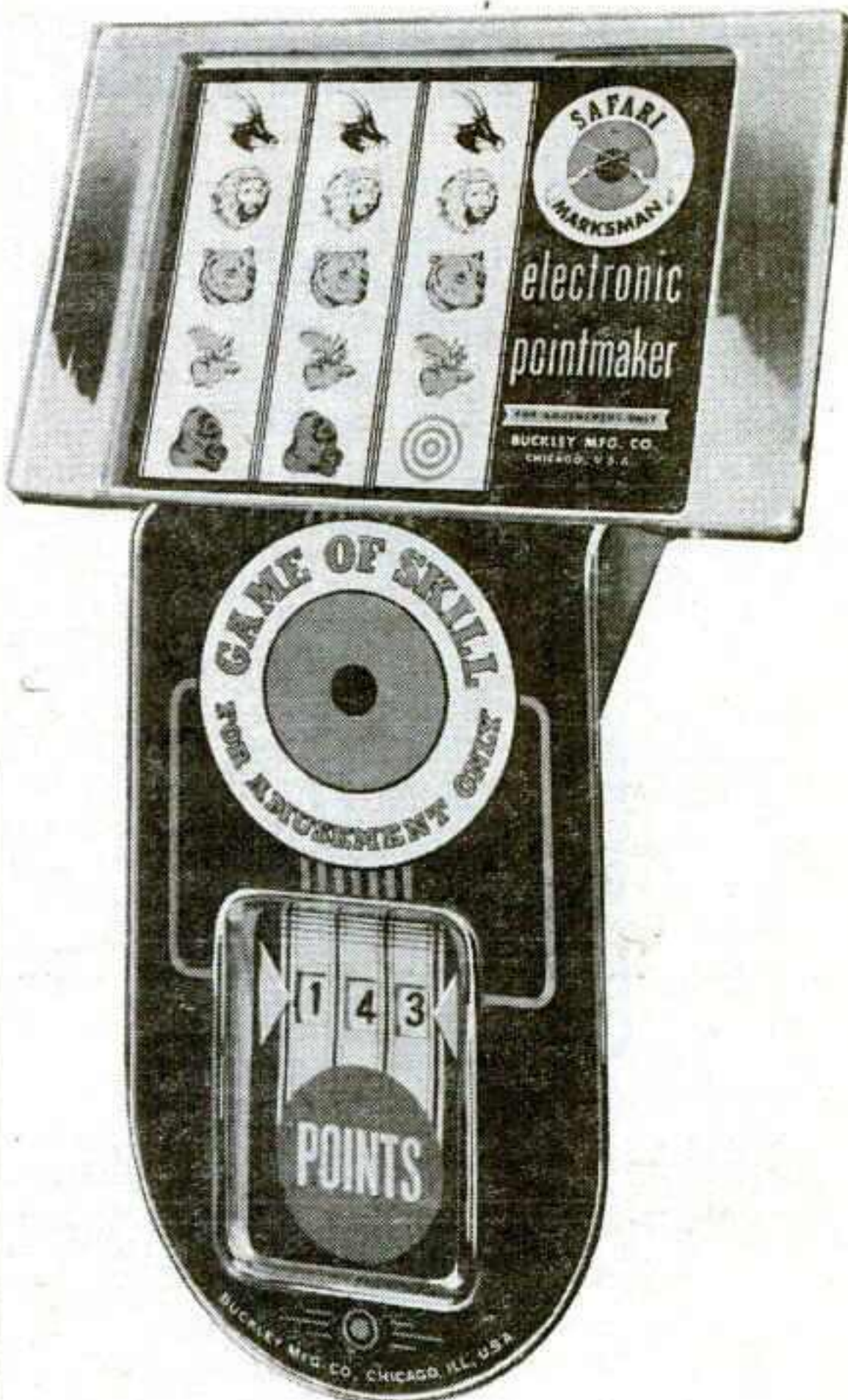
PURVEYOR
DISTRIBUTING CO.

Better
Buys

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814



"SAFARI"

BUCKLEY MANUFACTURING CO.

4223 West Lake St., Chicago 24, Ill., U. S. A. • Tel. VAn Buren 6-6533

GIVE TO DAMON RUNYON CANCER FUND



"The House of Quality"

MONROE

coin machine exchange inc.

DIRECT FACTORY DISTRIBUTORS OF ALL TYPE COIN OPERATED MACHINES

2423 Payne Ave.

Cleveland 14, Ohio

Superior 1-4600

FOR SALE—BINGO SPECIALS**DON'T PASS UP THESE VALUES**

CAYTIME.....\$275.00 | BIG TIME.....\$325.00 | GAYETY.....\$200.00
 MIAMI BEACH.....\$335.00 | UNITED PIXIE.....\$430.00
 All Games Reconditioned—Ready for Locations.
 1/3 Deposit, Balance C.O.D. or Sight Draft. WRITE—WIRE—PHONE

NASTASI DISTRIBUTING CO.

912 POYDRAS STREET Magnolia 6386 or 7459 NEW ORLEANS, LA.

**SEEBURG**

M100A.....\$325.00
 M100B.....495.00
 M100BL.....510.00
 M100C.....595.00

AMI

Model E-40.....\$295.00
 Model D-40.....175.00
 Model C.....135.00
 Model B.....135.00
 Model A.....100.00

ROCK-OLA

1434.....\$275.00
 1434—45 rpm.....185.00
 1432—45 rpm.....150.00

WE WANT TO BUY

M100A Select-O-Matic 1100 Wurlitzer
 1700 Wurlitzer Shooting Galleries

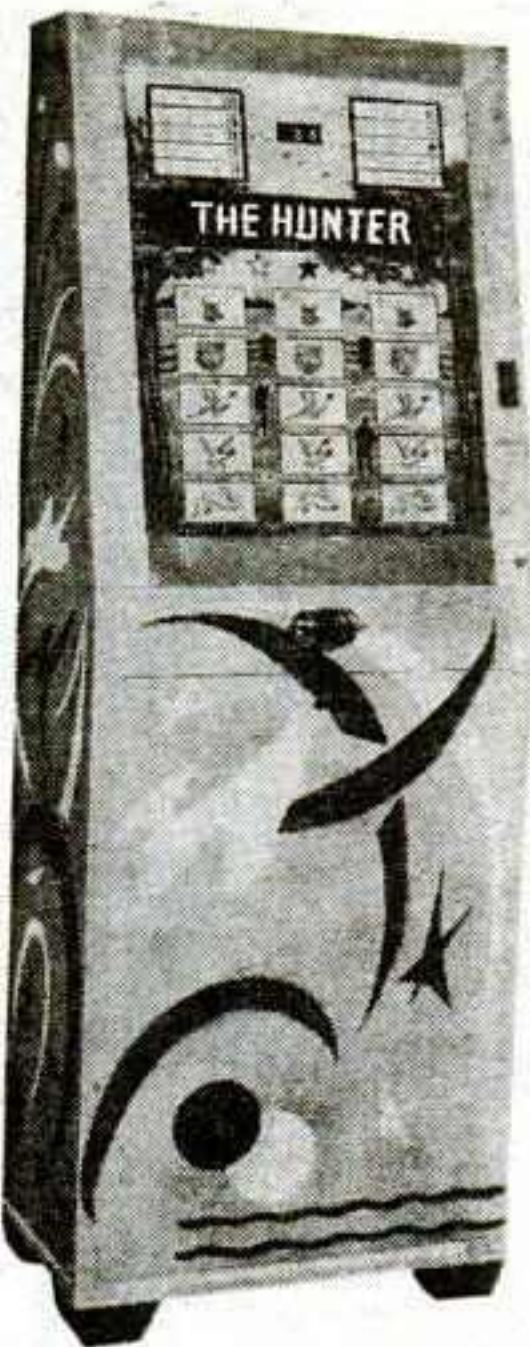
Quote quantity and lowest price in first offer.

All equipment is steam cleaned and completely reconditioned. Guaranteed ready for location.

We are exclusive distributors for
 J. P. Seeburg Corp., Bally Mfg.
 Co. Our references: Dun and
 Brodstreet, Bank of America.



SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

THE HUNTER**LOCATION TESTED—NOW IN PRODUCTION**

Fascinating Fast Play Tops in Player Appeal

Coin or Non-Coin Operation

Trouble-Free Mechanism

Electrical Replay Counter

Imitated But NOT Duplicated

Fits Any Location

• Height: 62" • Width: 22" • Depth: 14"

Games, Inc.

Manufacturers

663 North Wells Street Michigan 2-5101 Chicago 10, Illinois

\$50 Mil. Budget

• Continued from page 105

are: Life Savers, Inc., \$1,850,000; Mars, Inc., \$1,800,000; Peter Paul, Inc., \$1,800,000; Curtiss Candy Company, \$1,750,000; Planters Nut & Chocolate Company, \$1,500,000; E. J. Brach & Sons, \$1,300,000; the D. L. Clark Company, \$1,000,000; American Chicle Company, \$1,000,000; New England Confectionery Manufacturing Company, \$850,000, and the Sweets Company of America, \$850,000.

\$500,000 Budgets

Thirteen other companies have set up advertising budgets of \$500,000 or more. Most are national advertisers and generally use some form of TV.

As to the public relations program for the industry, Schnering stated:

"The broad objective of the program will be to give the entire confectionery industry a powerful voice on the American scene in order to create active public understanding and support of candy's rightful place as a food."

Preliminary studies by the committee and Byoir took into consideration the rapid and complex changes taking place in the merchandising and promotion of all type of confectionery, the need for public information and education about the nutritious ingredients going into candy, and the tremendous gaps in public understanding about the place of candy in diet and health.

Minn. Decision

• Continued from page 111

the plaintiff by reason of their giving free replays to successful players; and from making or causing arrests or instituting or causing prosecutions against the plaintiff by reason of the giving of free replays to successful players on the type of pinball machine herein described on the premises of the plaintiff; Provided, that nothing herein contained shall be construed to enjoin or restrain the enforcement of any law or ordinance prohibiting pinball machines which pay off in cash or merchandise rather than in free replays.

Let a writ of permanent injunction be issued accordingly.

Dated: _____ 1956
 BY THE COURT

Judge

(Editor's Note: A court memorandum which traces the legal precedents and sections of the statutes referred to in this order is omitted. For a copy of this order, including the court memorandum, write The Billboard, 188 West Randolph Street, Chicago 1.)

NATD Conclave

• Continued from page 105

Kolodny, NATD managing director.

Evening conferences will include "Attuning Operations to New Conditions," "Administrative Procedures," "Departmentalizing Business," "Personnel Management," "Labor Management Relations in 1956," "The Buying Function," "Credit Management," "Electronic Office Installations," "Warehouse Design and Planning," "Streamlined Materials Handling," "Stock Control and Inventory," and "Receiving, Shipping and Delivery."

CLEANED, CHECKED, READY TO OPERATE

DUETTE, Deluxe.....\$235.00
 JOCKEY CLUB.....130.00
 MYSTIC MARVEL.....145.00
 QUARTETTE.....65.00
 HIT 'N RUN.....45.00

ACE BOWLER.....\$195.00
 LEADER.....145.00
 IMPERIAL.....125.00

FROLICS.....\$60.00
 ATLANTIC CITY.....45.00
 SPOT LITE.....35.00
 CONEY ISLAND.....35.00
 BRIGHT SPOT.....45.00
 CABANA.....45.00

MORRIS NOVELTY CO.

3007 Olive St. St. Louis 3, Mo.
 Phone: FRanklin 1-0757

Pla-Pool**MARVEL'S SENSATIONAL BUMPER-TYPE POOL GAMES... 2 SIZES**

Especially Designed and Built for Choice Locations

CHECK THESE EXCLUSIVE FEATURES:

- Packets set in front end permit rebound action
- Dimensions: Deluxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Regulation Size Cues
- Table Top on Hinges With 2 Locks
- Cash Box Inside, also With Lock
- Attractively Finished Cabinets
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- Immediate Delivery

POOL SUPPLIES

Set of 10 2 1/4" Balls.....\$12.80
 48" Cues.....1.95
 Cue Chalk, gross.....3.50
 NEW TOPS—complete with latest plastic bumpers, new cloth 35.00
 Tip Clamp......35
 Cue Repair Kit.....4.95

Write for complete list of parts.

RECONDITIONED OVERHEAD SCOREBOARDS

3 Monarch 15/21.....\$75.00 each
 1 Marvel 15/21/50.....
 1 Rock-Ola 15/21 & Frame.....
 1 Edselco Shuffle Score, 15/21/50.....

RECONDITIONED WALL MODELS

1 Keeney 15/21.....\$49.50 each
 1 Marvel 15/21.....

MID-STATE CO.

2269 Milwaukee Ave. Chicago 47, Ill. Tel.: Dickens 2-3444

POOL TABLES**BUMPER POOL—JUMBO POOL—HI-SCORE**

Contact Us for the Best Deal—Will Meet or Beat

BINGOS

ABC.....\$ 65.00
 Beach Club.....110.00
 Beauty.....105.00
 Cabana.....105.00
 Frolics.....105.00
 Gayety.....295.00
 Havana.....150.00
 Hi-Fi.....145.00
 Ice Frolics.....175.00
 Long Beach.....50.00
 Mexico.....150.00
 Pixie.....475.00
 Manhattan.....345.00
 Palm Beach.....75.00
 Palm Springs.....165.00
 Rio.....85.00
 Spot Lite.....45.00
 Singapore.....165.00
 Stars.....40.00
 Triple Play.....295.00
 Tropicana.....195.00
 Tropics.....125.00
 Yacht Club.....75.00
 Circus.....85.00

SHUFFLE BOWLERS

United 5 Player.....\$ 40.00
 United Deluxe.....60.00
 United Cascade.....75.00
 United Clipper.....325.00
 United Comet.....295.00
 United Clover.....45.00
 United Chief.....140.00
 United Lightning.....295.00
 United Leader.....150.00
 United Leap Bowl.....160.00
 United Mars.....295.00
 United 11th Frame.....195.00
 United Original.....78.00
 United Rainbow.....185.00
 United Royal.....135.00
 United Venus.....325.00
 United Speedy.....210.00
 Team Bowler.....150.00
 Mercury.....250.00
 Olympics.....75.00
 Classics.....125.00
 10th Frame.....50.00
 C.C. 10th Fr. Double.....75.00
 C.C. Hi-Speed Tpl.....175.00
 C.C. 10th Fr. Triple.....95.00
 C.C. Match Bowlers.....45.00
 C.C. Super Frame.....195.00
 C.C. Star Lite.....225.00
 C.C. Triple Strike.....395.00
 C.C. Flasher.....215.00
 Holiday.....350.00
 Crisis Cross Target.....225.00
 Bally Rockets.....275.00
 Bally Mystics.....355.00

Genco 8 Player.....\$ 50.00
 Keeney Carnival.....25.00
 Keeney Leag. Bowl.....40.00
 Keeney Team Bowl.....50.00
 Keeney Bottle Pins.....40.00

PIN GAMES

Cyclone.....\$ 64.50
 Guys & Dolls.....79.50
 Grand Slam.....84.50
 Hong Kong.....54.50
 Hit 'n' Run.....54.50
 Niagara.....64.50
 Pin Wheel.....115.00
 Peter Pan.....185.00
 Hot Rods, Hay Burners, Jalopy, Futurities, Steeple Case, Spark Plug—\$50.00 each.

UPRITE GAMES

Genco 400.....\$ 35.00
 Golden Nugget.....45.00
 Silver Chest.....95.00
 Saddle & Turf, club model.....275.00

HUNTERS & BUGABOOS

Immediate delivery.
 25¢ play.
 Write for prices.



Cleveland Coin
MACHINE EXCHANGE, INC.
 1647 PROSPECT AVE., CLEVELAND 15, OHIO
 All Phones: Tower 1-6715
 Terms: 1/3 deposit with all orders, balance C.O.D.

WORLD WIDE... Equipment You Need—At the Price You Want to Pay!**ARCADE EQUIPMENT**

KING OF SWAT.....\$375
 SUPER SLUGGER.....375
 GENCO 2-PLAYER BASKETBALL.....225
 UNITED DLX. CARNIVAL GUN.....245
 GENCO RIFLE GALLERY.....175

WILL TRADE

Bingo and Shuffle Games for Late Music
 —Arcade Equipment
 —5-Balls

CALL NOW!

IMMEDIATE DELIVERY—NEW and USED**POOL TABLES****SPECIAL! PHONE FOR VERY SPECIAL PRICES ON NEW POOL GAMES!****BINGO GAMES**

ATLANTIC CITY.....\$ 75
 FROLICS.....95
 PALM BEACH.....65
 BEAUTY.....95
 BEACH CLUB.....110
 HI-FI.....125
 NEVADA.....125

Write or Phone for Lowest Prices Anywhere

on BINGO GAMES...
 BIG TIME—VARIETY—GAYETY—SURF CLUB—PALM SPRING—ICE FROLIC.

SHUFFLE GAMES

HOLLYWOOD.....\$350
 HOLIDAY.....265
 DLX. CAPITOL.....365
 DLX. CLIPPER.....345
 DLX. VENUS.....275
 DLX. LIGHTNING.....325
 DLX. COMET.....225
 DLX. TARGETTE.....195
 CHICAGO COIN SUPER FRAME.....145
 CLASSIC.....95
 CLOVER.....75

Cable Address:
 "GAMES,"
 Chicago



Chicago 47
 2330 N. Western Ave.

Terms: 1/3 Deposit, Balance Sight Draft.

Phone: EVERglade 4-2300

36 LATEST POOL BUMPER TABLES

Used only 3 weeks. \$149.00 each.
WIRE 1/3 Deposit.

D. M. JORDAN
SNYDER, TEXAS

BINGO MECHANIC WANTED

For route work. Regular hours
—good pay and vacation. No
drifters. Write to

BOX 837
The Billboard, Chicago, Ill.

MR. IMPORTER

BEFORE YOU ORDER
PHONOGRAPHS & GAMES
WRITE OR CABLE
FOR OUR
LOW
CIF PRICES

WE ACCEPT PAYMENT
IN FOREIGN CURRENCY

Badger Sales Co., Inc.
Distr. A.M.I., Gottlieb, Conco, etc.
• 2251 W. PICO BLVD. •
LOS ANGELES 6, CALIF.
Cable: Bagersal—Los Angeles

SPECIAL PRICES!

GAYTIME	\$375.00
VARIETY	235.00
GAYETY	250.00
DUDE RANCH	110.00
BEACH CLUB	100.00
PALM SPRINGS	90.00
MIAMI BEACH (NEW)	500.00
CONEY ISLAND	50.00
SURF CLUB	135.00
HI-FI	100.00
YACHT CLUB	75.00
SPOT LITE	40.00
TRIPLE PLAY	325.00
SINGAPORE	125.00

BOWLERS

GOLD MEDAL	\$375.00
VICTORY	250.00

ALL GAMES RECONDITIONED
AND READY FOR LOCATION—
1/3 DEPOSIT WITH ORDER—
BALANCE C.O.D.

CIRIS

NOVELTY COMPANY, INC.
806 ST. PAUL ST. Baltimore, Md.
Phone: MULberry 5-3167

MINTHORNE

POST INVENTORY CLOSEOUT SPECIALS

United Imperial Bowler	\$ 60.00
Chicago Coin Starlite Bowler	160.00
Exhibit Treasure Cove—New	350.00
AMI—C	115.00
Wurlitzer 1100	70.00
Atlantic City	35.00
United Carnival	165.00

Seeburg Hideaways, \$25.00 and Up
Shuffle Alleys—Popular Makes—
\$30.00 and Up

Merri-Go-Rounds, clean up at \$195.00
Write—Wire—or Call
for Great Money Saving Values

MINTHORNE MUSIC CO.
120 W. Pico Blvd., Los Angeles 6, Calif.
Phone: REpublic 4-2177

Exclusive Factory Distributors for:
P. Seeburg Corp., Chicago Coin,
Exhibit Supply, Williams Mfg. Co.

COINMEN YOU KNOW

Continued from page 109

along Pico Boulevard. . . **Bob Portale**, Advance Automatic Sales Company, made a one-day visit here from San Francisco.

Hank Tronick, general manager at Minthorne Music Company, returned from the Seeburg distributors meeting in Chicago held last week. Hank believes the current year will prove to be the most prosperous in the history of the industry. . . **Ed Wisler**, of the Minthorne staff, was a welcome sight, returning from one of his frequent road sales junkets. . . **Lela Smith**, Barstow, in town last week. . . Badger Sales Company has completed the removal of its appliance department, with the entire front showroom now given over to music machines. . . **Fred Gaunt**, Badger salesman, still out battling the flu. . . **Jim Shuey**, son of a music operator **Fred Shuey**, of Huntington Park, is recuperating from minor surgery. . . **John Lantz**, South Gate operator, off to Virginia City, Death Valley and other points of interest, on a four-day vacation with his wife.

Paul Laymon, **Ed Wilkes**, **Charley Daniels** and **Jimmy Wilkins** were kept busier than beavers with an overload of orders for Rock-Ola phonographs, Bally's new Crosswords, and a landslide volume in pool games. . . **Mary & Kay Solle**, Bill Leunhagen's Record Bar, report a heavy increase in the sale of records to operators. It's the same story at **Sam Ricklin's** California Music Company. Construction has already started on Sam's new headquarters, directly across the street from his present Pico Boulevard site. . . **S. L. Griffin**, Pomona, made the trip in this past week.

Miami

By RAOUL SHAPIRO

COIN POOL TABLES CONTINUE CLIMB. With more and more operators demanding deliveries on pool tables, both **Eli Ross**, of Taran Distributing Company, and **Ozzie Truppan**, of the Bush Distributing Company, report sales are way ahead of supply.

Couple of newcomers in the business in the past few weeks—**Al Siegel** purchased a small music route from the Bishop Amusement Company. Al still hasn't decided on a trade name. **Alexander Kahn** purchased a music route from the Taran Distributing Company and will operate under the name of **Alcon Music Service**.

Coinmen on vacation here this week were **Milty Green**, long time Brooklyn operator, and **Teddy Blatt**. Teddy is attorney for the game operators in New York City, and a brother of **Willie Blatt**, of Music Makers, Inc. Both are stopping at the Casablanca Hotel. Other vacationers are **Mr. and Mrs. Zuker**, parents of **Arthur Zuker**, of Budisco.

Red Gurkin, of the Belle Glade Music Company, is a pretty worried man these days. Red's wife is ill, and his perpetual smile has long since disappeared. Another guy on the sick list was **Larry Bushey**, of the Seacoast Distributing Company, RCA record outlet in Florida. Larry was bitten by the flu bug and was laid up for a few days. Larry says he would feel better if he could get enough records of **Kay Starr's** hit, "Rock and Roll Waltz."

Harry Pearl, veteran operator from New Jersey, has finally got sand in his shoes. Harry and his family have moved down here, and Harry has merged with **Bert Lane**, of the Bert Lane Manufacturing Company. They will continue manufacturing kiddie rides. . . Congratulations to **Bob Norman**, of Magic Music, Inc. Bob became a grandfather when his daughter, **Mrs. Bob Massey**, gave birth to a girl. Every-one doing fine, including the grandfather.

Baltimore Ops

Continued from page 110

distributors were **Sam Stern**, **Williams Manufacturing Company**; **J. I. McClellan**, **J. P. Seeburg Corporation**; **Herbert Agar**, **United Manufacturing Company**; **Paul Calamari**, **Bally Manufacturing Company**; **Herb Oettinger**, **United**; **Jack Mitnick**, **AMI**; **Dave Rosen**, **Philadelphia AMI distributor**; **Barney Sugarman**, **New York AMI distributor**, and **Joe Conrery**, **Chicago Coin**.

The press was represented by **Dick Tucker**, **Baltimore Sun** reporter and **The Billboard's** Maryland correspondent, and **Marty Toohey** and **Aaron Sternfield**, of **The Billboard's** New York office.

Officers of the Baltimore AMO are **Irvin Goldner**, president; **Samuel Gensler**, vice-president; **Harry Morganstein**, secretary, and **Moe Kaminsky**, treasurer. **C. E. Jones** and **Joseph Wyatt** serve as counsel, and **Geraldine Burns** is staff secretary.

Banquet Committee

Gabe Camby was chairman of the banquet committee, assisted by **Samuel Gensler**, **Louis Wilner**, **Maurice Davis**, **Irvin Rosenthal**, **Bernard J. Rose**, **Moe Kaminsky** and **Geraldine Burns**.

Recording stars who provided entertainment were **Jerry Vale**, **Columbia**; **Rita Rains**, **Deed**; **Tommy Leonetti**, **Capitol**, and **Frank Verna**, **Decca**. Also on the bill were **Dietrich** and **Diane**, marionette act, and **Leslie** and **Laurence**, dance team.

George DeWitt, CBS-TV comic, handled the emcee chores. Local disk jockies **Buddy Deane**, **WITH**, and **Al Stevens**, **WCBM**, also joined in the fun. Music was provided by **Sid Cowan** and his **ork**, and **Miguel** and his **International Latin ork**.

The evening was marked by an absence of speeches.

Great MUTOSCOPE Money Makers

PHOTOMAT

Beautiful photos in 50 seconds.

K. O. CHAMP

Boxing game.

GRANDMA ZELDA

Fortune predictions.

MUTOSCOPE MOVIE

With double feature shows.

DROP KICK

Football strength tester.

DRIVEMOBILE

(Drive Yourself) Still the best ride-game.

PENNY CRUSHER

Lord's Prayer medal.

SWAMI

Fortune predictions.

TUNGO GRIP

tops in fun.

3-D ART PARADE

Superb 3-dimensional views.

The Brand New VOICE-O-GRAPH

Two-Speed Voice Recorder

Write for details on these splendid machines. Best in earnings and performance.

INTERNATIONAL MUTOSCOPE CORP.

44-02 Eleventh Street Long Island City 1, N. Y. Stillwell 4-3800

BINGO SPECIALS!

MIAMI BEACH	\$425.00	DUDE RANCH	\$115.00
BIG TIME	325.00	PALM SPRINGS	110.00
GAY TIME	325.00	BEACH CLUB	110.00
VARIETY	210.00	FROLICS	90.00
GAYETY	215.00	YACHT CLUB	75.00
ICE FROLICS	125.00	PALM BEACH	60.00
SURF CLUB	125.00	ATLANTIC CITY	60.00
HI-FI	145.00	CONEY ISLAND	45.00
NEW POOL TABLES WITH LIGHTS	\$250.00		
NEW POOL TABLES WITHOUT LIGHTS	200.00		

1/3 DEPOSIT

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

10¢ PLAY BIG ISSUE IN '56

Ever since World War II, operators of automatic phonographs have looked longingly toward 10c play. They have watched a cup of coffee and a phone call go to a dime. They have seen everything go up in price with the exception of a selection of music. Experience has shown that it does not take long to get used to spending a dime instead of a nickel. Almost everyone can recall his personal resistance first time he paid a dime for a telephone call. We know now that after a few calls we never give the matter a second thought—so it will be with 10c play once conversion is 100% in any territory.

Scores of operators in New York State are on 10c-3 for 25c play and averaging an increase of 33 1/3%. Their experience proves that there is a right way to convert to dime play. A successful formula has been found. We invite you to write us for this important pre-tested and proven information. No charge or obligation for this know-how fact sheet.

Write to "10c Play Fact Sheet," c/o Davis Distributing Corp., 738 Erie Boulevard East, Syracuse 3, New York.

WORLD EXPORT Corp.
WESTERN EXPORT
DISTRIBUTING
Exclusive Seeburg Factory Distributors
738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1431

POOL GAME PARTS and ACCESSORIES

NEW TOPS! Regulation size Novo-Ply Panels complete with New LITE-UP Bumpers, New Cloth, New Anodized Red or White Aluminum Cups. \$50
Cue Sticks, Ea. \$2.50 | Phenolic Resin Balls, Ea. \$1.95
Cue Tips, Elk Leather . . . Package of 25 . . . 75
Tip Clamps . . . Ea. 25¢ | Chalk . . . Per Gross 3.00
Ku-Bumpers Ea. .25

SPECIALS!

Anodized Aluminum
HOLE CUPS
Unbreakable! Red
or White. Ea. 90¢
100% Wool Billiard
Cloth, Regulation
Size \$7

Exclusive Chicago Distributor for the BEST in POOL GAMES!
CUE-STAR COIN POOL by FISCHER WRITE
Marked for 3 or 4-Side Play! for BEST PRICES!
Available With 3 HOLES Also in JUMBO SIZES—18" Longer

IMMEDIATE DELIVERY ON POOL GAMES AND PARTS!

CHARLEY PIERI

Get Our List, New-Used

Games, All Types

Lincoln 9-3996-7

Monarch Coin Machine, Inc.

2257 N. Lincoln, Chicago 14, ILL.



NAME YOUR PRICE!

CLEARANCE ON ALL WURLITZERS
DIRECT FROM LOCATIONS—

1500's

1700's

1800's

EVERY MACHINE IS GUARANTEED
OR YOUR MONEY BACK!
Exclusive Wurlitzer Distributors

CALL
ATLANTIC
1-1745

MUSIC

DISTRIBUTING CO.

2001 Fifth Ave., Pittsburgh, Pa.

1/3
DEPOSIT

Ill., Ind. to Probe Cig Tax Evasion

INDIANAPOLIS, Feb. 11.—Indiana and Illinois officials are to meet this month to discuss joint action to combat a cigarette tax evasion scheme thru which the two States are believed to have been fleeced of millions of dollars in revenue.

While the date has not been set, Earl Pate, director of the Indiana Cigarette Tax Division, and Joseph H. Hall, supervisor of the Illinois Cigarette and Liquor Tax Division, will head each State's delegation.

According to State officials, Illinois residents are, and have been, purchasing cigarettes thru mail orders from Indiana firms to escape payment of State taxes. Indiana firms, meanwhile, claim that out-of-State sales are not subject to the State tax.

NAMA Model Law

• Continued from page 105

tion should be given to protect vendors from the elements and sources that might cause food contamination.

According to Beitel, NAMA officials and Dr. Mallmann plan to meet with Liddy and his assistants in the near future to draft the foundation for the regulations for vending machines.

Liddy reported that there has been a marked increase in coffee and milk vending in the State, and that food vendors are becoming

COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each.
Compare them with new cartridges.
Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES

P. O. Box 2008 Mesa, Arizona

ing more popular. Present indications are the trend will continue to rise.

In explaining the need for a statute to regulate vending, he stated that Iowa currently governs on the health regulations of coffee, bottle milk and cup beverage vending machines.

BATON ROUGE, La., Feb. 11.—Tobacco tax collections for January totaled \$1,709,136, an increase of \$145,207 over January, 1955, Rufus W. Fontenot, State tax collector, announced.

USED BOWLERS!

Ready for Locations

UNITED LIGHTNINGS \$175^{ea.}

3 for \$500!!

JOHN SULLIVAN

Member A. A. M. O. N. Y.

58-15 212th St., Bayside 64, N. Y.

Bayside 9-4084

Flushing 7-9440

F. A. B. SPECIALS

PHONOGRAPHS

WURLITZER Model 1500 . . . \$295.00
WURLITZER Model 1500A . . . 395.00
WURLITZER Model 1015 . . . 75.00
AMI Model E-40 . . . 412.50
SEEBURG Model M100A . . . 250.00
SEEBURG Model 46M . . . 40.00
SEEBURG Model 47M . . . 50.00
SEEBURG Model 48M . . . 75.00

WALL BOXES

NEW

3025 . . . \$12.50

3045 . . . 12.50

USED

3025 . . . 7.50

3020 . . . 7.50

3045 . . . 7.50

4851 . . . 25.00

3020 Conv. to 48 Sel. . . 17.50

SPEAKERS

NEW

4007 . . . \$22.50

USED

5100 . . . \$22.50

5110 . . . 22.50

A GOOD DEAL DEPENDS ON THE DISTRIBUTOR—F. A. B.

F. A. B. DISTRIBUTING CO., INC.

DISTRIBUTORS FOR WURLITZER, CHICAGO COIN AND WILLIAMS

1019 Baronne Street New Orleans, Louisiana Canal 8123

ALLEYS

Biggest Stock in the Country

BEST PRICES

DAVID ROSEN

Exclusive A M I Dist. Ea. Pa.

855 N. BROAD STREET, PHILA. 23, PA.

PHONE: STEVENSON 2-2903

A COMPLETE POOL GAME LINEUP

United • Williams • Genco

2-Hole Models . . . 3-Hole Models . . . Regular Size . . . King
Size . . . Regular Bumpers . . . Lit Bumpers . . . Electric Scoring
Models (United Hi-Score Pool and Williams Diamond Score Pool)
. . . and the Great NEW TWO-WAY MODELS (Two or Three-
Hole Play).

GUNS

SUPER BIG TOP . . . NEW
Jet Fighter . . . \$225.00
Shoot the Bear . . . 145.00
Coon Hunt . . . 175.00
Dale Gun . . . 89.50

Mauser Pistol . . . \$ 89.50
Shooting Gallery . . . 150.00
Rifle Gallery . . . 225.00
DeL. Sportsman . . . 285.00
DeL. Carnival . . . 275.00

5 BALLS

GOTTlieb

Flying High . . . \$ 95.00
Grand Slam . . . 110.00
Quartet . . . 110.00
4 Corners . . . 90.00
Chinatown . . . 85.00
Guys-Dolls . . . 110.00
Skill Pool . . . 110.00
Gold Star . . . 185.00
Queen of Hearts . . . 100.00

Dragonette . . . \$175.00
Hit 'n' Run . . . 75.00
Hawaiian Beauty . . . 175.00
Jockey Club . . . 160.00
Poker Face . . . 125.00
Pin Wheel . . . 125.00
Four Bells . . . 195.00
Twin Bill . . . 195.00

WILLIAMS

Big Ben . . . \$165.00
Hayburners . . . 85.00
Dealer . . . 125.00
Grand Champion . . . 125.00
Lazy Q . . . 125.00
20 Grand . . . 85.00
Times Square . . . 89.50

Fairway . . . \$ 90.00
Struggle Buggies . . . 125.00
C.O.D. . . . 115.00
Disc Jockey . . . 85.00
Scream . . . 135.00
Thunderbird . . . 135.00
Cue Tee . . . 125.00

SHUFFLE GAMES

UNITED

SPECIAL TOP NOTCH . . . WRITE
Super Bonus, High Score . . . \$365.00
Venus, High Score . . . 325.00
Clipper, High Score . . . 325.00
Lightning, High Score . . . 295.00
Comet, Match Score . . . 275.00
Comet, High Score . . . 245.00
Banner, Match Score . . . 265.00
Mercury, Match Score . . . 245.00
Ace, Match Score . . . 235.00
Mars, High Score . . . 245.00
Speedy, High Score . . . 235.00
Leader, Match Score . . . 175.00
Team, Match Score . . . 165.00
League, Match Score . . . 165.00
Chief, High Score . . . 145.00
Imperial, Match Score . . . 145.00
Royal, High Score . . . 125.00
Olympic, High Score . . . 95.00
Cascade, High Score . . . 85.00

CHICAGO COIN

BOWLING TEAM . . . WRITE
Hollywood . . . \$365.00
Arrow . . . 335.00
Holiday . . . 325.00
Bonus Score . . . 345.00
Criss Cross . . . 225.00
Starlite . . . 195.00

BALLY

Magic . . . \$325.00
Mystic . . . 295.00
Victory . . . 225.00

PHONOGRAPHS

EXPERTLY RECONDITIONED . . . GUARANTEED

SEEBURG

HF 100R . . . \$845
HF 100C . . . 735
M100W . . . 735
M100C . . . 610
M100B . . . 495
M100A . . . 295

AMI

E120 . . . \$525
D80 . . . 375
D40 . . . 265

ARCADE

Sidewalk Engineer . . . Write
Mighty Mike, Sparring Partner, New . . . \$785.00
Grandma Horoscope, New . . . 695.00
Hydro Duck . . . 149.50
2-Player Basketball . . . 195.00
Drivemobile . . . 165.00
Telequiz . . . 99.50
AA Gun . . . 145.00
Space Ranger . . . 295.00
Trigger Horse . . . 375.00
Bronco Horse . . . 375.00
Mustang Horse . . . 350.00
Muto, Football . . . 275.00
4-Player Derby . . . 125.00
Flash Hockey . . . 99.50
Undersea Raider . . . 125.00
Set Shot Basketball . . . 275.00
Flying Saucer . . . 99.50
Heavy Hitter . . . 49.50
Quarterback . . . 79.50
Bat-A-Score . . . 179.50
DeLuxe Baseball . . . 150.00
Super World Series . . . 99.50
Super Home Run . . . 225.00
Star Series . . . 89.50

BINGOS

UNITED

Triple Play . . . \$395.00
Nevada . . . 175.00
Rio . . . 125.00
Havana . . . 125.00
Tahiti . . . 125.00

BALLY

Gayety . . . \$275.00
Variety . . . 275.00
Hi-Fi . . . 165.00
Surf Club . . . 165.00
Ice Frolics . . . 165.00

BALLY

Palm Springs . . . \$165.00
Dude Ranch . . . 145.00
Beach Club . . . 135.00
Yacht Club . . . 95.00
Palm Beach . . . 95.00
Bright Lights . . . 95.00
Bright Spot . . . 95.00

POOL GAME

SUPPLIES

Cues, Balls, Tips,
Glue, Chalk, etc.
LOWEST PRICES!

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

BUMPER POOL GAME SUPPLIES

BUY YOUR POOL GAME EQUIPMENT DIRECT FROM HEADQUARTERS—
OVER 30 YEARS' EXPERIENCE SUPPLYING BILLIARD TABLE EQUIP-
MENT—SERVICING MANUFACTURERS, SUPPLIERS AND OPERATORS

RUBBER BACK BEDCLOTH

Grade IMPERIAL . . . \$9.75
STANDARD . . . 7.85

CUSHION CLOTHS

Grade TRIPLE A . . . \$6.45
SPECIAL . . . 3.85

48" CUES—SPECIAL

Select Red Lacquered Butts—Fibre Points,
Tips and Bumpers Attached.
\$2.50 Ea. \$27.00 Doz.

BILLIARD CHALK

Per Half Gross . . . \$1.95
Per Gross . . . 3.75
Lots of 5 Gross. Ea. . . 3.25

BILLIARD BRUSHES

DeLuxe, pure bristle . . . \$3.75
Pocket, fibre bristle . . . 2.50
Have flared ends to clean beneath rails.

Cue Tip Clamps, 20¢ Ea. Per Doz. \$2.00.
Metal Chalk Grips, 10¢ Ea. \$1.10 Doz.
Chalk Grip Cord, 2¢ Ft.

CUE TIP REPAIR KITS

STANDARD KITS—Consist of 1 pkg. 25 Rocket Tips, 1 tube Tip Cement, 2 Cue
Clamps, Tip Trimmer and Sandpaper . . . \$2.35
DELUXE KITS—Consist of same and in addition 1 Cue Top Sanding Machine
and 1 doz. extra Sanding Discs . . . 4.50
Extra Sanding Discs, Per Doz. Package45
Cue Top Sanders, Only . . . 1.95
All kits have tipping instructions so that any novice can tip cues like an expert. Be
smart—leave a kit at your locations and save costly service calls and labor.

State substitutions permissible where shortage exists.
WRITE, WIRE OR PHONE IMMEDIATE DELIVERY

TERMS: MINIMUM ORDER \$5.00. C.O.D. ORDERS 25% deposit. 2% Cash Discount
on all prepaid orders. All prepaid orders desired parcel post, please include postage.
Overpayments will be promptly refunded. All shipments F.O.B. Chicago. Guaranteed
Satisfaction. ORDER WITH CONFIDENCE—We carry a complete stock of Billiard
Table Equipment. Quotations of unlisted items upon request. Attention, Manufac-
turers: Quantity prices submitted upon request.

MARVEL BILLIARD SUPPLY CO.

1604-06 W. LAKE ST., CHICAGO 12, ILL.

Phone: MONROE 4-8853



Empire
COIN MACHINE
EXCHANGE

½ deposit, balance Sight Draft or C.O.D.

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

Panoram Operators!
FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.
Phil Gould
283 Market St. Newark 5, N. J.
Market 2-4275

CORRECTION NOTICE

Due to a typographical error in the issue of February 11 Billboard, the price of Big Time was listed at \$125.00. The correct listing is

BIG TIME. EACH\$335.00

OHIO SPECIALTY COMPANY, INC.

539 S. 2nd St. Louisville Ky.
Wabash 2465

WANTED

WILL PAY CASH FOR
COIN OPERATED

Kiddie Rides

BIG BRONCOS
BALLY CHAMPIONS

FORBES AMUSEMENTS

2106 Forbes St.
Pittsburgh 19, Pa.

EXpress 1-1613

FINEST RECONDITIONED EQUIPMENT

VARIETY	\$235
GAYETY	225
TAHITI	75
BEAUTY	80
SURF CLUB	125
DUDE RANCH	110
ICE FROLICS	125
UNIVERSAL	
BOWL-O-MATIC (new)....	300
MUTOSCOPE CHAMP	300
WURLITZER 1500	250
UNITED MANHATTAN	325

ONE-THIRD DEPOSIT

THE HUB ENTERPRISES

32 S. Charles St., Baltimore 1, Md.
LEX 9-6446-7

Los compradores en el extranjero encontrarán esto aparatos libres de contratiempos a los mas bajos precios de aquí.

Exportamos juegos de bolos (pin games) y vellereros (music machines) nuevas a reconstruidas listas para operación.



Joe Ash
says..

When you compare quality with price, Active is never under-sold!

EXCLUSIVE DISTRIBUTORS FOR
WURLITZER and D. GOTTlieb & Co.

In S. Jersey, E. Pennsylvania and Delaware.

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad St.

FRemont 7-4495 Phila. 30, Pa.

YOU CAN ALWAYS DEPEND
ON ACTIVE—ALL WAYS

Vt. Court Bans Pins in State

MONTPELIER, Vt., Feb. 11.—Pinball machine operators in this State have been given 30 days to get rid of the devices after the Vermont Supreme Court this week outlawed the machines, ruling they violated the State's anti-gambling laws.

The case resulted from a seven-county raid last spring in which State police seized 24 machines and arrested 21 persons in 14 towns. Basic issue in the case was the question of whether free games offered winners on the machines are a "thing of value," according to Associate Justice Benjamin Hubbard.

The court found that all three elements characteristic of gambling—chance, price and prize—are involved in playing pinball machines. Altho free games might not be considered much of a prize for some people, for others they are "an irresistible lure," the court said.

Pool Scores High for Wis. Up-State Ops

MILWAUKEE, Feb. 11.—Pool games continue to be the brightest item in the offering of local coin machine distributors.

Most of the demand comes from operators outside of the Milwaukee area, however.

Only a handful of the Beer City operators have begun to report the kind of grosses experienced by the up-State coinmen. A check with local distributors revealed that all of them are currently back-ordering on the pool games. "Everybody wants them all at once," says Sam Cooper, of the Paster Distributing Company.

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors
2029 Prospect Ave., Cleveland, Ohio
To. 1-6715
Write for prices.

WURLITZER SKEE BALLS

Thoroughly reconditioned. Look like new—work like new. Length: 14 ft. Width: 29 in. Equipped with the 5¢ slot. Expertly crated. Ready for shipment.

PRICE \$100.00 each
Deposit—\$35.00 with each game.
Balance C.O.D.

C. B. S. EXPORT CO.

10518 Fenkell Avenue
Detroit, Michigan

Ed Ravreby says:

GET A JUMP ON THE
KIDDIE RIDE MARKET.
ORDER TODAY!

NYLCO ROCKETS.....	\$350
CAROUSELS.....	350
TARGET HORSES (Large)....	285
PALOMINO HORSES.....	225
RABBITS.....	175
BULL.....	175
MIDGET RACER.....	250
DUCK.....	225
HOT RODS.....	325
"ELSIE-THE-COW".....	285
"BRIGHT EYES" HORSE.....	285

associated amusements, inc.

188 Brighton Ave., Allston, Mass.

Phone: ALgonquin 4-3338
Exclusive Distributors for Rock-Ola Mfg. Co., United Mfg. Co. and Keeney Mfg. Co.
DISTRIBUTORS OF GAMES OF LEADING MANUFACTURERS.

Conn. Firm Chartered

HARTFORD, Conn., Feb. 11.—Valley Vending Corporation, a newly formed Connecticut firm, has filed a certificate of organization with the secretary of state's office here, listing its office address at 79 Farmington Avenue, Hartford; subscribed capital, \$3,000, and amount paid in cash as \$3,000. Officers listed were president, Harold H. Jaeger; vice-president, Frank E. Wolcott; secretary-treasurer, John S. Murtha; directors, John S. Murtha, William M. Cullina and J. Read Murphy.

LOS ANGELES, Feb. 11.—Mission Dry Corporation, makers of citrus and fruit extracts and sirups, appointed Press Release, Inc., New York, as its public relations counsel, C. M. Lamason, director of sales, announced this week.

GOOD USED MILLS Panorams

Also New Parts for Some

CAPITOL PROJECTOR CORPORATION

556 West 52 St., N. Y. 19, N. Y.

Your Dollar Buys More at NATIONAL

... The House That Serves You Better!

ATTENTION—

IOWA and NO. ILLINOIS OPERATORS!

THIS IS IT!

GOTTLIEB'S

2-PLAYER

GLADIATOR

IMMEDIATE DELIVERY!

The ARISTOCRAT of

POOL TABLES...

GOTTLIEB'S

SPOT POOL

Immediate Shipment!

Replacement Accessories Available

WILL PAY HIGH \$\$

CASH OR TRADE

FOR LATE GOTTLIEB GAMES:

Frontiersman — Marathon — Sweet Add-A-Line — Tournament — Southern Belle — Jubilee — Sluggin' Champ — DeLuxe Duette — Gypsy Queen — Twin Bill — Diamond Lili — Stage Coach — Super Jumbo — 4 Belles — Lady Luck — Gold Star — Daisy Mae — Hawaiian Beauty — Jockey Club — Mystic Marvel — Lovely Lucy — Green Pastures — Arabian Knights — Pinwheel — Shindig — Poker Face — Marble Queen — Grand Slam.

And Other Gottlieb Games

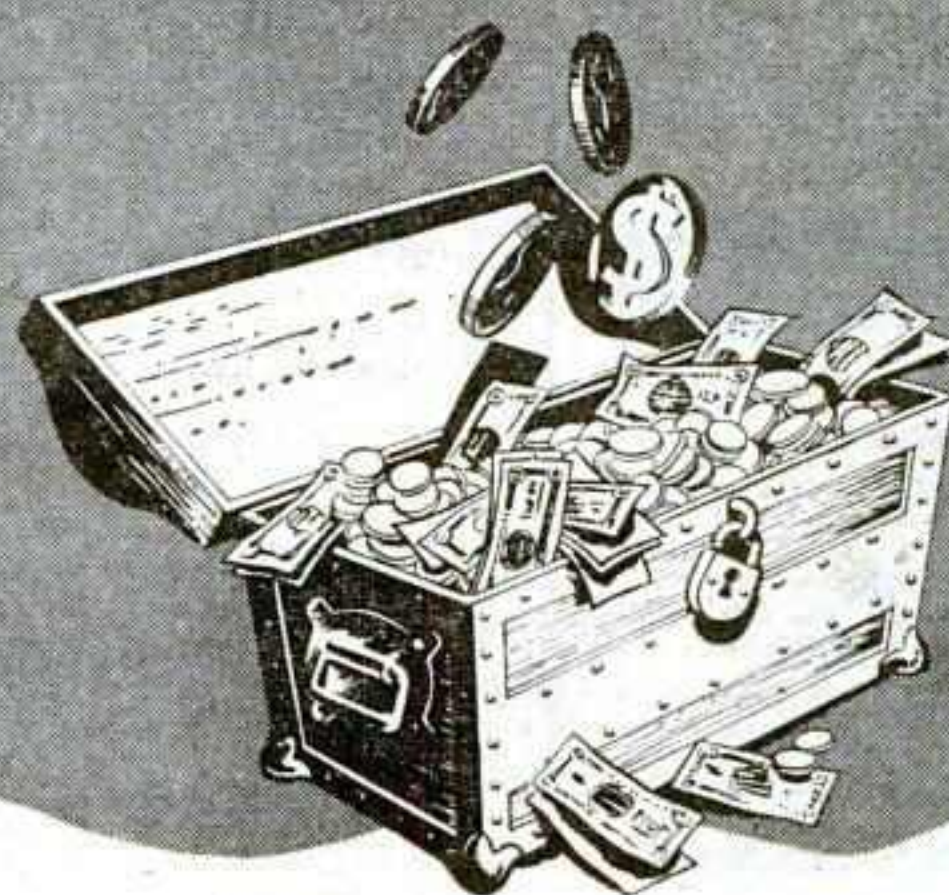
Mfd. From 1952

to Present Time!

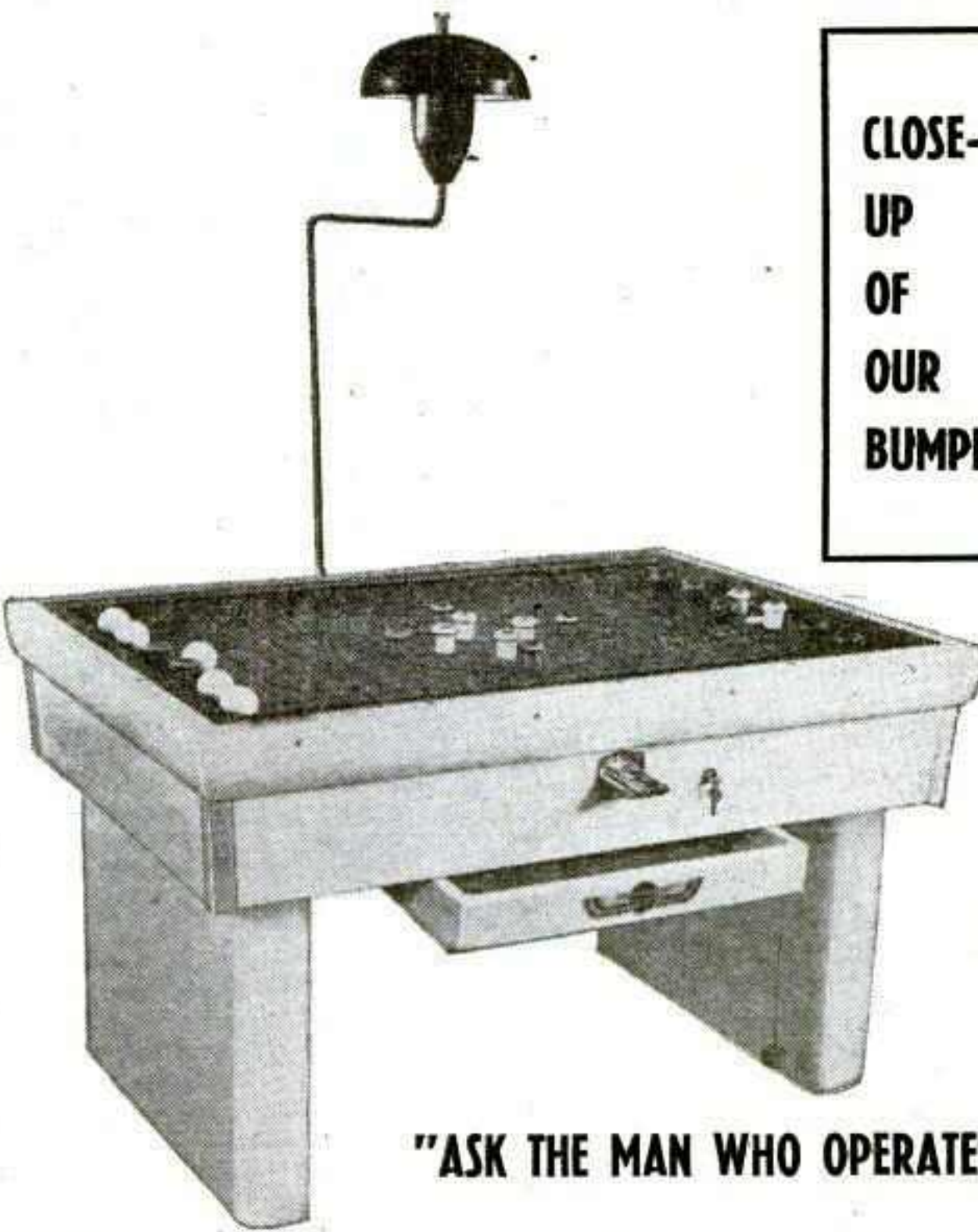
RUSH YOUR LIST!

NATIONAL COIN MACHINE EXCHANGE

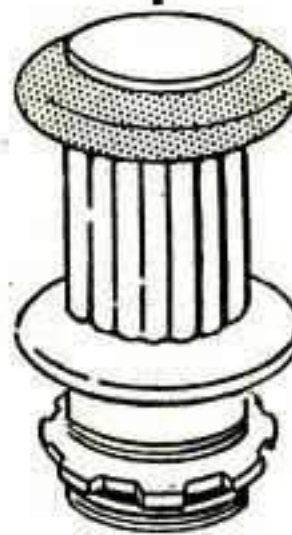
1411-13 DIVERSEY BLVD. Phone: BUckingham 1-6466 CHICAGO 14



THERE'S
A
TREASURE
CHEST
OF
PROFITS
WITH...

VALLEY'S BUMPER POOL

CLOSE-
UP
OF
OUR
BUMPER



EQUIPPED WITH
VALLEY'S
SUPER
TOP ADJUSTER

Shipping Weight: 220 Lbs.

"ASK THE MAN WHO OPERATES POOL GAMES"

VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH.
PHONES 8587 or 8588

"GUARANTEED MUSIC"

A.M.I. MODEL "A"	\$125
A.M.I. MODEL "B"	150
A.M.I. E-80	445
A.M.I. D-80	325
A.M.I. MODEL F-120	725
WURLITZER 1015	95
WURLITZER 1100	145



RECONDITIONED — REFISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.

ATLAS MUSIC COMPANY

A Quarter Century
of Service.

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ARmitage 6-5005

SAVE ON SHAFFER'S BETTER PHONOGRAPH SPECIALS

SEEBURG

M100-C	\$595.00
M100-B	475.00
M100-A	250.00

WURLITZER

1800	WRITE
1500	\$225.00
1450	175.00

Extra Specials

WURLITZER

1250 (45 RPM) ... \$149.50

AMI

Model "A" ... \$79.50

Send for Illustrated Catalog
Showing Complete List

Shaffer Music Co.

In the Coin Machine Business Over 25 Years

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AXminster 4-4614

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1200 Walnut St.
MAIn 1-6310

INDIANAPOLIS, IND.
1327 Capitol Ave.
MEIrose 4-3571

Coinman Moses Testifies, Then Takes Own Life

MINNEAPOLIS, Feb. 11.—Phillip Moses, 58, one of Minnesota's largest coin machine operators, was found dead in the garage of his home Friday night (10), several hours after he testified before a federal grand jury in St. Paul on pin ball activities in the Twin Cities area.

The grand jury returned 39 indictments against individuals and business firms operating pin ball machine locations.

Moses, reputedly the fourth largest operator in Minneapolis, appeared before the grand jury in St. Paul Federal Court House Friday morning in answer to a subpoena served on him. He reportedly testified to certain records.

At 6:20 p.m. Friday, when Moses failed to show up for a dinner date at the home of a daughter, his son-in-law went to the coinman's home and found him dead in his car parked in the family garage. The ignition was on but the motor was not running. A deputy coroner termed the death a suicide.

Moses was president of Atlas Sales Company, 720 South Fourth Street. About a year ago he suffered a heart attack and retired for a time from active participation in his business. Last September he bought out the interests of his partner, William Averbeck, a former Minneapolis detective.

A speed sorter for coins that has no moving parts and operates by gravity has been introduced by the J. B. Carroll Company, Chicago.

According to the manufacturer, coins are fed into an inclined enclosed chute which has four openings, each accommodating a given size coin. A separate plastic bin below each opening holds the separated coins. It is priced at \$55 f.o.b. factory.

ROANOKE VENDING EXCHANGE, INC.

CALL OR WRITE FOR YOUR NEW OR USED GAME NEEDS

PIN GAMES	SHUFFLE ALLEYS	ARCADE
Got. Arabian Knights \$160.00	CC Feature \$250.00	CC Round World Trainer \$350.00
Got. Hit & Run 60.00	CC Hi Speed 350.00	Ex. Star Shooting Gallery 195.00
Wms. Army & Navy 75.00	Criss Cross Target 225.00	Ex. Card Vendor & Stand 50.00
Wms. Slug Pest 50.00	CC Advance 175.00	Standard Metal Typer 395.00
Wms. Spark Plug 60.00	CC Super Frame 225.00	Un. Carnival Gun 295.00
Wms. Daffy Derby 175.00	Keeney Bonus 175.00	Genco Rifle Gal. 250.00
Wms. Disc Jockey 65.00	Keeney Mainliner 175.00	Genco Champ. Baseball 495.00
Wms. Gun Club 85.00	Keeney Diamond 225.00	Jet Fighter 295.00
Wms. Lazy Q 100.00	United 11th Frame 295.00	Wms. Safari Deluxe Gun 350.00
Wms. Silver Skates 65.00	United Speedy 295.00	Mutos, Voice-a-Graph 350.00
		Mutos, Dr. Mobile 600.00

4930 W. BROAD STREET
RICHMOND, VIRGINIA. TEL. 6-4909.

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Exclusive
Distributor
For

ROCK-OLA

SHUFFLE ALLEYS

Bally Gold Medal	\$400.00
Bally Jet Bowler	300.00
Bally Magic Bowler	350.00
Bally Champion	225.00
Chi. Coin Starlite	195.00
Chicago Coin Bull's-Eye Bowler	Write
Keeney Century	225.00
Keeney Pacemaker	85.00
Keeney Bonus	125.00
Keeney Bikini	150.00
United Rainbow	195.00
United Cascade	85.00
United Clover	75.00
United Imperial Bowler	175.00
United 6 Play Star	45.00
Un. Deluxe Comet Targette	275.00

WHILE THEY LAST—LIKE NEW

5 Chi Coin Criss Cross Target \$175.00

MUSIC

Rock-Ola 1448 Hi-Fi, 120 Select.	Write
Rock-Ola 1446 Hi-Fi, 120 Select.	Write
Rock-Ola 1438 Comet, 120 Select.	\$725.00
Rock-Ola 1428 Magi-Glo	499.50
Seeburg M100B	49.50
	425.00

WALL BOXES

Seeburg 3W1 Hammerloid	\$ 55.00
Seeburg 3W1 Chrome	65.00

ARCADE

Bally Bull's-Eye Kiddy Gun	Write
Bally Hot Rod	Write
Chi Coin Super Home Run, 6 Pl.	\$249.50
Genco Quarterback	Write
Genco Champion Baseball	395.00
4 Bally Space Ships (extra clean)	325.00
2 Bally Speed Boats (extra clean)	325.00

PINBALLS

Bally Broadway	Write
Miami Beach	\$445.00
Gayety	345.00
Gayety	245.00
Palm Springs	145.00
Beach Club	125.00
Yacht Club	95.00
Hi-Fi	145.00
Surf Clubs	175.00
Ice Frolic	145.00
Bright Lights	65.00
Bright Spot	95.00
Coney Island	85.00
Dude Ranch	145.00

POOL TABLES

Now Delivering Bally Pin Pool.	Write
Genco Tournament Pool	Write
Chi Coin Champion	Write
Chi Coin Automatic	Write
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GIVE TO DAMON RUNYON CANCER FUND

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Gottlieb Proudly Presents ... SPOT POOL

THE ARISTOCRAT OF POOL TABLES

BUY THE BEST... WE DO...

WITH ALL THE FEATURES AND EXTRAS

- Hinged top and front door.
- Durable mechanism for minimum maintenance.
- Metal ball tracks and quiet reset.
- Cross-lined playfield.
- Genuine Billiard components.
- Distinctive cabinet built by craftsmen.
- Optional lighting accessory.
- Colorful bumper protectors.
- Precision dimensions for accurate play.
- Inlaid rail markers.

"There is no substitute
for quality"

AT YOUR DISTRIBUTOR
NOW!

1927-1956
29 Years of Leadership!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

ROCK-OLA WALL BOXES-\$49.50

120 Sel., Chrome, Used

ROCK-OLA

SEEBURG

1446, 45 rpm	\$645	HF 100-R	\$800
1442, 45 rpm	525	M-100-C	695
1438, 45 rpm	545	M-100-C	550
1436, 45 rpm	250	M-100-BL	450
1434, 45 rpm	225	M-100-B	425
1432, 45 rpm	175		

All Machines Guaranteed... Reconditioned Like New

WRITE FOR COMPLETE LIST AND QUANTITY PRICES

Terms: 1/3 down, balance C.O.D.

S & K DISTRIBUTING CO.

Exclusive ROCK-OLA Dist. in E. Pennsylvania and S. Jersey.
808 N. BROAD STREET, PHILADELPHIA 30, PENNSYLVANIA PO 5-6384

NEW MODEL

NICKEL DISPENSERS

READY NOW FOR
IMMEDIATE DELIVERY

- ★ Single 5c tube holds 200 nickels with feather-touch operation.
- ★ All die-cast parts in mechanism.
- ★ Chrome-Plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.

Exclusive Factory Representative

For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.)
Tacoma, Washington

DUNIS DISTRIBUTING CO.

100 Elliott Ave. W., Seattle 99, Wash., Ph.: Alder 0414
(Inquiries Accepted Now for Local Distributors)

Pool Industry

Continued from page 110

ported this week orders coming in "as strong as ever."

George Kozy, A.B.T. sales manager, says he expects the games to have a long run, comparable to the shuffle bowler trend. He said outlying areas of cities are still largely uncovered as far as pool game locations go, and expects the games to be popular pieces in resort areas this spring.

Sam Wolberg, co-owner of Chicago Coin Machine Company, said that the variations of the game have started fast and that the game will keep going good thru 1956 at least.

"Despite the large number of manufacturers in the field, all the potential locations for pool games can't be filled in a year's time," said Wolberg. He estimated there were some 350,000 possible locations in the country, and that about 1,500 pool games were made per working day by all firms combined.

Wolberg feels the new automatic pool games have made a big step forward in the field, and looks to more of these games on locations in the future.

Only problems at present in the pool field, according to Wolberg, are spot shortages of good balls and cue sticks. He feels these shortcomings will be corrected with more manufacturers of pool parts in the industry, and improved products by the regular suppliers.

Frank Mencuri, Exhibit Supply vice-president and director of sales, said the firm has opened a night shift to keep up with orders on the games. With added help and boosted output, the firm hopes to eventually be able to keep up with orders. Meanwhile, he said, "new pool game products will continue to be introduced."

Art Weinand, Williams Manufacturing Company sales manager, said the company is working on a day-to-day basis, with the demand for variations of the game continuing to change. Any new variation creates a new demand within a few days, he reported.

PARTS! PARTS!! PARTS!!!

TRIMOUNT HAS NEW ENGLAND'S LARGEST PARTS DEPARTMENT

THOUSANDS OF PARTS "IN STOCK"
FOR IMMEDIATE DELIVERY

Complete Assortment for all—
COIN-OPERATED PHONOGRAPHS
ARCADE EQUIPMENT
PIN GAMES

IMPORTERS:

Export inquiries invited. Special shipping dep't assures delivery in proper condition.

WRITE FOR PARTS CATALOG AND PRICE LISTS

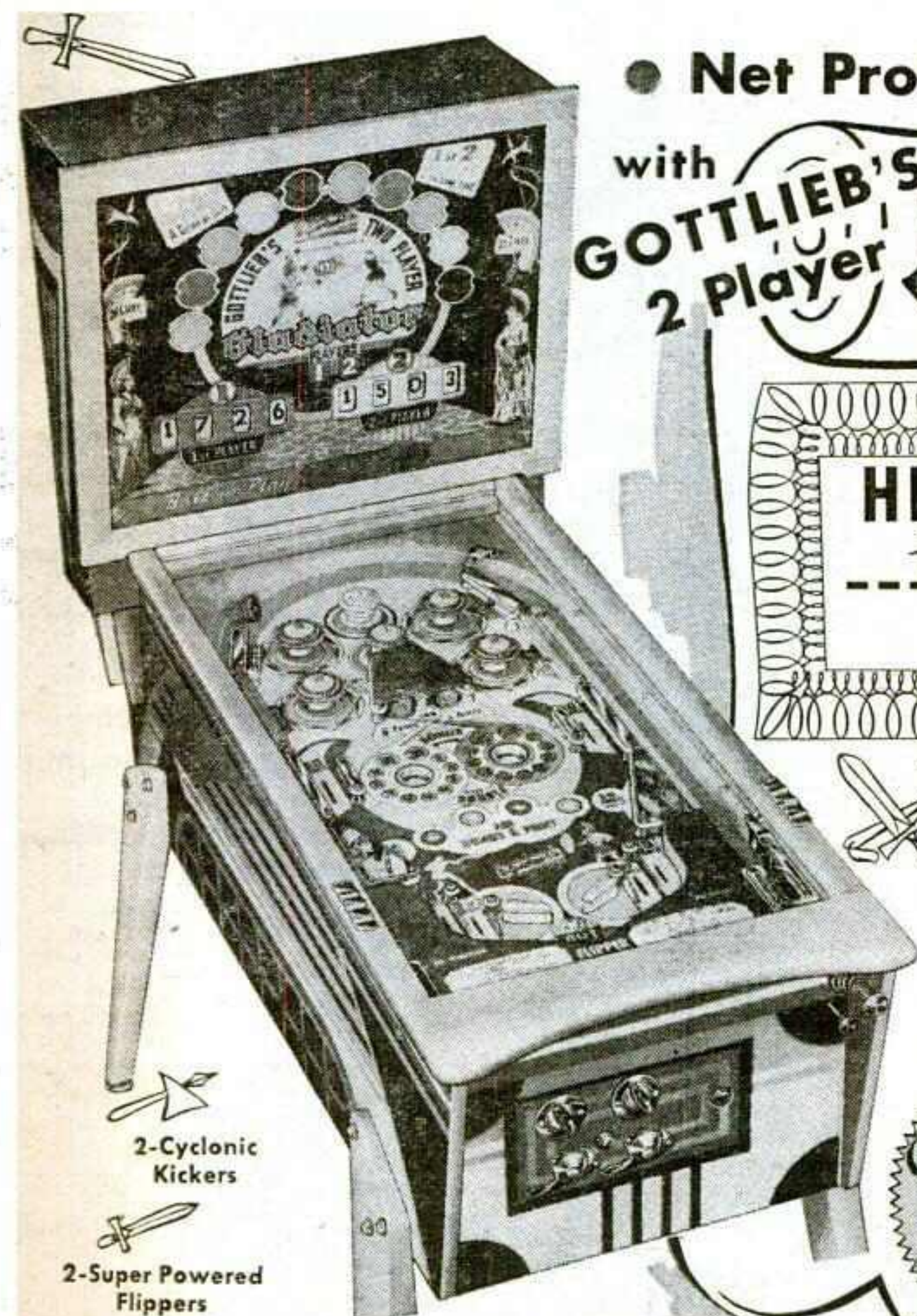
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT
40 WALTHAM STREET
BOSTON 18, MASS
Tel. LIB 7-9100

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!



Net Profits BIGGER THAN EVER...

with
GOTTLIEB'S
2 Player

Gladiators

HIGH STYLED : DISTINCTION

"New Look"

STURDY

APPEAL

TWO DOUBLE BONUS FEATURES

2 Targets, 2 Bumpers, 4 Rollovers Advance Bonuses

High Score over One Thousand

Double Number Match Feature

4-Lightup Pop Bumpers for terrific Scoring action

Adjustable 3 or 5 Ball play

Available with Twin Chutes —
10c - 3 for 25c

SEE
Gladiator
AT YOUR
DISTRIBUTOR
NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Amusement Pinballs
as American as Baseball and Hot Dogs!

LARGEST POOL TABLE SELECTIONS in U. S. From NEW ENGLAND'S POOL TABLE PIONEERS

New! EXHIBIT POOL TABLE that is NOT a Coin Machine!

- Special meter—NO coin mechanism
- Should open any closed territory

Complete Stock of All
BALLY
POOL TABLES

CHICAGO COIN
"HOOLIGAN" POOL

EXHIBIT 3-HOLE SKILL POOL

- Regular and King Size
- Convertible in seconds to 2-hole play
- 50% faster. Earns 50% more

BALLY PIN POOL
BALLY LIGHT-UP BUMPER
NEON LIGHT RAIL
BALLY HAZZARD

LOWEST
PRICES

TRADES
ACCEPTED

FULLY
GUARANTEED

LIBERAL
CREDIT
TERMS

Combines top features of Automatic Pool plus playing features of regular four-sided pool games. A money-maker from the word go. Cash in on "HOOLIGAN'S" high profits now!

WRITE—WIRE—CALL!

WANTED . . . WE WILL ACCEPT IN TRADE BALLY BRIGHT LIGHTS AND BRIGHT SPOTS.

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DISTRIBUTING CO., 298 LINCOLN ST.
ALLSTON 34, MASS.—AL 4-4040

Exclusive distributor for

WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

Your American Red Cross Is Always There After Disaster Strikes

7 Pool Mfrs. Feature Plug

CHICAGO, Feb. 11. — Seven coin-operated pool game manufacturers have introduced special models convertible for either two or three-hole play.

To convert the games, the operator needs only to remove or insert a plug which fits into the center ball hole. The plugs are precision made to provide a smooth surface when inserted in the playfield.

In production on games with plugs are Bally Manufacturing Company, Chicago Coin Machine Company, Exhibit Supply, J. H. Keeney & Company, United Manufacturing Company, Williams Manufacturing Company and Genco Manufacturing & Sales Company.

Gottlieb Adds New Pool Unit

CHICAGO, Feb. 11.—D. Gottlieb & Company has added a second coin-operated pool game to its line.

Similar in size and play features to Spot Pool, the original Gottlieb pool game, the new model has ball holes farther out from the ends of the table.

Both games are two-hole models with marked playfield, hinged top and front door, bumper protectors, inlaid rail markers, and optional lighting accessory.

SPECIAL FOR
POOL TABLES
PORTABLE
VACUUM CLEANER
\$27.95 and \$39.95
(with extra attachments)
IMMEDIATE SHIPMENT!
1/3 Deposit, Balance C.O.D.
LEHIGH SPECIALTY CO.
826 N. Broad St., Philadelphia 30, Pa.
Poplar 5-3299

SPECIAL SALE!

READY FOR LOCATIONS

BALLY DUDE RANCH	\$105.00
BALLY PALM SPRINGS	125.00
BALLY SURF CLUB	165.00
BALLY VARIETY	275.00
BALLY GAYETY	265.00
BALLY YACHT CLUB	75.00
BALLY BEAUTY	85.00
GENCO JUMPIN' JACKS	35.00
UNITED NEVADA	145.00
UNITED CLOVER	
BOWLERS	55.00
UNITED CLASSIC	
BOWLERS	65.00
UNITED LEADER	
BOWLERS	135.00
UNITED DELUXE LEAGUE	175.00

ALSO OTHER
BINGOS and
BOWLERS

MICKEY ANDERSON
314 E. 11th St., Erie, Pa.
Phone 5-7549

always on the level for STRAIGHT SHOOTING—
built for **SOLID DEPENDABILITY!**

LOOK!
YOU SCORE
FROM
ANY ANGLE!

Keeney's
JUMBO DELUXE
(18 inches longer)
FASCINATION
POOL

FEATURES

3 or 4 sided play

Available with Center Hole
(Removable Plug)

Available with Lited Bumpers in
both Regular and Jumbo models

3 WAY
SKILL TEST
• SPEED
• TIMING
• ACCURACY



OPERATE
Keeney's
6-PLAYER
Deluxe
CHALLENGE
BOWLER

Order Yours Today!

Celeste Ravel

MISS ILLINOIS 1954-55

likes to play Keeney's FASCINATION

Mahogany Grained Moulding—Cork Finish Body and Legs

- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- White Diamonds on Side Rails

REGULAR SIZE 52" L. x 36" W. x 32" H.

J. H. *Keeney* & CO., INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

This Week's Specials!

BALLY CONEY ISLAND.....	\$ 39
BALLY ATLANTIC CITY.....	49
BALLY PALM SPRINGS.....	119
UNITED CLASSIC.....	79
UNITED LEADER.....	159
UNITED TEAM.....	179
CHICAGO COIN HOLIDAY.....	259
SEEBURG 100-C PHONOGRAPH...	545

POOL TABLES

All Makes and Models
IMMEDIATE DELIVERY

IRV OVTZ

ACME-INTERNATIONAL
DISTRIBUTORS

3643-45 W. Montrose Chicago 18, Ill.
CORNELL 7-7272

DRAFTSMEN LAYOUT

A leading manufacturer of high fidelity phonographs and related products, who through engineering has enjoyed 28 years of outstanding success and progress, offers this opportunity to a man whose experience included the detailing and layout of:

Small mechanical and electrical components
Metal stampings

Salary consistent with ability and experience.

ROCK-OLA

Manufacturing Corp.

800 N. Kedzie Avenue
Chicago, Illinois
Nevada 8-7600

GIVE TO DAMON RUNYON
CANCER FUND

ABC Venders

• Continued from page 105

commuters who have patronized the machines for many years.

Also responsible in large part for the decision to remove the weighing machines is that almost everybody now has scales in the bathroom at home. Klebenov pointed out sadly that people nowadays step on their bathroom scales and have no need to test their weight in the subway.

Most of the machines removed from the familiar places are heading for the junk pile, he indicated. The nickel vending machines, however, will remain.

MTA's public relations chief Herbert Baldwin backed up Klebenov's statement on vandalism and high cost of operation. He said, "You wouldn't believe what those kids did to the machines. I don't blame ABC for taking them out." He added that ABC had asked the MTA trustees to cut the guarantee rate, and after some discussion it was decided that the operation had become less than worthwhile.

ABC Vending had operated the bulk machines for five years. Baldwin said that Eastern Advertising Company, a firm now out of business, had run the locations for more than a quarter of a century. The firm at one time also had the advertising set-ups in the subways as well as the machines.

No other company will be asked to put in penny machines, Baldwin said. "The trustees have had it—no more," he added. "The 5-cent candy machines operated by ABC will remain."

1st in POOL GAMES!

THERE IS ONLY
I HOOLIGAN!
In a Class by
Itself!



Chicago Coin

HOOLIGAN POOL

The Only Really New Automatic
Scoring Pool Game!

BE FIRST WITH THE LATEST!

All the following games have:

1. Convertible for 2-hole or 3-hole play.
2. New Light-Up Bumpers.
3. All Other Top Features!

REGULAR SIZE

Exhibit 3-HOLE SKILL POOL
Chicago Coin CHAMPION POOL
Chicago Coin MODEL 35 CHAMPION POOL
(End Pockets and Bumpers moved in from rails)

KING SIZE—18" Longer

Exhibit 3-HOLE SKILL POOL
Chicago Coin JUMBO POOL

IMMEDIATE DELIVERY
—BEST DEAL!



1st in Quality—1st in Value!

SHUFFLE GAMES FIRST-Conditioned

CHICAGO COIN

* BLINKER.....	WRITE
* BULL'S EYE.....	WRITE
* HOLLYWOOD.....	\$365
* HOLIDAY.....	295
* ARROW.....	365
* BONUS SCORE.....	355
* THUNDERBOLT.....	325
* PLAYTIME.....	295
* FEATURE.....	325
* STARLITE.....	195
* SUPER FRAME.....	175
* CRISS CROSS.....	185
* TARGET.....	145
* ADVANCE.....	145
* GOLD CUP.....	135
* TRIPLE SCORE.....	95
* DOUBLE SCORE.....	85
* CROWN.....	85
* 10th Frame, 6 PLAYER.....	85
* NAME BOWLER.....	55

BALLY

* MAGIC.....	\$295
* JET.....	275

BINGO 5 BALLS

BALLY

GAYTIME.....	\$365
GAYETY.....	235
BIG TIME.....	375
VARIETY.....	245
SURF CLUB.....	155
ICE FROLIC.....	145
PALM SPRINGS.....	145
DUDE RANCH.....	145
BEACH CLUB.....	125
BEAUTY.....	95
SPOTLIGHT.....	85

ZIPPER'S are OPENING

New Locations for Operators—Small-
est Coin Machine Investment! 3 Great
Play Principles — Universal
Coin Play, 1¢, 5¢, 10¢ or 25¢. \$25
BRAND NEW. Orig.\$79.50

UNITED

* DEL. CAPITOL.....	\$385
* DEL. CLIPPER.....	335
* DEL. MARS.....	295
* BANNER.....	245
* RAINBOW.....	235
* LEADER.....	175
* LEAGUE.....	165
* CHIEF.....	145
* ROYAL.....	125
* CLASSIC.....	95
* OLYMPIC.....	85

KEENEY

* BIKINI.....	\$195
* DIAMOND.....	185
* BONUS.....	165
* PACEMAKER.....	115
* DOMINO.....	85
* CARNIVAL.....	65
* CLUB 10-PLAYER.....	50
* 6-PLAYER.....	50

*Match Play

TARGET GUNS

FIRST-Conditioned
EXHIBIT

500.....	\$295
SPORTSMAN.....	225
SIX SHOOTER.....	95
DALE GUN.....	65

GENCO

WILD WEST.....	\$395
RIFLE GALLERY.....	195
SKY GUNNER.....	125

UNITED

DEL CARNIVAL.....	\$245
-------------------	-------

KEENEY

RANGER.....	\$285
SPORTSMAN.....	245

SEEBURG

COON HUNT.....	\$175
SHOOT THE BEAR.....	135

YOU SHOOT—live ammo.,
.22 Remington\$295

COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke

FIRST
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

OVERWHELMING CROWDS
Come in droves to play it...

Williams DIAMOND SCORE-POOL

New
SCORE
ADVANCING
Features!

LIVELIER ACTION ♦ HIGHER SCORES

2 DIMES PER GAME!

Two or Four
Players!

Order NOW...
SEE YOUR
Williams
DISTRIBUTOR
TODAY!



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.



PLEXIGLASS
TO ELIMINATE
REPLACEMENT!

SENIOR
DIAMOND
SCORE-POOL
18 inches longer
same width

A REAL
SPACE SAVER IN ANY
PLACE OF BUSINESS. WITH FRONT END PLAY!

- Transfer Scoring from one player to another
- Accurate Scoring
- Progressive Score Build-up
- Totals Score Automatically on lite box
- Lively Rails
- Perfect Bank Shots

DELUXE
BANK POOL

SENIOR DELUXE
BANK POOL

ROYAL
POOL

SENIOR
ROYAL POOL

Both Available with LITE-UP Bumpers

NEW CENTER HOLE FEATURE and NEW LITE-UP Bumpers

Meet GENCO'S ROYAL FAMILY

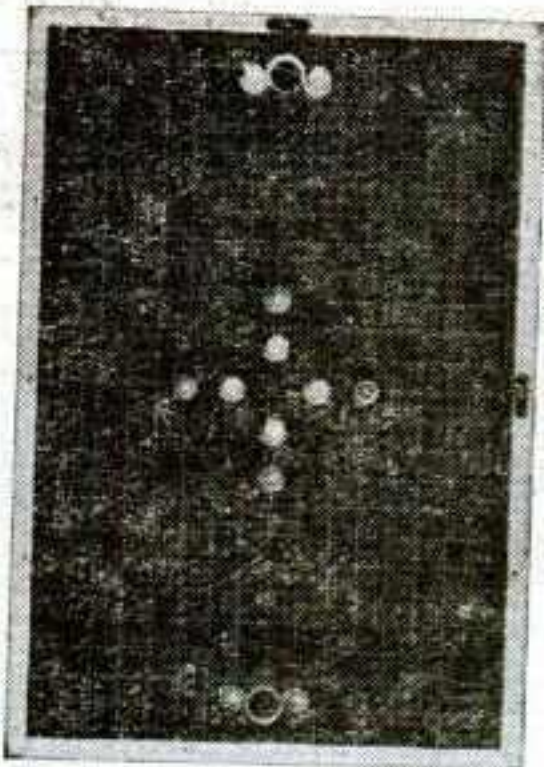


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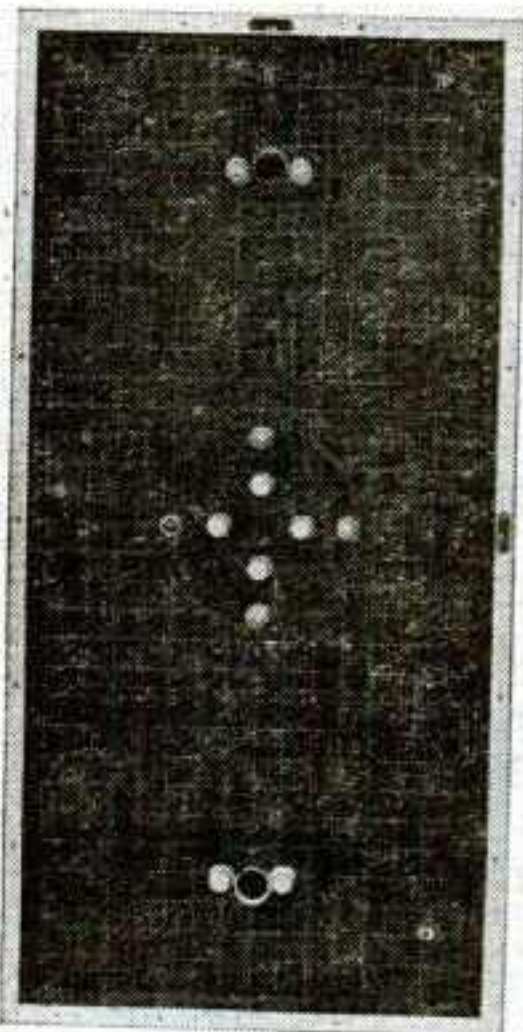
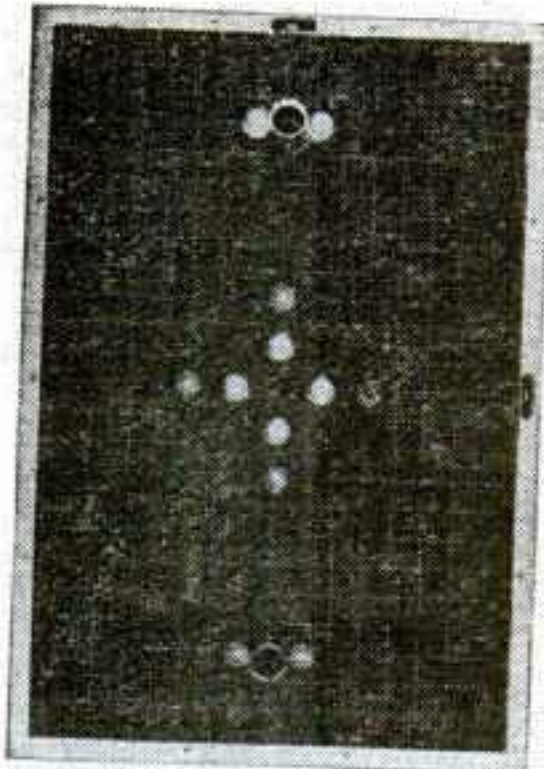
for 3 OR 4-SIDED PLAY



DE LUXE
(also available
with 3-holes
and center-
hole plug)



**ADVANCE
DE LUXE**

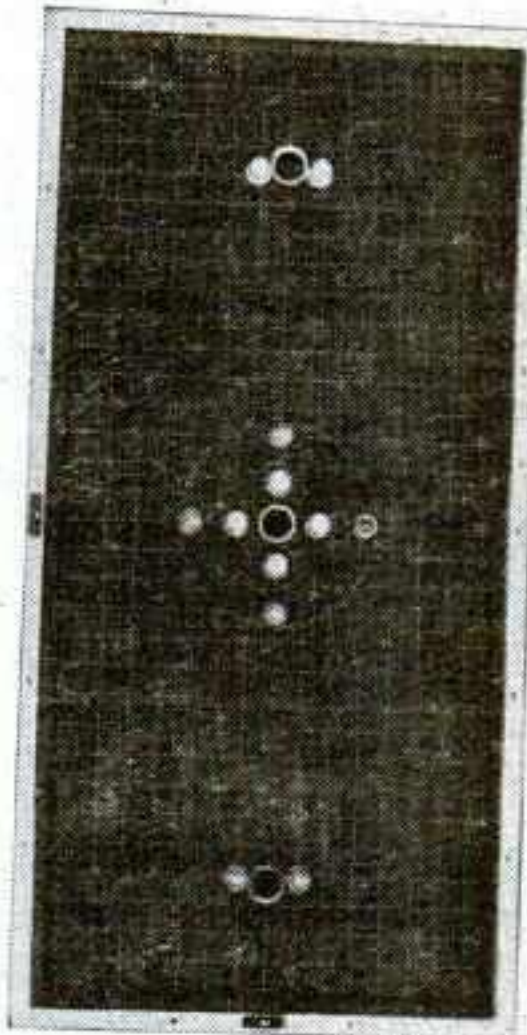


KING-SIZE



FIRST in the **FIELD**
with
ALL THESE FEATURES:

- Optional Playfield Light
- Built-In Adjustable Levels
- Mother-of-Pearl Rail Markers
- Clog-Proof Ball Troughs
- Steel-Sheathed Cash Box
- Hinged Cash Box Door
- HINGED PLAYING FIELD
- FINEST QUALITY Billiard Table Materials!



**SUPREME
KING-SIZE**
(with center
hole play)



STANDARD
3-HOLE GAME
WITH LIGHTED
BUMPER POSTS
THIS MODEL ONLY
MADE WITH 4 LEGS
(Economy Model)

ALL MODELS OBTAINABLE WITH
LIGHT-UP PLASTIC REBOUND
POSTS (at slight additional cost)

NEW!
EACH TABLE EQUIPPED WITH
FREE
CUE REPAIR
KIT AND
TABLE BRUSH

NEW!
BACK-BAR AND
WINDOW BANNERS
WITH EACH TABLE
FREE
TO BRING IN
CUSTOMERS!

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois

Seeburg School

• Continued from page 100

ed Blankenbeckler with the school. Among those attending were P. D. Rowell, Joe Yates, Rowell Music Company; J. A. Thomson, B. Taylor, Bama Music Company; C. B. Carlton, Carlton Music Company; C. D. Carlton, O.K. Music Company.

L. M. Flow, Charlie Wellborn, I. Cohen, P. Harrel, Cohen Amusement Company; B. Wellborn, M. & W. Music Company; B. Yancey, C & D Amusement Company; W. Wooten, M. W. Amusement Company.

D. Hughes, O. H. Dozier, Dozier Amusement Company; J. Leon Brown, Jack Howard, Magic City Music Company; W. Vandivier, Jefferson Music Company; O. C. Wood, W. Wood, Wood Amusement Company.

R. Watson, Watson Sales Company; J. Hilburn, T. Andrews, Dixie Amusement Company; Roy Kemp, Pensacola Amusement Company, Inc.; Curtis Hutchinson, Joe Smith.

Dime Play Test

• Continued from page 100

The only exception to the conversions so far are locations with 78 r.p.m. equipment; these are staying at 5 cents.

Returns for converted stops have been fragmentary. By March 1, tho, it is expected that operators will have significant figures on location takes.

PR to Follow

Other than decals placed on converted machines, few public relations techniques have been used during the test. Operators feel that the advertising and newspaper publicity should come when the attempt to convert the outlying area is made.

All converted equipment is being upgraded, usually on a five-for-one basis. The operator will buy one new box for each five locations, get rid of the oldest piece and move the others up.

Memphis Shows

• Continued from page 100

forced some operators to drop poorer locations.

The new taxes which recently went into effect are as follows: City, \$10; State, \$10; county, \$10, and federal, \$10. City, State and county were formerly \$5.

Operators generally agreed that the decrease of 94 machines seemed predicated on the move to dime play and the tax increase, tho they pointed out that as the public becomes more accustomed to dime play, profits will increase and the number of machines will also go up again.

ATLANTA, Feb. 11.—Georgia's Senate this week defeated a bill which would have reduced the State's cigarette taxes by 1 cent a pack. The measure was introduced by Senator Dorsey R. Matthews, Moultrie.

MUSIC

Seeburg, Model M100B...\$465.00
Seeburg, Model M100C... 600.00
AMI, Model A..... 100.00
Wurlitzer, Model 1500... 250.00
Wurlitzer, Model 1250... 175.00
Seeburg 3W1, 100 Selection, Wall-O-Matic.... 65.00

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Equipment checked by factory-trained mechanics.

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Serving the Operators for 25 Years

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Copyr't, Record

• Continued from page 100

the advisory board recommended a change in the association's by-laws—to increase the number of board of directors from 23 to 48, one from each State in the country, and set up probable convention hours, reaffirmed The Billboard's convention service center, changed its Miss MOA contest rules to include entries from disk firms, appointed various convention committees and set up arrangements for an MOA representative to be on hand at the Morrison Hotel to take charge of the convention details at least a month before it gets under way.

The proposed increase in the number of association directors was suggested by Miller several months ago. The advisory nod this week sets the stage for an immediate increase at the convention.

Convention hours at this year's show will be similar to those last year, with the exception that morning business sessions will be shortened to allow time for lunch and early afternoon panel meetings before exhibits open. Probable hours are as follows: General meetings from 9:30 or 10 to 11:30 or noon, panel meetings from 1 to 2:30 in the afternoon and from 8 to 9:30 in the evening, and exhibit hours from 2:30 to 8:30. The annual banquet will be held on the last day of the convention rather than on the second day as formerly scheduled.

Hilmer Stark, The Billboard, talked to some of the advisory members regarding The Billboard's service center to be in operation at the convention. Members were primarily interested in the paging and phone service and the registration facilities.

The Miss MOA contest rules were changed again to include entries submitted by all record companies. This had been the suggestion of a board of directors' meeting last fall, but subsequently changed because of the possibility of MOA sponsoring Paragon Records. Contest rules are similar to last year's, but is open to everyone, whereas the 1955 event was open to operators only (see separate story on contest).

Actually, the only committee chairman named during the meeting was Hirsh de La Vies, who will head all entertainment at the annual banquet. Directors of the association, however, have been named to be co-chairman of nearly all other committees.

Larry Marvin is expected to take charge of the MOA convention headquarters here in Chicago. Miller said that Marvin would probably be appointed as MOA's representative and would set up operations at the Morrison Hotel sometime around April 1. Marvin is a director of MOA.

'Great Pretender'

• Continued from page 104

gram were George A. Miller, MOA president; James Tolisano, Hartford, Conn., MOA director, and Victor Ostergren, Gary, Ind., MOA director.

Regional favorites were "Dungaree Doll," with Eddie Fisher on RCA-Victor, on the West Coast; "Lisbon Antigua," with Nelson Riddle on Capitol, East Coast, and "Go On With the Wedding," with Patti Page on Mercury, Midwest.

Selectec as promising disks were "Fortune Teller," with John Leslie on ABC-Paramount, and "Marimba Merengue," with Gloria Parker on Gloro.

United, Inc.

• Continued from page 104

Lund, Ray Jenner, Bob and Russell Dougherty, Walter Flink and Kearney Johnson.

Operators on hand at Iron Rive included Leo Konwinski, Arnold Dellavalle, Frank Fedrizzi, Tor Strong, Harry Kososkim, Willard Edwin, George Willkie, Ray Johnson, Orville Adams, Mr. and Mrs. Joe Watson, Jerry Lawler and George Berquist.

IT'S NEW! THERE'S *Nothing* LIKE IT!


NEW

3-Hole

SKILL POOL

with CONVERTIBLE 2-Hole or 3-Hole Play!

EXHIBIT PLANNED IT!

ONLY EXHIBIT HAS IT!

Standard Size

Requires only 84 sq. ft. or 12x7 ft.
for thrilling play in small area.

**OPTIONAL
2-HOLE and
3-HOLE
PLAY**

**OPTIONAL
3 or 4
SIDED
PLAY**

**PLUS
NEW
LIGHT-UP
BUMPERS**

**ALL THESE
FEATURES ALSO
AVAILABLE IN
"KING SIZE"
18" LONGER**

**HERE'S HOW
IT WORKS!**

3-HOLE SKILL POOL is equipped with 3 holes (1 at each end, 1 in the center). A precision-machined plug fits into the center hole, flush with the table top. Plug can be inserted or removed, in seconds, by the operator, to change the game to 2-hole or 3-hole operation . . . making the play entirely different for each.

4 GAMES IN 1

3-SIDED SKILL POOL WITH CENTER HOLE
4-SIDED SKILL POOL WITH CENTER HOLE
3-SIDED SKILL POOL WITH CENTER HOLE
4-SIDED SKILL POOL WITHOUT CENTER HOLE

(All SKILL POOL games have lined playfield)

plus ALL THE OTHER SUPERIOR EXHIBIT FEATURES

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**AVAILABLE FOR
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LOOKS DIFFERENT!

Yes, Bally CROSSWORDS looks different...and is different... different in "new-look" styling of cabinet... different in compact, space-saving construction... different in fascinating puzzle play-appeal. CROSSWORDS is the game for hard-to-hold spots and every territory that needs a really new type of game for continued profitable operation.

F A T E

Player has lit A and T with first 2 balls.

F A T E

He may shoot for F-hole to light 3-letter word FAT.

F A T E

Or he may shoot for E-hole to light 3-letter word ATE.

F A T E

Or, if he shoots balls in E-hole and in F-hole, he lights 4-letter word FATE.

New PUZZLE-SCORES

Players light 3-letter words, 4-letter words

CROSSWORDS combines play-appeal of two great American pastimes—pinball and crossword-puzzles. Player shoots balls in holes marked with letters of alphabet to light 3-letter words and 4-letter words in puzzles on backglass. Location-tests prove that 2-in-1 play-appeal of CROSSWORDS doubles and triples earnings of average 5-ball spots.

EARN UP TO 4 COINS PER GAME

Each coin gives player additional puzzle

Because player may select up to 4 puzzles and score separately in each puzzle selected, CROSSWORDS averages 3 to 4 coins per game.

New SKILL SCORE-BOOSTER

Scores advanced by shooting balls in Star-holes

No mystery about CROSSWORDS advancing scores. A quick glance at score-card, reproduced (half-size) at right, tells players how to boost their scores by skill-shots in 2 Star-holes at top of playfield... and keeps them coming back with "came-close-try-again" repeat-play appeal.

5¢ a puzzle	Average NO BALLS IN Star-holes	Good BALL SHOT IN 1 Star-hole	Expert BALLS SHOT IN 2 Star-holes
5 BALLS			
3-letter WORD	2	3	20
4-letter WORD	8	12	
Only one word per puzzle scores. Only highest score per puzzle registers.			

Get your 5-ball spots back on a money-making basis... get Bally CROSSWORDS busy for you now!



CROSS Word-Puzzle
Skill-Game
WORDS
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**REQUIRES ONLY
27 in. by 41 in. space**

Fast 5-ball play

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THE MOST COMPLETE LINE
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**POOL GAMES FOR
EVERY LOCATION!**

**All Models Furnished With
Center Hole Plugs!*

1 Hooligan Pool

Combines The Top Features of Automatic
Pool Plus The Scientific and Most Interesting
Playing Features of 4-Sided Pool Games . . .
Plus . . . Advance Scoring!
Plus . . . The Fascinating Hooligan Hole!
Plus . . . The Natural Cue Swing Afforded by
the Elimination of the Foul Line!



**Champion
Pool**

Available in 2 or 3 Hole Models With The
Exciting Center Hole Feature!

New Type Ball Drop Mechanism . . . Simple . . . Positive . . .
Fool-Proof!

New Plastic Light-Up Bumper Posts!

New Super Sensitive Rebound Rails!

2 Color Grid Screened Playfield For 3 Sided Play!

2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!

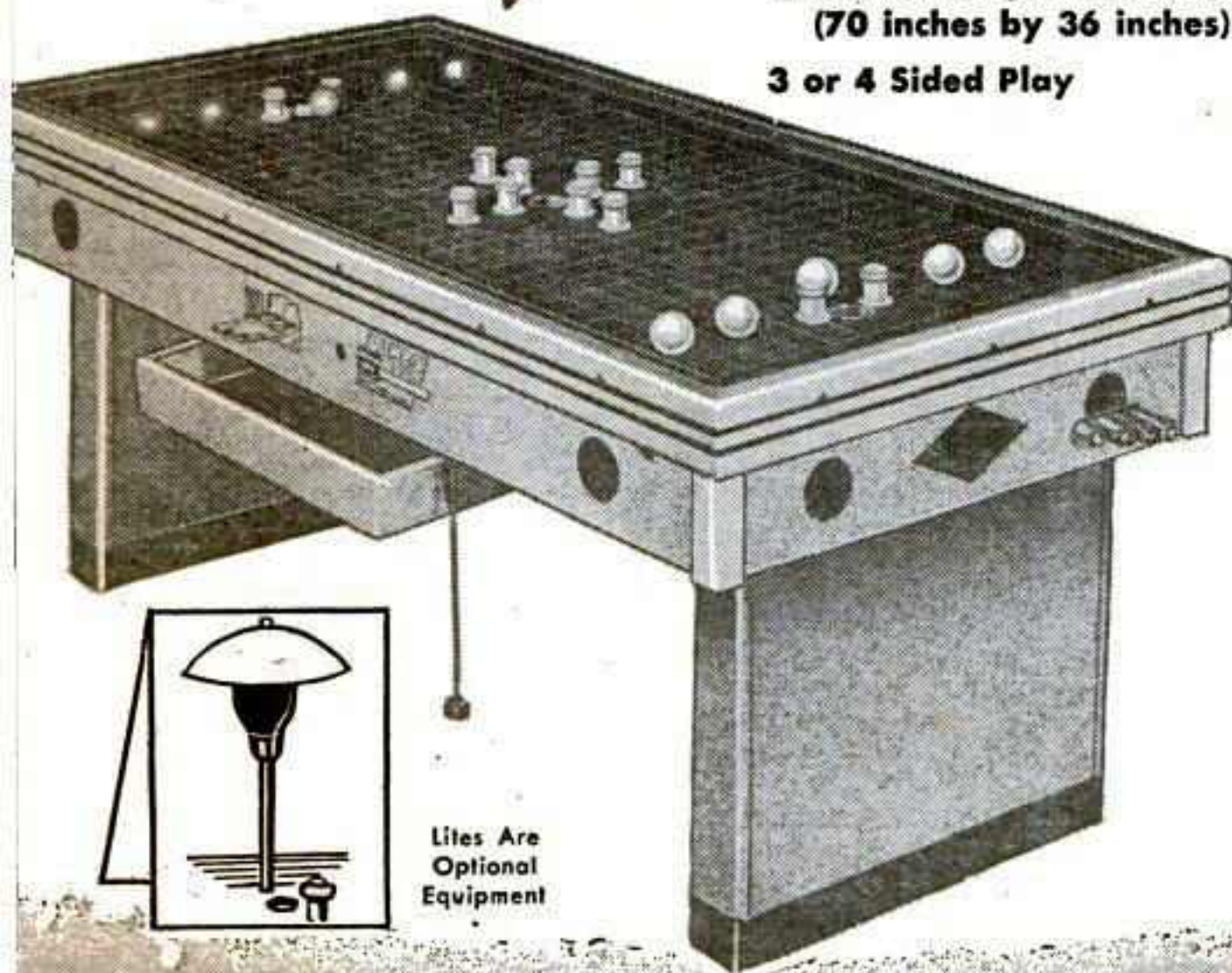


**3 Jumbo
Pool**

2 or 3 Hole Models With or
Without Lighted Bumpers!

18 inches longer than regular size
(70 inches by 36 inches)

3 or 4 Sided Play



**4 Champion Pool
Special No. 35**

End holes are located 4 inches
closer to center!

Choice of 2 or 3 hole models!

3 or 4 Sided play!

Super sensitive rebound rails!



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4 MONEY-MAKING MODELS

ALL models 52 in. by 36 in., 32 in. high.
STANDARD model without lights.
LIGHT-UP BUMPERS model for spots that want extra flash.
NEON-LIGHT model with neon-lights under side-rails, flooding table with no-glare illumination.
3-POCKETS model with center Free Pocket—easily convertible to 2-pockets play with plug. Choice of plain or light-up bumpers. 52 in. by 36 in.
BALLY-LAMP easily attached to all models.

Bally Pin-Pool EARNS BIGGEST PROFITS

Cash in on growing popularity of PIN-POOL. Get genuine Bally PIN-POOL Tables busy for you now.



ABC bowler

WITH MATCH SCORE FEATURES

Congress bowler

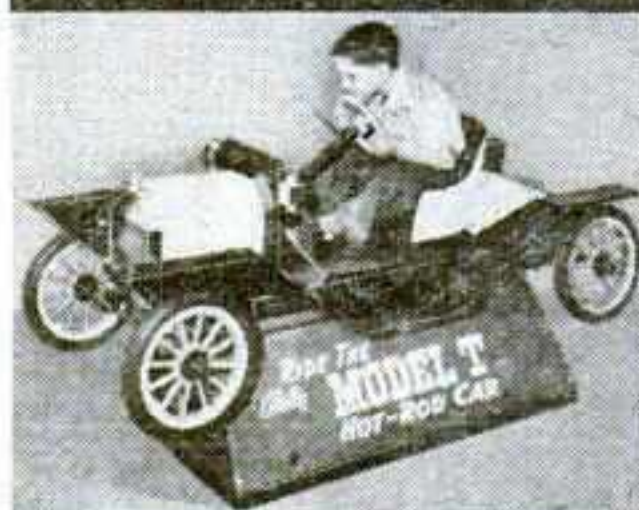
POPULAR
OFFICIAL BOWLING
SCORES

For biggest group-play . . . and continuous repeat-play . . . resulting in bigger bowler profits . . . get Bally ABC-BOWLER . . . scoring by Official Bowling Rules . . . or CONGRESS-BOWLER for added attraction of match-score features.

Bally KIDDIE-RIDES earn top money

Flashy eye-appeal of Bally Kiddie-Rides . . . thrilling action . . . simple, safe mechanism . . . sturdy construction result in biggest, steadiest earnings in kiddie-ride field. Start a steady-income route of Bally Kiddie-Rides now. Write for information or see your Bally Distributor today.

MODEL T COIN-OPERATED AUTO-RIDE



THE CHAMPION COIN-OPERATED HORSE-RIDE

BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY

More money-making play-appeal

Bally BROADWAY



4 MAGIC SQUARES

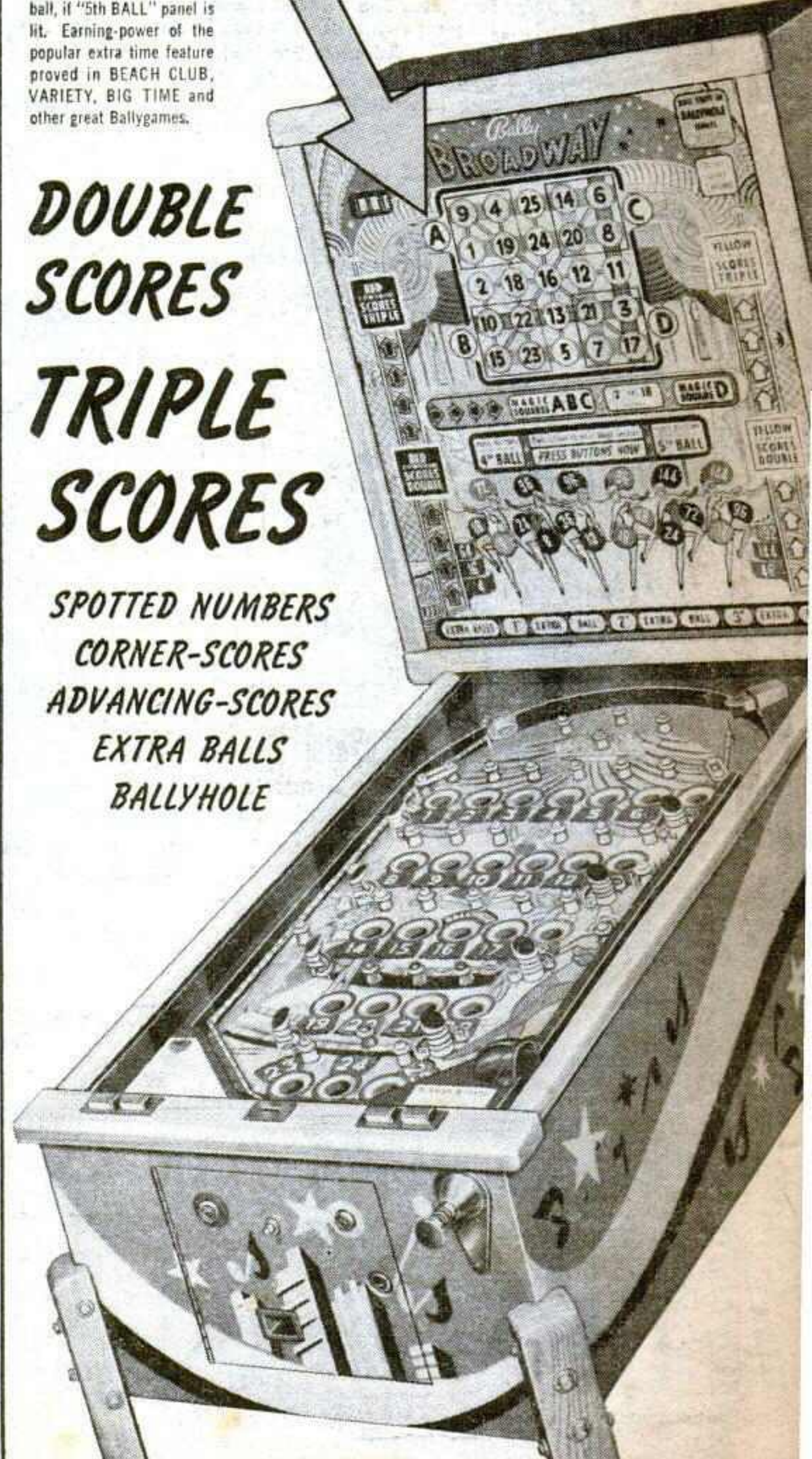
Arrow points to one of 4 Magic Squares—A—which may be shifted to player's choice of 4 different combinations illustrated above. Each Magic Square—A, B, C and D—may be shifted to choice of 4 different combinations. Separate button for each Magic Square permits player to shift only Square or Squares he desires to shift—without shifting other Squares. Maximum number-shift flexibility provided by 4 Magic Squares insures maximum play-appeal, maximum earning-power.

EXTRA TIME

Player shifts Magic Squares before shooting fourth ball . . . or before shooting fifth ball, if "5th BALL" panel is lit. Earning-power of the popular extra time feature proved in BEACH CLUB, VARIETY, BIG TIME and other great Ballygames.

DOUBLE SCORES TRIPLE SCORES

SPOTTED NUMBERS
CORNER-SCORES
ADVANCING-SCORES
EXTRA BALLS
BALLYHOLE



United's CARAVAN

features MORE WAYS TO SCORE



ROTO FEATURE 8-IN-1 CARD COMBINATION

PLAYER CAN MOVE NUMBERS
CLOCKWISE WITH EXTRA COINS

DOUBLE-SCORING DIAGONAL FEATURE

FIRST COIN LITES LARGE CARD
SECOND COIN LITES DIAGONALS

WITH DIAGONAL PANEL LIT
PLAYER CAN OBTAIN REGULAR CARD
SCORES **PLUS** DIAGONAL SCORES

12 ADDITIONAL WAYS TO SCORE 3-IN-LINE SCORES

4 ADDITIONAL WAYS TO SCORE 4-IN-LINE SCORES

3-IN-LINE SCORES
4-IN-LINE

4-IN-LINE SCORES
5-IN-LINE

8 BALLS NEXT GAME

ADVANCING SCORES

NUMBER SELECTION

SPELL NAME

PENNANT FEATURE

4 CORNERS SCORE 5-IN-LINE

EXTRA BALLS

NOW AT YOUR
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6-Player
Shuffle-Alley
BOWLING
GAMES

CLUB
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JUMBO
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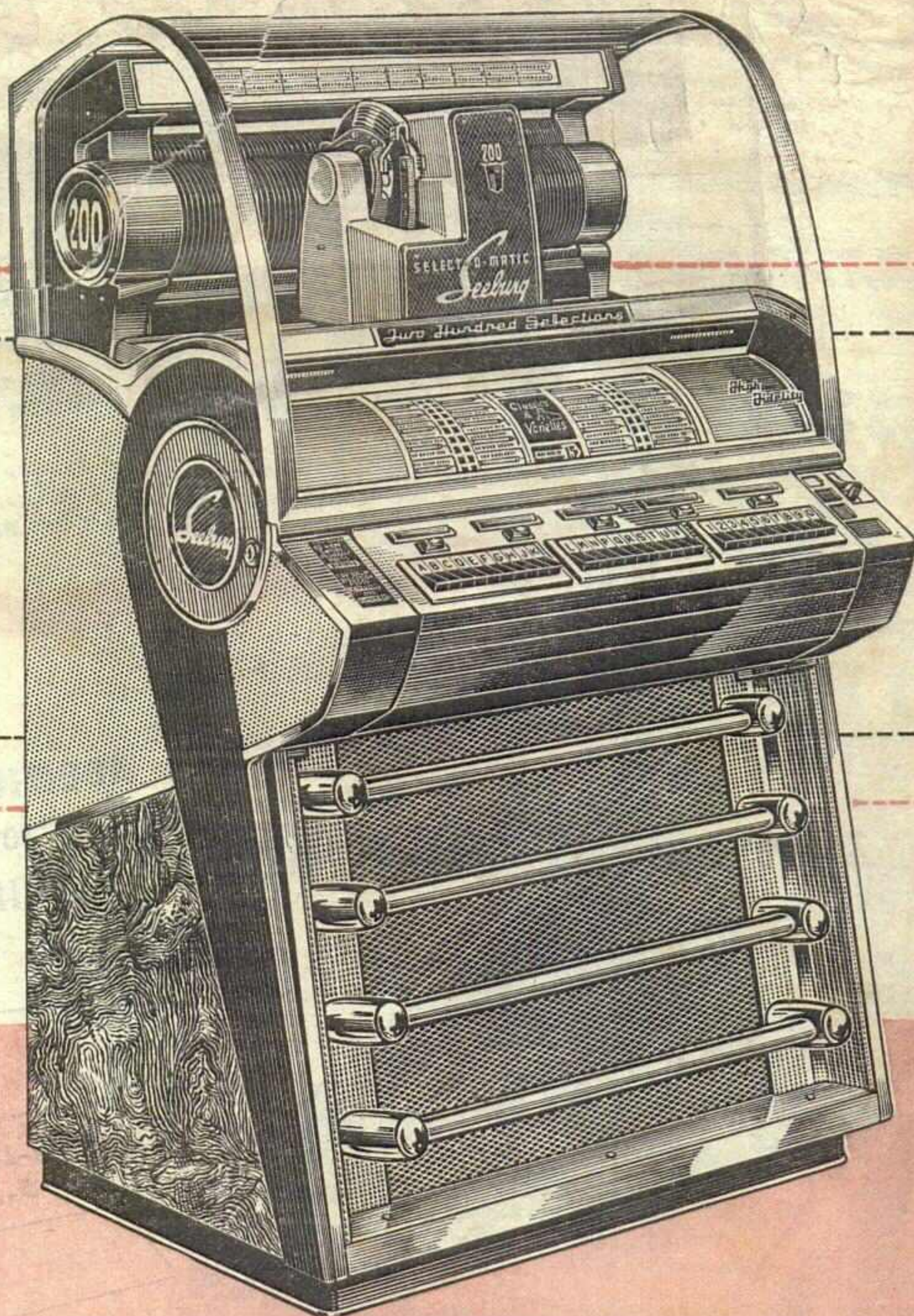
HI-SCORE
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