**NEws of the Week**

**Medium-Sized TV Film Diehls**

Firm’s Net: $750,000 Yearly...

A composite total of $750,000 in a year past to operate a medium-Sized TV film distribution firm in business. The figure does not include the cost of advertising, but it represents the gross cost of running a film distribution organization points up the current trend toward consolidation among smaller firms, and absorption of weaker outlets by the giants. Page 14

**Spectacular Waterfront Scenes Scheduled for Big Season**

Two large-scale seasonal operas will open up the U. S. T.V. waters this summer, with at least four touring with carnivals. The shows are expected to enjoy numerous contrasts from home, builder and size. Page 18

**New York Fair Ends**

In Quest for More State Aid... A federal effort by New York county fair to double their State financial aid to a million-dollar total was stopped in the last week by Daniel J. Carey, newly appointed Democratic commissioner of public events and at the urging of other fiscal needs required every dollar. Page 30

**ABC Film Syndication Plans To Double Program roster**

ABC Film Syndication has come under a load of storms. The firm is making arrangements to distribute its programs in a number of foreign countries, thereby more than doubling the number of shows on its roster. ABC’s new acquisition is expected to help make it a contender in the T.V. film sweepstakes. Page 13

**Good Possibility, MCA Reports**

All major record companies are trying to sign up big-name artists on national radio-juke box list. First release chilly up sales of over 12,000.

**U. S. TV LURES ITALY’S DISK BORN WARBLE**

Caterina Valente, the Italian canary who watched Decca’s hit version of the Spanish classic, “Malaguena,” in Cern, is about to sing her own English version and do it in style. On the stage of the Savoy in New York, the singer has been furthering her image with American stage, choral, television, film and music industry offers. She plans to open a concert next week in Los Angeles on NBC’s “Colgate Comedy Hour” on March 7, then to work out future plans with her manager organization. A recent European Valente fan has been added into the house also, to capitalize on her sales popularity. Nitrine in Las Vegas and New York is adding to her upcoming dates debut. The girl’s future is being carefully handled by her representative, Martin Biber, of Claire Smoller, Inc. Muni, a 35-year-old spry herself, is the star’s manager, covering over the entire sales and domestic organization. Valente and Decca’s Music tops the strongest programs for the warbird. Page 27

**Ziv Honors**

Also among those who distributed their 1955 TV shows, honors to winners in earlier parts, this year moved into closer cut, leadership over the field. terminal programs and such other service offers to maintain in best condition, with the help of many staffs, who are responsible for the success of the shows. Page 36

**ABC’s Films**

ABC’s films are available, for a minimum of 25,000 copies. Page 16

**TV Hay Ere Color Shines**

NEW YORK, Feb. 5—If the Hollywood majors want to reap a laurel of color, they must realize that pictures they have to do it before the other major studios. Color pictures in any process, were only occasional phenomena those days. It was not until 1950, when the Hollywood world went through the impact of the Technicolor process, that it began to turn out color films in quantity. One color TV sets between Warners is rumored to be about to tele- release a picture, the role of which will revolutionize the studio in 1954, and department of which will be in operation shortly after the new year. Page 4

**Leadership Laurels Fall on Few Feeds**

In BB Film Awards

Industry Poll Indicates Dominance Trend of a Firm in Each Division

By SAM CHASE

NEW YORK, Feb. 5.—The leading TV film industry, or at least part of it, has grown into a show industry, and the battle is going on to see if possible to separate the corn from the chaff. A definite trend toward domination by one organization in each major division is becoming a reality. Whereas earlier of this all-industry poll type to gain considerable sharing organization honors under the various facets of the business, the only possible one, covering over the entire sales and domestic organization. Valente and Decca’s Music tops the strongest programs for the warbird. Page 27

**Arlene Francis In Disk Debut**

NEW YORK, Feb. 5.—Show- woman Arlene Francis who owns NICU’s daily “Home Show” and is a regular panelist on CBS’s “What’s My Line” will have her record debut next month on a platinum record here. She will be billing with Schubert and Schubert.

**The Billboard**

TV Film Service Awards

See Page 3

**U.S. TV LURES ITALY’S DISK BORN WARBLE**

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LEON MORRIS NEW YORK—Among the two major developments—the first of a series of changes in the casts of the two evening soap operas—Godfrey, which had been on the air since 1953 and aired on CBS, and NBC-TV will offer advertisers a chance for participation buys in its 8-9 p.m. showing.

Godfrey will drop the current time period—"Godfrey and His Friends"—and offer advertisers the chance to be on the show from 7:30-8 p.m. and be paid for the entire hour. The latter hour will be filled by a Godfrey-sponsored daytime show. All of the current Godfrey clients, however, will be given first choice to fill the time slot. On Tuesdays, three advertisers will be offered a chance to buy rotating participations in the triple-show format of programs next fall at an estimated $6,000,000 for time and merchandise.

Choice Hours

The second development finds NBC-TV offering a chance to crack at three of the choice hours by paying the network's base rate plus 30 per cent. Advertisers are being offered a chance to buy air time in the 8-9 p.m. time period, and it was stated that this possibility was not a ratings ratings.

Also likely to be used is The Ray Millard Show, which has never really gotten off the floor and might be used because of the chance that another slot can be found for the show and also because the network might find some advertising money in this slot.

Wright Earp

Other new properties include a film series about the exploits of Wild Bill Hickok, "Wright Earp," which Louis Edelman, who (Continued on page 3)

ABC-TV Lines Up Raft Of Shows for Fall Pitch

NEW YORK, Feb. 5—ABC-TV's programming department is pouring a raft of new shows on the hands of the web's advertisers to be pitched at the next group of upfronts. Among the new shows is an hour-long, hard-hitting crime series, "Kinky Mouse Club," which was ordered as a daytime series; three programs would leave CBS, the last of which is "The Crime Cross," which will go on the air on Thursdays and with 8:30 p.m. on Sundays.

The web, meanwhile, sets itself to a half-hour series of "Hot and Cold," which will run on the hands Sunday, 9:15-10 p.m. The series will be a "Palm Island" show that runs 5-9:30 p.m. on the station's time slot. It will be aired in the 9-7:30 slot with its Kate Smith specials. Because of its limited funds, it has been decided not to advertise in any other show.

The show also made a decision that this week to pull its "Short Club" to a Saturday night show off the air and offer the studio time at 6:30, which would be able to do better than get one third sponsorship, General Mills.

Colgate and Borden's Join M. Mouse Club'

NEW YORK, Feb. 5—Colgate and Borden have closed a deal for ABC-TV's "Mickey Mouse Club." The two companies are scheduled to have a two-hour bedtime show for next year's season, and the news announcers at the network have signed to have a year's income plus 95 per cent of all TV homes in the

ABC-TV Lines Up Raft Of Shows for Fall Pitch

The Federal Communications Commission's policy against the de-minimisization of UHF and VHF outlets may be a major factor in the growing battle over the broadcast petition by WROV-TV, Albany, N.Y., to have Channel 19 allocated to nearby Vald. Mills. The Greycliff Broadcasting Company, which operates WROV, has filed an appeal in the matter, and the FCC has asked for a hearing. The station, which covers the Albany-Schenectady-Rensselaer area, has been in operation since March 1961, and the station has been licensed to operate on Channel 19, which is owned by CBS commentator Lowell Thomas.

Television receiver production reached 7,448,716 in 1954, the second highest output in the history of the television industry, according to the Television Manufacturers' Association. The record was set in 1950 with an output of 6,800,000 sets. This year's total was 10,430,530 units, compared with 13,375,000 for 1953, which was cut by 15,000,000 sets.

NEWS IN BRIEF

TV Sales TV

The idea is to use TV to sell TV. This means that instead of simply promoting one brand, the advertising will be used to promote the virtues of the medium itself. The goal is to create a new market for TV, which star personalities and top NBC personnel aimed at individual consumers. The program, which is only 15 minutes, is able to be done better than get one third sponsorship.

ABC-TV Lines Up Raft Of Shows for Fall Pitch

The Federal Communications Commission issued two commercial and one non-commercial television grant this week, bringing the total authorization to 721, of which 625 will be for commercial and 52 for non-commercial, including 45 non-commercial educational grants. With 196 grants canceled, the total number of grants is 697. These grants went to WNYT, Inc., Channel 11, Saratoga Springs, Inc., Channel 31, Madison, Ind., and the Department of Education of Puerto Rico.

A protest against two House resolutions hopped by Oren Harris (D., Ark.) and Carl D. Mathias (R., Calif.) to ban the use of radio and television antennas was made this week by Ralph H. Taub, general counsel of the National Association of Radio and Television Broadcasters, during a session of the House Interstate and Foreign Commerce Committee. Taub said that the broadcast industry, which worked the tech of broadcast, was fighting against the resolutions which had been passed by the House of Representatives.
'DISNEYLAND' SHOOTS TO 4
NEW YORK, Feb. 5—ABC TV's "Disneyland" showed a 19 per cent increase in viewing last week by skyhooking to the No. 2 spot in the Nielsen big 30 group within three months of its bow, and it was topped only by CBS' regular Saturday night hit, "Petticoat Junction," in the ABC TV program sweepstakes.

"Petticoat" is the most important piece of news in the ABC TV program sweepstakes, according to the ABC TV newsroom, because it is the most important piece of news in the ABC TV program sweepstakes, because it is the most important piece of news in the ABC TV program sweepstakes.

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Warners May Lead Way to Answer TV's Product Need

**Major Movie Makers Feel Time Is Right to Take Television Step**

*Continued from page 1*

Warners may have been hitting with their television strategy at the right time. But in the last 15 months, the company's Executive Department and other developments have radically changed the company's position. With the help of several new television programs, Warners is now in a strong position to lead the way to answer TV's product need. The studio has renewed its efforts to consolidate and increase its film product, and it is now ready to take on the television market. Warners is well-prepared for this move, and it is expected to lead the industry towards a more successful television strategy.
**Winning Distributors**

**DISTRIBUTORS**

**Ziv Tops Program Quality; MPTV Library Best**

For the third successive year Ziv Television Programs won top honors in the votes for program quality by station, agency and agencies. The veteran distributor released three new series in 1954 under the established name appeal. And the show with which it wound up the year, The Eddie Carlin Comedy Theater, was unquestionably one of the most interesting and delightful ever put into TV syndication. In a currently used form, the show's rotating voting was entirely by station. Motion Pictures Inc. clearly declared to have the outstanding station library, but moved up, from second place in this category last year. Sales, of course, made up of features and Westerns, of which it still has the largest single collection. The MPTV library is understood to consist of over 600 talkers all together - the firm has never made an official disclosure of the total. Library sales have been the heart of MPTV's business ever since founding in 1935, and, indeed, was the foundation. Despite this, the distributor even offered station programs in two and three-year contracts in which station were billed a sum of five per cent, per hour, on emotionally distinct programs. The MPTV library is considered to be a part of the general contract to the radio market. For Small Stations. In 1954, some 110,000 votes were cast for the most part were written for new and smaller stations. And it is to be noted that feature film came up with a high percentage of wins by stations, which then plunked the stations into such a position as a nominal service charge, MPTV standardization paid the station $50 in gold coin . time instead of money, time which the distribution to the country every station is given to sell. In 1955, which station will buy a package and $1,000 to see if this schedule pays off. In the voting for program quality, the MPTV Film Division, which it has been sold by stations, is the other new program at an accelerating in 1954. Aside from reprinting its enormous dramatic anthology series, "资源共享," MPTV started the first week of itself, picking up two topical sports series, "Timing the Touchdown." Then it added a musical and mystery series, "Brother, "...Hence, Brother." And, of course, during 1954 it put on a series of the hospital series "Nurse 714." In the station library voting, MPTV show, help its half total sales, and more place, MPTV first started selling its half of its total sales in 1954. Flexibility is the key word to the MPTV library plan. Flexibility is the key word to the station's specific programing requirements. In fact, the MPTV library's biggest competitor is UPN, which supports it with a Pack of prints. In 1954, UPN came in fourth place in this category. In 1954, MPTV, of course, it costs a lot to buy. And as it falls under the wing of MCA TV, before its 1954 run as UPN, UPN was selling its Ent-Mem shows to stations for stop bookings. MPTV, of course, has the most diversified sales staff, including a sales office in New York. In fact, in the last quarter of the year, MPTV sold a half of its total billings with a quarter of a million dollars of billings. In the last quarter of the year, MPTV sold a half of its total billings with a quarter of a million dollars of billings. In the last quarter of the year, MPTV sold a half of its total billings with a quarter of a million dollars of billings. In the last quarter of the year, MPTV sold a half of its total billings with a quarter of a million dollars of billings. MPTV's staff, which is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over the nation and is under the direction of Bruce Basinger, is spread over

**DISTRIBUTORS**

**Ziv Film Tops For Condition, Quick Handling**

Ziv Television Programs was named the best for the best film condition and for the best handling of surface film. In the case of both of these two categories Ziv is repeating its top ranking of last year. In 1954, Ziv, of course, moved up from a close second place last year to its win in 1954.

Ziv's efficiency in its print handling was shown during the week's test of this aspect of the distributor's job that can often make a difference between the happy customer and the unhappy customer, and the outlet that does that usually always sell in all categories. A great number of Ziv's clients are radio stations, and for this reason Ziv's handling of commercial insertion, shipping and the checking point condition. Guild Films, which has consistently shown a consistent attitude toward print handling, moved up to second place in both of these categories in 1952, and is now in third in the former year. Guild Films, which has always been known for its outstanding customer service, is in the Business in an effort to keep its prints in top condition.

**Firms Merge Since Voting**

Two major changes in the industry took place after the balloting began on February 17, The Billboard's Third Annual Film Survey. These changes involved the acquisition of United Television Programs by MCA TV, and the formation of MPTV Films, Inc. Guild Films, which is wholly owned subsidiary of Guild Films, handling the MPTV feature film library.

In the latter instance, the entire MPTV library was sold by MCA TV to Money Sales Co., a company that has moved over to the new set-up, along with the sales and service organization which handled it. As a result, this step seems to have had no effect on the vote change in the voting. The vote that was shown in the MPTV Films-Guild Films operation.

In the case of the MCA-UTP deal, it is impossible to assume that the change would affect the vote since no official word was given on the matter. Some separate group would have been formed under the MCA umbrella, but the MPTV Films-Guild Films operation was unchanged.

In any event, it is interesting to note that a combination of the recently acquired MPTV Films-Guild Films operation, which offered an order threat to the dominance MPTV was able to maintain in the category of MPTV Films-Guild Films operation. Ziv, instead of first place scored by Ziv out of six operations directed to distributors on a basis, reported the combined UTP-MPTV collaboration, which was directed to Ziv, with MCA-UTP running second in the latter two instances.
**Indie KTIV Pix Best Fighter Of Nets; WOR, WCBS Next**

Syndicated TV films show has been a major prop by independent stations. It’s not surprising, therefore, to see one station topping the chart and competing for top honors for most effective use of programs. Among the TV films shown in 1954 were both independent and network releases, including the two markets where there is most competition from the web and others.

**KTIV, Los Angeles, took first place among top honors with a selected set of programs, followed by WOR-TV, New York.** This prompted a friendly challenge from KNXT, Hollywood, and 10th, and CBS station, KNXT (The television's 1954 "Billboard" No. 1). Cooperative sales and purchasing program using its "Million Dollar Movies," which encouraged a revolutionary new approach to feature film programming.

**10 SECONDS**

*Or Better Yet, Cut Throat!*

Station film directors have headaches galore in just getting a film into production, let alone doing a job worthy of winning awards such as have been voted in The Billboard's Third Annual TV Film Service Awards. For example, a recent film from WABC-TV, Hollywood, Mexico, had one director trying to swallow a whole box of aspirin.

The story, "The Turtles Digest Show," paid sales $107,030, 1954. Superman scores 98-40. If this extended length of some shows causes schedule difficulties in editing the film according to the following instructions. You bet your life to print on another station pl in film edition if you edit film. It follows the order in making film 20-30 minutes 30 seconds. "Measure up from Academy start mark on 16-mm. footage corner to 30 frames plus 30 frames. Then cut out 2-31/2-10 mm, feet or 56 frames. This cut will eliminate part of two scenes, the process of a boat and a sea, and long boat shot—boat-giggle-fish after ships. Slash continues in footage counter to 700 feet plus 25 frames from start—mark after deletion. Then cut out 9-12-2 feet, 10 frames. On 300 frames this cut will eliminate part of boat in stormy sea, a sea, two shot inside stations. The man is a "sailor in doorway and a part of a two shot inside stations of boat." Any questions?

**TV STATIONS**

*WGJ Repeats Film Handling Top Honors*

That proper handling of films and programming in returning them to a second or third category is a profit center for the independent station. Sales distributors a considerable amount in the print cost and will return to the station. The above stations that were voted most excellent in handling and programming, returning film was WGN-TV, Chicago.

The bill of films on station operations was split into two categories. One concerned films, network, and other independent films. WGN-TV secured first place in this category.

**KTIV, Los Angeles, placed second in the handling and returning of programs, and WCBS-TV, New York, came in third in this category. Only enough of these two stations switched places when it came to the matter of sales, it was supplied to film commercial. WCN-TV placed third.**

WGJ-TV has long been known for its own programming and promotion. It has come in third in the category of top honors, however, is a third station led by Elizabeth Rain. The station that was the first was the first to be placed in The Billboard's Film Service Awards. It is handling and returning of film programs. The next place in the voting order was WGN-TV, Portland, Oregon, with KRON-TV, San Francisco, third, WBNS-TV, Columbus, seventh, WBAP-TV, Fort Worth, Texas; and WOR-TV, New York, ninth, WAAL-TV, Baltimore, ninth.

On the question of handling and returning of films, KRON-TV took fourth and WFMY-TV, Greensboro, N. C., received fifth honors. KNXT, Hollywood, was sixth, WBNJ-TW, Memphis, seventh, WPRT-TV, Houston, eighth, WMZ-TN, Seattle, ninth, and KFEL-TV, Denver, tenth.

**CBF station, KNXT (The television's 1954 "Billboard" No. 1).** It achieved its stature by sparking no competitive effort to acquire every top-quality film station in the list. The station reportedly spends over $100,000 a week in buying the best programs.

Second spot winner in the programming classification, WOR-TV, New York, was followed by its "Million Dollar Movies," which encouraged a revolutionary new approach to feature film programming.

**10 SECONDS**

*Or Better Yet, Cut Throat!*

Station film directors have headaches galore in just getting a film into production, let alone doing a job worthy of winning awards such as have been voted in The Billboard’s Third Annual TV Film Service Awards. For example, a recent film from WABC-TV, Hollywood, Mexico, had one director trying to swallow a whole box of aspirin.

The story, "The Turtles Digest Show," paid sales $107,030, 1954. Superman scores 98-40. If this extended length of some shows causes schedule difficulties in editing the film according to the following instructions. You bet your life to print on another station pl in film edition if you edit film. It follows the order in making film 20-30 minutes 30 seconds. "Measure up from Academy start mark on 16-mm. footage corner to 30 frames plus 30 frames. Then cut out 2-31/2-10 mm, feet or 56 frames. This cut will eliminate part of two scenes, the process of a boat and a sea, and long boat shot—boat—giggle—fish after ships. Slash continues in footage counter to 700 feet plus 25 frames from start—mark after deletion. Then cut out 9-12-2 feet, 10 frames. On 300 frames this cut will eliminate part of boat in stormy sea, a sea, two shot inside stations. The man is a "sailor in doorway and a part of a two shot inside stations of boat." Any questions?

**TELEVISION STATIONS**

*KRON-TV Tops Sales Time Info Groups*

One of the most important areas of film operation is sales. Closely allied with it is the process of supplying film to different kinds of KRON-TV, Los Angeles, led the pack as the number one station in both of these categories, so far this year. TV programs are concerned, according to billing for the third Annual TV Film Service Awards.

The aggressive West Coast indie, which came out on top in the voting for the station with the most imaginative and effective program—was the only station to place first in these two categories by a wide margin.

In the billing for the station operating best sales office on its TV film programming--one story, took first place in these two categories by a wide margin.

The station operating best sales office on its TV film programming--one story, took first place in these two categories by a wide margin.

The station operating best sales office on its TV film programming--one story, took first place in these two categories by a wide margin.
Winning Commercials

**WHICH ADVERTISER'S TV FILM COMMERCIAL DO YOU REGARD AS THE BEST AND MOST EFFECTIVE COMMERCIAL OF 1954?**

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<tr>
<th>Place</th>
<th>Company</th>
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<tr>
<td>1</td>
<td>Jello</td>
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<td>3</td>
<td>A-Bol-Seter</td>
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<td>Lundy's Gastric Aid</td>
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<td>6. Dime Blanket</td>
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<tr>
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<td>Jello</td>
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**WHICH ADVERTISER'S TV FILM COMMERCIAL DO YOU REGARD AS THE MOST ORIGINAL AND IMAGINATIVE OF 1954?**

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<td>Alexander Film Enterprises</td>
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<td>5</td>
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Winning Commercial Producers

**WHICH PRODUCER OF TV COMMERCIAL FILMS DID THE HIGHEST QUALITY JOB IN 1954 REGARDLESS OF TYPE OF COMMERCIALS HANDLED?**

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Winning Commercial Producers

**WHICH PRODUCER OF TV COMMERCIAL FILMS TURNED OUT THE FASTEST WORK IN 1954 REGARDLESS OF TYPE OF COMMERCIALS HANDLED?**

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Winning Laboratories

**WHICH LAB PROVIDED THE HIGHEST QUALITY SERVICE DURING 1954?**

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<td>Precision Film Labs</td>
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<td>Morvidel</td>
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<td>4</td>
<td>Deluxce Film Labs</td>
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<td>5</td>
<td>Feltex Film Labs</td>
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<td>6</td>
<td>General Film Labs</td>
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COMMERCIALS

**Kling Is Best for Economical, Fast Work; Sarra, for Quality**

Two producers of film commercials—Kling Film Enterprises and Alexander Film Enterprises—drew top honors in The Billboard's Third Annual TV Film Service Awards. Kling was first place winner for the highest quality job and for the best and most economical work. And Sarra garnered the highest mark of votes for an extremely important category—for producing commercials of the highest quality. The Alexander Film Company has produced in the past a number of extremely imaginative and stop-motion department store commercials. Kling Film Enterprises, which has its home office in Chicago but has many facilities throughout the U.S., has greatly expanded its production of film commercials in the past year. Its animation depart- ment, particularly, has increased its output in recent years. The result of all this activity is reflected in the firm's top awards among commercial producers, particularly in the field of animation.

**Award Reflects Kling Upsurge In Film Plugs**

Kling Film Enterprises, which has its home office in Chicago but has many facilities elsewhere, has greatly expanded its production of film commercials in the past year. Its animation department, particularly, has increased its output in recent years. The result of all this activity is reflected in the firm's top awards among commercial producers, particularly in the field of animation.

**Jello Wins Awards In Two Categories**

The General Foods' jello commercials were voted the most origi- nal, imaginative, and best and most effective, thus winning the highest possible classification in The Billboard's Third Annual TV Film Service Awards. Jello's chief propagandist, Food and Drug Film Productions, which were first introduced in De- cember, 1953, they brought nothing new to the jello market. The jello market was not ready for it. And the jello market was not ready for it.

**In the best and most effective commercials, the audience was amazed by Alka-Seltzer's jello commercials, which were first introduced in December, 1953. They brought nothing new to the jello market. The jello market was not ready for it. And the jello market was not ready for it.**


Jello, whose commercial took top honors in the field of film commercials, has all of its commercials produced by Young & Rubicam, ad agency, which has handled this division for the General Foods Corporation. Among the companies that have handled this division for the General Foods Corporation is都很 rubber, and has long been involved in commercials from Ford Motor Company, second place, has not handled the jello commercials, but has handled Ford's commercials. The firm handled Ford's commercials. The firm handled Ford's commercials. The firm handled Ford's commercials.
Only MCA-TV has so many proven, top-rated, quality TV film shows!

PRESTON FOSTER

WATERFRONT

26 EXCITING, FIRST RUN HALF-HOUR FILMS NOW SCORING TOP RATINGS IN MANY MARKETS!

Authentic! Filmed On Location At Picturesque Los Angeles Harbor!

Here's the show that captures the tingling drama of the waterfront as no TV series has ever done before. "Waterfront" vividly depicts the exciting events in the lives of a tugboat Captain and his family. It stars Preston Foster, one of Hollywood's most popular actors. Each show exploits "Waterfront's" great potential for action-adventure, and family-situation plots. "Waterfront" is a prestige program for any sponsor. So act now while it's still available in many markets!

CONTACT YOUR NEAREST MCA-TV OFFICE FOR AUDITION PRINTS TODAY!

NEW YORK: 598 Madison Ave.
BEVERLY HILLS: 9370 Santa Monica Blvd.
ATLANTA: 515 Glenn Bldg.
BOSTON: 45 Newbury St.
KANSAS CITY, KANSAS: 6014 W. 76 Terrace, Overland Park
CHICAGO: 430 North Michigan Ave.

CLEVELAND: 1173 Union Commerce Bldg.
ROANOKE: 116A West Kirk Ave.
NEW ORLEANS: 504 Delta Bldg.
CINCINNATI: 3790 Gardner Ave.
DALLAS: 2102 No. Akard St.
DETROIT: 837 Book Tower
SAN FRANCISCO: 105 Montgomery St.
SEATTLE: 203 White Building
SALT LAKE CITY: 212 Beevon Bldg.
MINNEAPOLIS: 1048 Northwestern Bank Bldg.
PITTSBURGH: 550 Grant St., Suite 146
PHILADELPHIA: Bellevue-Stratford Hotel, Broad & Walnut Sts.
ST. LOUIS: 1700 Liggett Drive

MCA-TV CANADA: 111 Richmond St., West, Suite 1209, Toronto, Ontario

MCA-TV FRANCE: 49 bis Ave., Hoche, Paris

MCA-TV ENGLAND: 139 Piccadilly, London W1
**Guy Lombardo**

America's No. 1 musical favorite and a famous female guest star vocalist each week.

**Thomas Mitchell**

Mayor of the Town

Thomas Mitchell stars in 39 exciting radio dramas. Consistently a top-rated radio and TV show for years. Sold in over 100 markets.

**Famous Playhouse**

Over 700 films in this high-rated anthology of comedy, mystery, adventure and drama, featuring famous Hollywood stars.

**John Russell**

Chick Chandler

Soldiers of Fortune

26 exciting new adventure-packed films. With an all-star Hollywood cast. Already sold in 100 markets to 7-Up Bottlers.

**Louis Hayward**

The Lone Wolf

Louis Hayward stars as the world's most famous adventurer, fighting evil and intrigue everywhere...an electrifying series of 39 films.

**Abbott and Costello**

Space Ranger

39 films that hold adults and juvenile audiences spellbound. Backed by merchandising guaranteed to give your product top recognition.

**Rocky Jones**

Heart of the City

Also known as "City Assignment." Pat McKey and June flask, as ex-angry newspaper reporters, bring you drama and suspense. 26 films.

**Paul Hartman**

Pride of the Family

Inimitable Paul Hartman stars in this hilarious situation comedy...40 lighthearted films now available in many leading markets.

**Rod Cameron**

City Detective

66 half-hour mystery and adventure films, starring Rod Cameron. In its third year of successful daily reruns for sponsors.

**Ken Murray**

Where Were You?

Great heroes, war personalities, famous events, during exploits, presented in documentary-style with Ken Murray as host. 15 films available.

**Royal Playhouse and Counterpoint**

78 dramas to build prestige for your summer events. Sponsored as "Fireside Theatre" by Proctor & Gamble. One of the highest rated film series.

**George Raft**

I'm the Law

George Raft plays the role of a metropolitan police officer in 26 kick-stopping films of drama and mystery. Top ratings in leading markets.

**Telesports Digest**

Touchdown

Fresh, crisp film highlights of the previous week's top sports events, or expressed to you every Monday.

**Charles Bickford**

Man Behind the Badge

Charles Bickford hosts and narrates 39 half-hour thrilling, true-life dramas of law enforcement presented in documentary style.

**Ralph Bellamy**

Follow That Man

Ralph Bellamy stars in 82 exciting films made expressly for TV...reality, rollercoaster adventures that everyone family will enjoy.

---

**Alan Hale, Jr. & Randy Stuart**

Biff Baker U.S.A.

Alan Hale, Jr. and Randy Stuart star in 26 half-hour films of international mystery and intrigue. A sensitive combination appealing to all audiences.

**Melvyn Douglas**

Hollywood Off-Beat

Melvyn Douglas stars as a private sleuth in 13 exciting and unusual dramas mixing love and adventure. With an all-star Hollywood cast....

**Playhouse 15**

78 newly produced 15-minute dramas, each with a surprise twist ending. Available first run in over 100 markets.

---

**America's No. 1 Distributor of Television Film Programs**

**MCA TV**

Film Syndication

---

*FEBRUARY 12, 1955*
**Profiles of First-Place Winners**

The Billboard's Third Annual TV Film Service Awards

**Ziv Television Programs**

**JOHN SINS**
President

Ziv Television Programs won in five of the six categories for TV film distributors in this year's TV Film Service Awards. A subsidiary of the Frederick W. Ziv Company which was just 15 years old this year, Ziv-TV was one of the first companies ever to distribute a TV film series, starting six years ago with "Tennyson's New Deal." The move into TV came naturally to the Ziv firm, which has become synonymous with production. Light and flexible, or Sins-dication, it's still practicable with John Sins president of the firm.

Since pioneering in the business Ziv-TV has continued to expand at a rate that has secured its leadership as well as most of the awards in Group 4 of The billboard's TV film polls. In 1934 the firm's expansion was most spectacular. It released three shows, boosted its sales force to around 10 men and bought its own production studios, the former E. E. Leo set in Hollywood. Also Ziv-TV has not stopped growing. And in 1954 it is expected to release six shows and is still enlarging its sales force.

The firm's brass under Ziv and Sins are M. J. Bilkis, on sales, Maurice Unger, on production, Bill Friedensohn, business manager, and Lloyd Knitter, on advertising and promotion.

**KTTV, Los Angeles**

**REUB KAUFMAN**
General Manager

KTTV, one of the leading independent stations in the country, has run a century of TV film during prime nighttime hours. By the end of 1954 the station's nightly program consisted of three 50-cent film, almost as many as any of the other six stations in the Los Angeles area.

The station purchases the best first-run programs available, slotting three back to back. It's strongest shows are pictured against week spots, in its operation schedule. Much of its late-season and afternoon programming has consists of half-hour programs across the board.

In telling, the station has developed a " halfway plan" where sponsors are allowed spots in three different programs in days 9 April, 13 Advertising, of course, can often be sold out only. On several occasions the outlet has bought national rights to a show or program and then sold the show regionally in its entirety in KTTV in the Los Angeles market. The station's general manager is Richard A. Moore, and its director is Dick Weeden.

**Consolidated Film Laboratories**

**HEBERL J. YATES**
President, Republic Picture

Consolidated Film Laboratories, which dominated the far East, is looking voting and walking away with three of the top prizes for quality, economy and speed, is an example of a movie producer with years of practical TV and film experience. It is financially for the consolidated, of course, is owned by Republic Pictures, which has also been active in releasing many of its old pictures to TV. Herbert J. Yates is president of Republic.

The firm, by expanding its laboratory facilities 10-mm. prints in Hollywood last year, solidified its dominance of video film processing. It has also steadily moved ahead in the East, where it has increased its portion of the knee work. Arthur J. Miller heads the East Coast operation. Sidney J. Solow is in charge of its West Coast work.

**MPTV Films, Inc.**

**FRED NILES**
Vice-President

TV-Motion Picture Division

Originating in 1936, the MPTV Film Enterprises has become a major player in the industry. MPTV, which, after its success in 1937, was expanded into motion picture production and has three full-length film schedules.

In addition to the production of commercial, MPTV also does a great deal of work in animation, which is its specialty. It has been making commercials for virtually every important advertising agency, with the majority of its work coming from Midland Western firms such as Swift and Pure Oil. In recent years its animation department, which is based in Hollywood, has begun to find favor with advertisers.

**WGN-TV, Chicago**

**ELIZABETH RAIN**
Film Director

Winning awards for efficient handling and prompt returning of film is nothing new to WGN-TV, which won a similar honor last year in The Billboard's voting.

The station's film director, Elizabeth Rain, has held that post for seven years and has her department functioning as a well-oiled machine. When the department was organized under her direction in 1945, the station was equipped with only one 16-mm. projector for screening purposes.

Today screening equipment includes three 16-mm. and two 35-mm. projectors, which indicates the important role that film plays in the daily operation of the station.

Prior to joining WGN-TV Miss Rain was traffic director of WCFL, Chicago, and before that music librarian at KFI, Los Angeles.

**Kling Film Enterprises**

**FRED YARDLEY**
MPTV Films-Guild Films

Frederick W. Yardley, the TV film industry's top salesman, has spent his entire career in this business with Motion Pictures for Television, which last week came under the origin of Guild Films. Yardley joined MPTV at its inception in 1924, and has been its Northwest division manager out of Boston all along.

Before going into film, Yardley had a varied and distinguished career in retailing, securities and industry. His last position before going to MPTV was as president of Guild Laboratories. His other positions in the industry, in reverse order, were with the Wall Street firm of Baldwin, Bushen, with the New York department manager, Lord & Mitchell of equipment, and the Structural Gypsum Corporation as advertising manager and with the Penn Dixie Cement Corporation as assistant advertising manager.

Yardley, unprecedently one of the best local and effective film peddlers in the business, is becoming accustomed to honors. In last year's TV Film Service Awards he won first place for sales promotion and a third place in advertising, which was for the "Amusement Industry's Billboard Leading Newsweekly"...

...with Audited Paid Circulation to match

With Audited Paid Circulation to match
FOREMOST PRODUCERS OF TELEVISION FILMS!

THE LIFE OF RILEY
(Hal Roach Studios for CBS)
starring
WILLIAM BENOIX

AMOS 'N' ANDY
(Hal Roach Studios for NBC)
estarring
ALVIN CHILDRESS
SPENCER WILLIAMS
TIM MOORE

MY LITTLE MARGIE
(Hal Roach, Jr., Salome Rou for San Fey Company)
estarring
GALE STORM
CHARLES FARRELL

PUBLIC DEFENDER
(Hal Roach, Jr. for Philip Morris)
estarring
REED HADLEY

PASSPORT TO DANGER
(Hal Roach, Jr. for ABC Syndication)
estarring
CESAR ROMERO

HAL ROACH Studios
ALL Facilities Under One Roof

STU ERWIN SHOW
(Hal Roach, Jr. for ABC Syndication)
estarring
STU and JUNE ERWIN

YOU ARE THERE
(A CBS Production)
Produced by JAMES FONDA
Narrated by WALTER CRONKITE

WATERFRONT
(Reed Productions, UP Syndication)
estarring
PRESTON FOSTER

IT'S A GREAT LIFE
(Reed Productions)
estarring
MICHAEL O'SHEA
BILL BISHOP
JAMES DUNN

ROCKY JONES, SPACE RANGER
(Reed Productions, UP Syndication)
estarring
RICHARD CRANE

SO THIS IS HOLLYWOOD
(Ambassador Presents for TCA)
estarring
MITZI GREEN
and VIRGINIA GIBSON
**TWO SIDES TO VIDPIX STORY**

Distributors Weak on Promosh: Stations Mishandling Stuff

**HOLLYWOOD,** Feb. 5.—TV film distributors are falling down in the supplying of promotional material to stations and in many cases the stations are misusing what material they do receive. The situation has resulted in two parties registering complaints against each other. Much is being done very little to correct or solve the problem.

There seems to be no consensus as to which syndicates are the biggest transgressors, with all having some share of the blame. Stations to date have generally agreed that theatrical film distributors are the ones that have been doing the least for them.

One of the main beefs registered by promotion managers is that they are not supplied with material that will sell in aiding the shows to a sponsor. Brochures are needed on the background of the series, the format, stars, producers, directors, etc., to display to the local advertisers, giving them an idea of what’s being seen. Syndicates have been reminded that their job is not to produce brochures, which, in many cases, can make the difference between a sale and no sale.

NOW MORE CONVENIENT THAN EVER TO GET FREE FILMS FOR TELEVISION because MODERN is now serving you from 3 exchanges—CHICAGO, NEW YORK, LOS ANGELES—NEW YORK with dozens of outstanding films you can show FREE as a public service.

**T’l’d Angels Seek 200G in Stock Sale**

NEW YORK, Feb. 5.—Hollywood Angels, Inc., the new TV and film program investing company, will have operating capital of $200,000, if its current status is accepted. A spokesman for the company said that the stock, selling at 25c a share, is meeting very well and at this rate will readily be subscribed within six months.

The stock prospectus states that Harry C. Levine, president of the company, has 20 years of experience in the stock markets, and had more than $10,000,000 invested in stock and bond markets.

The breakdown shows that the company has immediately around $85,000 to put in paying for size in outside pilot films.

As an executive, Mr. Levine had been trying with the idea of buying the distribution of "Angel Auditions," the half-hour series being produced under the auspices of Leo Grunwald, the vice-president of the company which has been doing a good job of handling the show.

But thinking now is to turn it over to another executive, here or there, and a decision is expected on this soon. The key to the success of "Angel Auditions" are completed.

The president of the company is Lawrence Schwall, who is connected with NBC TV shows, "American Inventory," "Lights Out," "Real People," and other programs. Another executive and treasurer is George L. Fox, former Broadway and TV producer.

TV HASSLE OVER KEGLERS

Chi Users of Bowlers Vie for Their Control

**CHICAGO,** Feb. 5.—A fait accompli battle over the TV control of the nation’s top bowling series looks likely, with the greatest Principal Figures in the fray are Pete Demer, Chicago, anti dealer in the local TV market, and Matt Wroten, bowling ally property production man and producer of the original show.

On the original one-hour live show hit Chicago via NBC local, WNBR, December of 1951, film series, "Championship Bowling," which is currently running in 20 markets. Seven months ago, in it, still airing the one-hour live show over WNBC (6abc), Chicago, a half-hour live show over the same station another one-hour program, which has been a hit.

The hassle began when Demer began signing contracts of a high order, it was going well and at this rate will eventually come to be a national hit in the series.

The Hassle: A production of the network, the top key for network, local and film deals. He is said to have 300 pictorial models.

Demand, in turn, seeing a notice, much in the realm of a foreign import, to such a degree that he felt he could do better on the program, and the man that "gets there first" will have more success.

**Ratings Good**

Bowling has come in on the interest scale as it is rated by the participating leagues. According to Bernie Cont, sales manager of Walter Schwimmer, Inc., bowling is the major series in the NBC film circuit, "The Peanut put on the ball on an occasion that the public were all aware of," he commented.

**Rockhill to Settle Suit**

**NEW YORK,** Feb. 5.—Due Mont and Rockhill Productions were this week unable to reach an agreement to settle suit against the latter for breach of contract. The suit runs for $34,414 still due for services and face.

At the end of the show’s run on NBC in 1946, a deal was signed with Janet Taylor, president of Rockhill. Under the terms of the deal, another party moved into the firm and they began misappropriating funds. That party was said to be a wife of a man who also worked for the company, and they led me to believe there had been a deal that had been offered to have made good the outstanding bill in installations.

**Sen. Org Raps Some TV Film**

WASHINGTON, Feb. 5.—The Senate Judiciary Committee’s long-awaited report on TV crime and horror shows will reach Congress this week. The committee will carry sharp criticism of some of the programming of the market by certain TV film producers, but the subcommittee chairman is expected to hold the back the National Association of Television Broadcasters TV Code Review Board for its efforts to encourage improve-
ABC Films, Bonds, Readies Six New First-Runs for Fall

FEBRUARY 12, 1955
THE BILLBOARD
13

New Film Co. Opened by Detroiters

DETOUT, Feb. 5—A new TV film company, entering its activity Wednesday (2) when Standard International Productions, Inc., operating under the name of Detroit Pictures, will make its first public appearance.

Cranville C. Ryan, president, wood, has announced that he will make an initial production. His experience includes writing, directing and producing in Hollywood.

Heading up the technical staff is the former writer-director and treasurer. Anderson operates his company on a profit-sharing basis. The graphic business. Ken B. Crawford, vice-president and treasurer, is the former president of Whipple & Black Advertising Co., named Detroit for the past 16 years. Donald A. Humequest, formerly TV writer-producer for the Detroit Chain and Detroit, has been appointed to the staff of the company. His advertising experience has centered in the Detroit film production business. His experience includes such shows as "Men Against Crime," "Sarah, in Red," "The Big Pay-Off" and the Career Moore show.

Bonnie, a major and nationally first-featured film package has been secured for the first release, "The Big Pay-Off," which opened in Detroit, and formal announcement of the company's forthcoming activities is due in the near future. The film is also concentrating on the production of series shows. Production of these films is now under way for several national advertisers.

Name Olivieri New Chairman For NATFD

BOSTON, Feb. 5—The National Association of TV Film Distributors announced on Friday that Charles A. Olivieri, serving as chairman of its District 1 meeting here last week, Emerit Olivieri, film director of WJF, W. E. D. Co. of Detroit, has been elected to succeed Bill Cooper, WJF, Babcock Co., New York, in District 1 and the over-all organization of NATFD. Since the organization was formed here last summer.

Cooper served until a national meeting can be called. The New York group will now set up such a meeting in New York some time in the future.

The NATFD now has over 100 stations as members. The District 1 announcing the election of Olivieri at the recent meetings who, in a round-table discussion after their respective presentation, were

Nabisco Eyes Exclusive Rights to 'Rin Tin Tin'

NEW YORK, Feb. 5.—Presto happy with the ratings its been getting, Nabisco is reportedly interested in obtaining exclusive rights to 'Rin Tin Tin' for its "Ladies' World" network. This interest in the "Rin Tin Tin" show stems from the fact that Nabisco is interested in acquiring exclusive right to any program that is likely to make the best use of its network. There are many stations that would like to be so involved, but Nabisco's interest in the "Rin Tin Tin" show makes it a much more desirable program.

The "Rin Tin Tin" show has been a ratings success for the National Broadcasting Company, which has exclusive rights to the show. Nabisco, on the other hand, has been considering the possibility of acquiring exclusive rights to the program. The network has expressed interest in the program, and Nabisco has indicated a willingness to negotiate a deal for exclusive rights.

This move by Nabisco could have significant implications for the television industry as a whole, as it may set a precedent for other companies to look into acquiring exclusive rights to popular programs. The "Rin Tin Tin" show has been a ratings success for the National Broadcasting Company, which has exclusive rights to the show. Nabisco, on the other hand, has been considering the possibility of acquiring exclusive rights to the program. The network has expressed interest in the program, and Nabisco has indicated a willingness to negotiate a deal for exclusive rights.

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NEW YORK, Feb. 5.—The cost of operating a modest-sized video film firm runs to slightly less than $750,000 yearly, according to a survey by an informed trade source. And this figure is considered to be far below what, because of the increased competition and the decline in exhibition demand, makes it mandatory that larger firms be worked out in some manner, so that a profit can be made in order to create profit.

The major cost is salaries of salesmen, which runs about $250,000 for 30 men, $200,000 for 20, and $150,000 for 10. Producers, a type of arrangement favored by Freddie A. Ziv, top men, costs, run much more. Commissions usually average out to about $15,000 yearly for a staff, or another $20,000 yearly for a larger staff.

Travel and entertainment checks vary from $5,000 to $10,000 a year. This allows an average of about $1,000 a week for the producing office and expenses. But managers of this size might be a shade low. Film rentals, which amount to about $150,000 a yearly, an estimate that has been reached through the costings of at least three or four other firms are being kept at this rate by the New York Film Office, the Screen Gems, and others at around $75,000 for the year. It is estimated that the various offices that manage the firm of such firms, such as Chicago and Los Angeles, in addition to the even smaller offices, can be estimated at $25,000 a year in annual costs. Salesmen will get $25,000 a year in salary.

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**COST OF RUNNING VIDEofilm DISTRIBERY 750 G. A YEAR**

Figure Includes N. Y. Office and Sales Overhead, But Not Product

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The Billboard's Non-Network ARB Film Ratings

- All TV Film Series in All Major Markets
- Top 10 Shows of Any Type in Each City

This chart is one part of a four-week rating report in which every non-nets TV series currently being run on any non-network station is rated. Each chart covers a different group of stations; there are five four-week ratings cards which were compiled by 8 to 10 am for the Non-Nets on two major markets.

Liners of films in this report appear in gray type, according to their network status. All films shown are on a syndicated or network status which are either national or regional in scope. The ratings are VNF and are based on what they were being shown at the time of the rating.

<table>
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<th>Rank</th>
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**Heart Attack**

**Claims Levin**

CHICAGO, Feb. 5—Funeral services for William (Biggie) Levin, 49, radio and television talent agent and father of Robert (30) of a heart attack.

His firm, W. Biggie Levin Television Air Shows, Inc., Chicago, produced the television and radio shows of the Chicago Symphony Orchestra over the WGN net. Besides handling Dave Durstine, the firm was a leading talent agency in the country. Levine also produced "Friday Night at the Mouney," which aired over the NBC network. Levin was the first ever to bring any orchestra on the air under a sponsorship, the Philadelphia Orchestra, under the direction of Leopold Stokowski, sponsored by a bank group.

**Product Need**

- ### Coca’s Show Tests Sketch

NEW YORK, Feb. 5—The Imogene Coca show has three regulars and is in the process of lining up a plot around some situation-comedy format can be seen in the Tom and Jerry TV show are David Burns, Hali March and Bili Ostermeier.

The program is also featuring a sketch which uses the three new faces and Imogene Coca. Miss Coca and March play to see who is the funniest Miss Ostermeier and Burns play their neighbors. The sketch will be expanded from now than the season thus adding to the fun it finds with the viewers.

- ### Hwd. Angels

**Product Need**

- Product Need
- **Phoebe** Be May Split Billings

NEW YORK, Feb. 5—Campbell Soup Co. will be looking for a sponsor to share half the costs of "Dear Phoebe." The program is NBC TV E. 8 p.m.

The property started out very strongly, ratings-wise, but has faded because its standing substantially. Bath, Oster, Dunster & Osborn is the agency.

Before 1945 are ruled by men as potent to take on almost anything the networks now have.

MONEY SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of $10 (a saving of $3 over single copy rate). Foreign rate $20.

Name: 

Occupation or Title: 

Company: 

Address: 

City: 

State: 

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

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PRODUCTION NOTES

First 12 films of Paul Coates "Confidential File," to be syndicated by Guild Films, are in the can, and Guild is now looking for sponsors for its General Television program, according to Producer Jim Peck. First 13 half hours are, in the main, reenactments of scenes shown live over Los Angeles Station KTTV. Program consists of interviews with about one-minute film clips, spliced in. Peck thinks the show will be just as quickly accepted nationally as it was in Los Angeles since it is a film with such a character, in comic books, racketeers, etc., are of national scope.

Producer Ray Singer believes laugh tracks are necessary to certain types of comedy because the home viewer expects them. Singer, who now produces reaction, not just scripts, says one of the big problems these days is finding the audience to watch a TV show being run off.

Raymond Gold has three new series planned for next year. "Deeille Playhouse," an anthology, "Three Sisters" and "Girls in Genereal Public." Studio also expects to do eight or nine pilots for the net. Studio Vice-President Martin Levis says the brand for next year seems to continue along situation comedy lines, with some adult Westerns also likely to be filmed.

"Los TV Theatre" is happier with lunch line Mason, and vice versa, now that show is putting more production money into commercials instead of doing them more or less off the cuff.

"First Television" for Transcontinental Television Syndication, will be put into production. "The Hope Howard Show," new musical starring the 12-year-old Howard, is being filmed in San Francisco by Jack Welch and Ken Bieh.

First "You Are There" segment is being filmed at Hal Roach Studios under direction of Bernard Ray. Story is "The Completion of the Transcontinental Railroad." Each "You Are There" half hour will follow story of a film, and each will be run off live.

Ray Singer, sales manager of the new Columbia Corporation, is busy making a deal with ABC. The network has been given a bid to do a Mike Lieberman spectacular in May, "TV Program of the Year" by NABET, Southern California listener organization, new "The Colleen Lullaby League." ABC, Inc. has been taken off the SAC blacklist following agreement for payment of $500 to stocked for release of 1930 theatrical: film, "The Young Lovers," to TV.

Jayne Donavan, daughter of the silentco for TV communica-

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REVOLVING DOOR

Jack H. Harris, exploitation Production Supervisor, from Los Angeles Station KWDB, as the man to run syndication of the first week after completing a survey of new projects for Peck and Ben-
nett, the Sr. Frederick Giese of Syndications International, has been named as the sales manager of this division, by Ziv.

Vicar, Blaine of "Days and Dolls," is being replaced as charac-
terization to TV in Screen Gems' "Pick the Winner," first television in the "Damon Bunnyman" fan-

Dr. Henry Brown, Atlas TV Com-
munications, Inc., vice-president and general manage-
er of the premier of the "Capitans-Z" film series, has been appointed as the vice-presi-
dent and general manager of KTTV, Los Angeles. . . . David, Btrr, who portrays "Glen Rawlins" in "The Range District Attorney," will speak at the Texas speech circuit, and will also visit county attorneys and law enforcement officers on Monday (7).

Andrew P. Janeway, newly ap-
apointed sales manager of Screenvision Television Enterprises, heads for Kansas City to promote the film "The Great Lover," formerly of NBC, has joined MCA-
TV Public Relations Department, to be sales manager, reporting to Wynn-Expand, sales manager.

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Gold Films exhibits its "Con-

FANFARE

DISTRICT Log Free in Calif. Stores

HOLLYWOOD, Feb. 5. - Objec-
tionable R&B Discs Subject of "Confidential" Show

HOLLYWOOD, Feb. 5. - Objec-
tionable lyrics in jazzes and blues records, and their effect on young-
ers, is scheduled to be the subject of Paul Coates' "Confidential" telecast Sunday (6) via Station KTTV here.

Coates' show has already stimu-
lated widespread interest in the subject. Dick Jockey Joe Adams, KOWL, a music publisher, a PTA official, and a 13-year-old girl are to be in-
terviewed to assist in rounding the background of the growing popularity of rhythms and blues records, and the effect, if any, censorship rules are enforced by the trade.

Coates told The Billboard that the telecast has no intention of caus-
ing the rhythm and blues field in general, but will be restricted to the low-class and undesirable records in some of its records.

The publication now plans to begin experimental free mailing to all television homes in this area, in order to sample the local reception of the program and see how many can be delivered.

ARKAB Reports

ARKAB Reports

"CAPTAIN Z-RO"

75% WINS AUDIENCE RATING

WRCA-TV NATIONAL SHOES

Kids, Parents, Educators APPROVE: 26 Half Hours.

Send for audition print

ADRIAM TELEVISION CORPORATION

15 WEST 4TH STREET
NEW YORK CITY
**MUSIC-RADIO**

**Name Artists May Spark NJB Label**

Second Release Near; Sked New Record
Within 30 Days; First 32,000 Mark

OAKLAND, Calif., Feb. 5—Juke box Men, Inc. has the opportunity of purchasing record

According to George A. Miller, president of the
manager of Music Operators of America, all major recording
companies have approached the company, and the
MOA and the prospects for future NJB release have been
analyzed.

Mr. Miller said: “The company is trying to
build a comprehensive tape output
from a number of sources...Negotiations are now being
conducted with manufacturers of record
manufacturers.

First Release
First releases under the newly
signed pact will be issued later this month. The deal is
American territory including the Seeco line, will be
covered by the company. The company has been
heard from the Vanguard, Electro, and
and Rainbow Record Library.

The move to sign the dealers
part of a company
plan to build a comprehensive tape output
from a number of sources...Negotiations are now being
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and Rainbow Record Library.
London Cuts Price On Internationals

New York, Feb. 5—London Dealers, including the Victor subsidiary, London International, Inc., have slashed the prices of their sales program for titles in their 15-inch LP and 10-inch EP lines. The cutbacks, according to a source within London L'Orwe and Durium, will continue until further notice.

At the same time London will reduce suggested list prices of their titles of $4.98 for 15-inch LP and $3.98 for 10-inch EP, and increased demand to a new spread of 38 to 50 cents over the new list. London will not be awarded members of a new Dealers' Club, and will sign up to accept delivery of at least one copy of each title that is sold under the International auspice.

London indicated its intention of by-passing its established distributor not for secondary label material

Determined

Ham Finds Album Via Wireless

By BENN OLMAN

Milwaukee, Feb. 5—When some disk collectors want a particular title, they go to the length to get what they want.

Witness the saga of Mr. Brian Stu Glazman, the aficionado of the Rockabilly Drive-In. His long search for Pat Sharp's 1949 release, "I'm Gonna Love That Woman," finally ended this week, when Stu discovered Pat Sharp, a customer of the discotheque, after an all-night search for the disc.

Brian Stu, of Glazman, after contact of all the disk distributors he could think of, was unable to locate the patron distributor for this rare release.

In desperation, customer Pat Sharp, a small-town discotheque owner, contacted a fellow fan, Dick Morris of the "Del Mar," a suburb of Boston. Optionally, Morris phoned Brian's at the Rockabilly Drive-In, using the conventional telephone. He was told the name of the Chicago distributor, the Union, and relayed the information promptly to Brian, who, within a week, had Stu in his clutches.

The involved wireless transmission was completed in a few hours, and two days later the label was delivered to the Chicago address of Stu Glazman, and turned out to be M.S. Distributors of Chicago, a regular supply house of Brian Stu, who placed him on his list of wholesalers for the future.

Motorola Seeking Land in Phoenix As New Plant Site

Chicago, Feb. 5—Motorola Inc., the world's second largest electronics manufacturer, announced today that it has purchased a 1,800-acre tract of prime real estate in the northwest section of Phoenix, Ariz., on which to construct manufacturing facilities. This acquisition is the first of its kind in Phoenix, which employs about 1,800 people.

The new factory will be one of the first to be located in the Phoenix area, and will enable Motorola to take over the site in the future.

The new facility will be built by a joint venture of Motorola and the Arizona Department of Commerce, and is expected to be completed in 1963.

SERVICES AQUIRED FROM Caverns

San Antonio, Feb. 5—The Caverns, a new live entertainment center in the heart of downtown San Antonio, is announcing a 30-minute radio program from the Caverns at 11 a.m. daily, featuring a live band and a disc jockey.

Distribution of London Records albums will not be affected by the special steps taken to market the international series.
"X" records and "X" vault originals—from an unknown quantity to a known quality in just twelve exciting months.
In 1954

RECORDS WAS INTRODUCED
...and in turn introduced these great artists
...and these great records.

RICHARD PETTY TRIO
"Mood Indigo"
X-0040 4X-0040

WILDER BROTHERS
"Don't Drop It"
X-0010 4X-0010

MORE HITS...MORE STARS...MORE REASONS FOR "X" RECORDS' FABULOUS FIRST YEAR

BILLY DARNEL
That's the Way Love Goes
For You
X-0001 4X-0001

RICHARD MALTBY
"Mood Indigo"
X-0040 4X-0040

DANNY MENDELSON SINGERS
"Mood Indigo"
X-0018 4X-0018

STEWARD ROSE
"Mood Indigo"
X-0018 4X-0018

BEN LIGHT
"Mood Indigo"
X-0018 4X-0018

RED NORVO
"Mood Indigo"
X-0018 4X-0018

NORMAN PETTY TRIO
"Mood Indigo"
X-0018 4X-0018

PETTY'S "Mood Indigo"
X-0018 4X-0018

RICHARD MALTBY
"Mood Indigo"
X-0018 4X-0018

HELEN GRAYCO
"Mood Indigo"
X-0018 4X-0018

WILDER BROTHERS
"Down in the Bottom of the Well"
X-0053 4X-0053

GERI GALIAN
"Slaughter On Tenth Avenue"
X-0018 4X-0018

DANNY MENDELSON SINGERS
"Happy Birthday"
X-0018 4X-0018

STEWART ROSE
"I Want You"
X-0017 4X-0017

BEN LIGHT
"Deep In the Heart of Texas"
X-0030 4X-0030

RED NORVO
"X Marks the Hits"
X-0037 4X-0037

NORMAN PETTY TRIO
"Mood Indigo"
X-0010 4X-0010

PETTY'S "Mood Indigo"
X-0010 4X-0010

RICHARD MALTBY
"St. Louis Blues Mambo"
X-0042 4X-0042

FELIX GRAYCO
"Mood Indigo"
X-0018 4X-0018

WILDER BROTHERS
"Mood Indigo"
X-0018 4X-0018

RICHARD MALTBY
"Black Pearls"
X-0016 4X-0016

RICHARD MALTBY
"Meadowlark"
X-0016 4X-0016

BEN LIGHT
"Alexander's Ragtime Band"
X-0018 4X-0018

EDDY MANSON
"The "Bear Window" Theme"
X-0059 4X-0059

MARVIN "LEFTY" WRIGHT
"Boogie Mambo No. 1"
X-0063 4X-0063

THE THREE CHUCKLES
"Runaround"
X-0064 4X-0064

DANNY MENDELSON SINGERS
"For He's a Jolly Good Fellow"
X-0064 4X-0064

SMITH BROTHERS
"In a Little Spanish Town"
X-0064 4X-0064

SMITH BROTHERS
"Y'm a Lonesome Little Petunia"
X-0070 4X-0070

NORMAN PETTY TRIO
"On the Alamo"
X-0071 4X-0071

SPENCER-HAGEN ORCHESTRA
"Vera Cruz"
X-0073 4X-0073

JIMMY PALMER
"When Are You Comin' Home, Joe?"
X-0074 4X-0074

DINAH KAYE
"Butterscotch Man"
X-0074 4X-0074

http://www.americanradiohistory.com
"FOOLISHLY
"IF YOU SHOULD LOVE AGAIN"
The Three Chuckles
X-0095 (4X-0095)
FEBRUARY 12, 1955

THE BILLBOARD

MUSIC-RADIO 25

Punch!!

Eddie Fontaine

"ROCK LOVE"

b/w
ALL MY LOVE BELONGS TO YOU
X-0096 (4X-0096)

"X"
RECORDS MARK THE HITS!
England to Get Cut-Rate Disks From U. S. Firm

LONDON, Feb. 5.—The record industry authorities here today announced that a new American company plans to make cut-rate disks and sell them at cut-price rates in this country. Headed by Manny Kopelman, who controls the British subsidiary of the Parrot group and Broadcasting and Wholesale labels in Canada, the U. S. new company plans to release its first records March 16th.

The disks will be made by the Famous Music Corp., best known as the owner of the Famous and Castle labels, and will be sold at prices ranging from 10 to 50 cents.

The company will hold the record business in London for its U. S. distributor, Henry B. Weiss of the American Record Co., a subsidiary of Famous Music Corp.

The new American company will manufacture and distribute the records and sell them under the Famous name.

BARON SPEAKS

Indie Radio Must Attract Nat'l Sponsors

Hollywood, Feb. 5. — The future of the independent radio station lies in attracting national sponsors, as opposed to a heavy leaning toward local accounts. This is the opinion of William D. Davis, general manager of radio station KOVL in St. Paul, Minn., and the Negro station.

"One can reject regional and local accounts, but" Davis said, "in order to grow, one must attract national sponsors. These are the sponsors that reflect the true tastes of these markets."

Davis urges acceptance of questionable products and market approaches, that "the man behind the radio" be used to its fullest extent.

"I am convinced the industry is moving toward more intelligent programming. We must take advantage of this approach by sponsoring the best available programs in our areas."

"KOVL's George Brown has demonstrated that the programming is acceptably made and paid off in revenue to the station."

Col'bia Ships Out Dealer Demo Kits On Philly Symph


COLE DISK HITS LANGUAGE BAR

NEW YORK, Feb. 5. — The record industry has experienced a number of significant developments recently, and among them is the release of Cole Porter's "I Get a Kick Out of You," a hit record that has sold over one million copies, according to the music publishers. The song has been recorded by a number of performers, including Frank Sinatra, Perry Como, and Tony Bennett, and has appeared on a number of hit charts. It has been a major hit for RCA Victor, as well as for Columbia Records, and has been featured on a number of television shows.

Wide coverage of the song has been given in the press, with articles appearing in major newspapers and magazines. The song has also been featured in a number of radio programs and has been heard on a number of television shows.

MORRIS GRABS "PLEADING TUNE"

NEW YORK, Feb. 5. — Morris has struck a new record, "Pleading Tune," which has been a huge hit for the label. The record has sold over one million copies, and has been featured on a number of hit charts. It has been a major hit for Columbia Records, as well as for other labels.

Wide coverage of the song has been given in the press, with articles appearing in major newspapers and magazines. The song has also been featured in a number of radio programs and has been heard on a number of television shows.

KENTON ERA

"Capitol Plans Strong Drive On New Album

NEW YORK, Feb. 5.—Capital Records is preparing a major promotion drive for its latest album, "The Best of the Best," which has been recorded by a number of top performers. The album has been well-received by critics and fans alike, and is expected to be a major hit for the label.

Wide coverage of the album has been given in the press, with articles appearing in major newspapers and magazines. The album has also been featured in a number of radio programs and has been heard on a number of television shows.

CORAL ISSUES NEW Catalog

NEW YORK, Feb. 5.—Coral Records is providing distributors with a new catalog that features a number of top performers. The catalog has been well-received by distributors and fans alike, and is expected to be a major hit for the label.

Wide coverage of the album has been given in the press, with articles appearing in major newspapers and magazines. The album has also been featured in a number of radio programs and has been heard on a number of television shows.

FAR EAST DISK PICTURE

20% Gain in Sales Loums, May Be Best Foreign Mart

BY JOEL FRIEDMAN

Hollywood, Feb. 5.—The Far East, particularly Japan, may be the victory industry's most important foreign market, according to industry officials. Japan's population is estimated at 25 million, and it has a rapidly growing middle class. The country's interest in recording is also growing, with a particular focus on classical music. The Far East has been a major market for recording companies, and its potential is significant.

Wide coverage of the industry's plans has been given in the press, with articles appearing in major newspapers and magazines. The industry's plans have also been featured in a number of radio programs and has been heard on a number of television shows.

Today's Bows At Low Prices

NEW YORK, Feb. 5. — After a number of successful record weeks, this week's best bow will be issued under the label of MGM Records. The lead song, "I Can't Help Myself," has been recorded by a number of performers, including Lena Horne, Nat King Cole, and Harry Belafonte.

Wide coverage of this record has been given in the press, with articles appearing in major newspapers and magazines. The record has also been featured in a number of radio programs and has been heard on a number of television shows.
SPECIAL ANNOUNCEMENT

First release on "X"

"MY OWN"
"TIRED OF WAITING"

X-0097 (4X-0097)
JOX TRIX: Ben Casey, KYW's No. 1 disk jockey in Denver, has come up with a format that should be a winner. The hour-long show, called "Musical Medley," will air on WMAQ (AM 580) as a serial, complete with midway, exhibits, fairground booths, added attractions and special features. The show is newslettered, with each unit running 15 minutes. The first, labeled "Grafton Attractions," gives him a chance to play new disk releases, recent personal items about showmen to the disk world, and a feature on the music of the moment, the star, the band or the record company. The next step along the fairground is "Penny Wheel of Hits," which is the spot where current hot hits are played. Casey uses varied sound effects, four- and five-track jingles, and colorized TV advertising to add to the show's appeal."

"Memory Room," where he picks one year during the past quarter century and spends the entire 15 minutes playing music from that year. Reader's comments are also read, and prizes are awarded.

"Previous," WAVE's newest program in Louisville, debuted on January 15, hosted by Bob Kaye, late night deejay. The show is aired Saturday mornings from 8 to 10 and is based on eating the best of the Warner Music Corporation, for tips on how to spot a bargain on a one cent to 100, on the basis of the quality of the music and lyrics, arrangement, performance, and the like. Although the show is successful, it does not announce these ratings on the air. The figures are written down, and the information is then tabulated, resulting in a composite first, second and third choice.

"This show is designed to give the music business an opportunity to sell itself to the people," according to WAVE's manager. "And, at the same time, it is an opportunity to give the viewers of the program a chance to have fun listening to the tunes they like best."

LISTENERS are invited to try to match the executives, using their top three choices on post cards, and giving their reasons for each. The winners are announced, with everyone matching the executives receiving a free year's subscription to one of the first choice receiving an RCA Victor portable phonograph. Also each executive receives a personal copy of "Previous" the record which came out on the week which they consider the best hit for success. They will not, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, however, howe
THEIR FIRST RELEASE ON ESSEX—and IT'S A SMASH!

DINNING SISTERS

singing

"MAMA"

(HE TREATS YOUR DAUGHTER MEAN)

and GOOFUS

Essex #388

105,000 SHIPPED FIRST WEEK
VEGAS' MOULIN

Beat" unit, Mo.,

California. To

a

II.

by

VEGAS' TALENT TOPICS

Buck, of Buck-Bubbles

Buck & Bubbles was scheduled to open at the hotel April 1, Clark Avenue, of their shooting, and had run

PARTY TALENT & TUNES

TUESDAY, FEBRUARY 15, 1955

BMI Finelines

William Whiting, BMI's vice-president and director of BMI's music publishing division, has announced that BMI has arranged a license agreement between BMI and the National Federation of Independent Business, which represents the British group.

ve the组成 of "Crying in the Chapel," which his

DARLON recorded last year. Darlton is now under contract to RCA Victor.

ommenting: "Tonight," WLS-FM, 930 P.M.

BEAT, TUESDAY, FEBRUARY 15, 1955

BMI Finelines

VEGAS' MOULIN

Buck, of Buck-Bubbles

Buck & Bubbles was scheduled to open at the hotel April 1, Clark Avenue, of their shooting, and had run

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Buck & Bubbles was scheduled to open at the hotel April 1, Clark Avenue, of their shooting, and had run
cadence ... FIRST with a BULLSEYE!!

THE BALLAD OF DAVY CROCKETT

c/w FAREWELL

CADENCE #1256

Recorded by Bill Hayes

... ALSO

DAVY CROCKETT
For the Kiddies
with specially illustrated
RECORD SLEEVE in FULL COLOR
available in 78 & 45 RPM
CCS #1

cadence
records inc. 40 east 49th st. new york 17, n.y.
**MUSIC AS WRITTEN**

**NOTICE TO THE TRADE**

The original tune

**"PLEDGING MY LOVE"**

belongs 100% to Lions Music Pub, Co., (BMI) of Houston, Texas. Any claims, rumors, etc., are completely false.

Don Rabey, Prescott, Duke Records of the firm is A. D. Need. ... Earl Boxtie and his ork will play a special night at the Clubroom, 234 S. Country Club on February 9 and 10. And Harry Archae will be on the Friday night. The American Music Corporation is now the sole selling agent for guitarist's Tangos, popularly priced and backed by the Commanders on Decca. The Necessas are now playing the Cafe on the East Side here. Herb Jeffries will be in the Fatio Washington for a week staking February 8th and then at the Elaborates in Brooklyn staking February 19th.

Ample Music has signed writer Jerry Stevens to a pact. Stevens penned "Heartbeat," which has sold into a big seller in England, with records on the tune by Lita Rita, Bobbi Murray and Karen Chandler, who cut it for Coral.

**CHICAGO**

The "Billboard Star of the Week," which features the George Shearing Quintet, Sarah Vaughan, Count Basie and his orchestra, Stan Getz, Lester Young and Emmett Ray, have been included for the Civic Opera House February 20 for two performances. Tickets sold from $2.50 to $4.00. The document has taken over sponsorship of the Longines Stakes, which are for the 2:30 p.m. hour. The shows at Municipal Auditorium feature a orchestra of 37 men on stage, of which Benny Goodman is one. It is a great and comprehensive luncheon for the Longines Stakes.

Frankie Lester, Label "X artist, and one of the men who made this particular popular with personal appearances on "In Town Tonight" with cornetist Ross Jackson, featured the "Three Twins" are currently featured on "In Town Tonight" for a review of this week's show. The "Three Twins" is the title of the show.

**Hollywood**

Steve Stein is the new boss of the Chicago, Hollywood, Bass, a KFOQ., ... Beryl Davis is now the "in" girl at Hollywood. She is spinning pianist on the "Pipes Tonight" show last weekend. "Margie Rayburn is a boletero at the Mon-San later supere for another group made; his group is now the vocal group with the Claude Gol-

The group is: Beryl Davis, head of the show, opening February 15 at the American, holding for Charley James, opening February 15 for a week or so. Material, a singer, is now with the Allen Hofland and his Moroccan group to record four sides for the label. Songwriter Lester Lee films to go to Hollywood, will sign a new contract with Columbia.

**'PRETTY KITTY'**

**Fuss Gives Miss Kallen Pitt Publicity**

PITTSBURGH, Feb. 9—Kallen has been the beneficiary of a lot of space and radio time over the past few weeks. Jim Deace, KVOJ, referred to her as "Kitten" and WJAS-FM, radio and tv editor of The Post Gazette, commented in her Fanning said he knew the Deace show was good. The chance to open your eyes at her was wonderful. She was also featured in her "Pretty Kitty" article in the Pittsburgh Press.

Now all the jocks in town are taking rapid strides at Parnassus as they are being recorded. Barry Kenny, WJAS; Jay Michael, WYSH, Spotwells, show that she has all the features mentioned here. Parnassus has all mentioned featuring Vocalon over the past few weeks and with the Deace show, opening February first, she is talked about by floodlights and raps. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense, with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense.

**Hicks, of 5 Keys, Dies in Boston**

NEW YORK, Feb. 5—Tragedy struck the Five Keys this week when the result of one of the staple singles of the group, died in his bed at 2:00 o'clock on Tuesday (1). The Five Keys have just appeared on their first RCA Records, Barry Kenny, WJAS; Jay Michael, WYSH, Spotwells, have all mentioned featuring Vocalon over the past few weeks and with the Deace show, opening February first, she is talked about by floodlights and raps. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense. Parnassus, nine things as much as the others, will open her set with a new and original tap in by backs in defense of her defense.
FEBRUARY 12, 1955
THE BILLBOARD
MUSIC-RADIO

América's Hottest Label-Riding high with these BEST SELLERS

The FONTANE SISTERS
HEARTS OF STONE
BILLY VAUGHN
MELODY OF LOVE
JIMMY WORKS
MAKING BELIEVE
JIMMY NEWMAN
DAYDREAMIN'

JOHNNY MADDOX
THE CRAZY OTTO
The COUNTS
WAILIN' LITTLE MAMA
LET ME GO, LOVER

The HILLTOPPERS
DARLIN'
RUSTY BRYANT
ALL NIGHT LONG

The FONTANE SISTERS
ROCK LOVE
YOU'RE MINE

ELMO TANNER
BEGIN THE BEGUINE
and
REMEMBERING
#15319

FRANCIS CRAIG
MY BLUE HEAVEN
and
WHEN YOUR LIPS TOUCH
MINE
#15321

TONY ALMERICO
THE TENNESSEE WALTZ
and
WOODCHOPPERS BALL
#15323

JEAN MARTIN
SNEAKIN' AROUND
and
FAREWELL TO ARMS
#15322

HANK BARNETT
AT ONCE
and
ONLY IN HEAVEN
#15326

BOB HARDY
THERE AIN'T NO USE
IN DREAMIN'
#1338

LITTLE COWBOY
SUIT

RUSTY BRYANT
BACK STREET
and
RECORD DELIVERY BLUES
#15324

www.americanradiohistory.com
PHONOS—HI FI
By STEVE SCHICKEL

BELL & HOWELL MOVES TO ILLINOIS

Distributors of the Three Dimension Corporation's products were notified recently by the Bell & Howell Company that their products would be sold direct to its 6,000 dealers. The Three Dimension firm is a subsidiary of Bell & Howell and makes tape projection equipment, as well as photographic equipment.

The distributors were informed that the change would not affect present sales arrangements but that they would not be allowed to sell their own products out of their inventories. Along with the announcement of the change, the distributors were given warrants for 5 new warehouses and eventually ship from 17 points throughout the country.

EMERSON ANNOUNCES TRANSISTOR RADIO

Benjamin Abramson, president of the Emerson Radio Corporation, announced that the firm is planning to market a transistor radio within the next few months. Abramson, who also serves as treasurer of Standard Brands, Inc., said that he felt that within two years the firm's entire output of transistors would be made under the Emerson label.

The announcement was made at the annual New York meeting, held in Chicago last week. The panel of eight director principalists who met with top level executives, were shown an emerald green transistor box as a regular phase of the company's distribution plans, and were informed that the product will be given a national advertising campaign. The panel structure is based on the distribution's present location being the market of choice, and according to company officials, every one of the firm's distributors would have a chance to sell it in one of the panels. Vice-president of Motorola, Ed Towner, is in charge of Emerson's transistor operations.

MOZART'S ADVISORY PANEL MEETS IN CALIFORNIA

The first regularly scheduled meeting of the Mozart distributor advisory panel was held in Chicago last week. The panel, made up of eight director principalists who met with top level executives, was shown an emerald green transistor box as a regular phase of the company's distribution plans, and were informed that the product will be given a national advertising campaign. The panel structure is based on the distribution's present location being the market of choice, and according to company officials, every one of the firm's distributors would have a chance to sell it in one of the panels. Vice-president of Motorola, Ed Towner, is in charge of Emerson's transistor operations.

DEJUR TO MARKET GRUNDE RECORDERS

It was learned this week that DeJur-American Corporation, New York, manufacturers of photographic equipment, was slated to handle the Grundge line of recording equipment in this country. The makes are manufactured by Grundge GMBH of Florh, Germany. It was not known whether the tape recorder would carry the Grundge or the DeJur label. The Grundge line of tape recorders is to be distributed in this country and by Grundge Majestic under the Grundge Majestic label.

NEWS SHORTS OF PEOPLE, PRODUCTS AND整個

The Worldscope Corporation has appointed two new wholesale distributors, one for the state of Arizona and the other for California. Emil, Ryan & Company of Phoenix, Ariz., will supply the line in that area. The Chicago Emerson Corporation will distribute the line in Cincinnati and surrounding area. Both distributors will handle as well as accessories and service parts.

GREAT LONDON PROGRAMS "TICKETTED" FOR FULL CROWDS

The Royal Festival Hall in London has announced that 200,000 tickets will be sold at $1 per ticket for a week-long series of concerts to be held there. It is stated that the concerts are being sold in advance to meet the demand for them.

MILWAUKEE CALLS ON AMERICAN RADIO COMPANY FOR COMMISSIONS

It was announced this week that the Milwaukee Symphony Orchestra will engage an American company for the future management of the orchestra. The announcement was made at a meeting of the orchestra's board of directors.

KOBEL'S COLUMBIA PRESIDENT

Mr. Schindler, president of the Columbia Phonograph Company, is expected to be in Milwaukee this week for a meeting of the orchestra's board of directors.

STRAVINSKY COMES TO CHICAGO IN APRIL

The Chicago Symphony Orchestra announces that Igor Stravinsky, the famous Russian composer, will conduct the orchestra in April in a series of concerts to be held in Chicago. The announcement was made at a meeting of the orchestra's board of directors.

RCA VICTOR TO TAP TEST TUNES FOR KOBEL'S COLUMBIA PRESIDENT

It was announced this week that the RCA Victor Company will produce a series of test tunes for the Columbia Phonograph Company for use in advertising the orchestra's concerts. The announcement was made at a meeting of the orchestra's board of directors.

SHOSTAKOVICH'S SYMPHONY NO. 10

It was announced this week that the Chicago Symphony Orchestra will perform Shostakovitch's Symphony No. 10 in May. The announcement was made at a meeting of the orchestra's board of directors.

KOBEL'S COLUMBIA PRESIDENT AT CHICAGO ORCHESTRA MEETING

Mr. Schindler, president of the Columbia Phonograph Company, is expected to be in Chicago this week for a meeting of the orchestra's board of directors.

STRAVINSKY'S SYMPHONIES NO. 4 AND 5 ALSO IN APRIL

It was announced this week that the Chicago Symphony Orchestra will perform Stravinsky's Symphonies No. 4 and 5 in April. The announcement was made at a meeting of the orchestra's board of directors.

RCA VICTOR TO RECORD SYMPHONIES NO. 4 AND 5

It was announced this week that the RCA Victor Company will produce a series of test tunes for the Columbia Phonograph Company for use in advertising the orchestra's concerts. The announcement was made at a meeting of the orchestra's board of directors.

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STRAVINSKY'S SYMPHONY NO. 4

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STRAVINSKY'S SYMPHONY NO. 5

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Mindy Carson introduces "The Fish"

Columbia Records

Bring Me Your Love

40438 4-40430
**MORE AND MORE DJ'S AGREE...**

"Tad shows great promise with his new WICO release... That's For Sure!

HOWARD MILLER (WICO) CHICAGO, ILL.

"Tad's latest follows the current trend in pop music subtly and would make it... That's For Sure!

RALPH PHILLIPS (WIRE) BALTIMORE, MD.

"Tad doesn't sound like Sinatra or Foster... he's different and exciting... His future is by the jukebox. "Sleepy Head Tad" (WFLY) FLINT, MICH.

"The industry can use TAD BRUCE... He's Just About That's For Sure!

BILLY KIRBY (WINO) MILWAUKEE, WIS.

**BY REQUEST**

The McGuire Sisters (1-49)

Cindy CLARK (WBBR) NEW YORK, N. Y.

"Packaged here are a host of "by request" material... The McGuire Sisters, with the latest TV theme, "Secrets Etc. Or Two," are proving to be a hit on both the American radio scene and on the West Coast. Here's to them... WOFTY CHICAGO, ILL.

**REVIEWS AND RATINGS OF NEW POPULAR ALBUMS**

FRANKIE LAYNE (1-47)

Weekend Capitol CM-9080 album; and her hit record, "Hey, Did You Ever See My Baby," which was a hit in the summer and which has met with so much success that it is now being used as an additional selling feature. The album is a mixture of everything, but as commercial as ever, whether on a ball or a dance floor.

\[\text{Continued on page 37}\]
From the Disneyland TV production of "Davy Crockett"

Walt Disney Presents

BALLAD OF Davy Crockett

As originally performed by Fess Parker

Columbia Records

I Caved My Love (Riddle Song) 40440 4-40440
### The Nation's Top Tunes

**For survey week ending February 2, 1952**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
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<tbody>
<tr>
<td>6. That's All I Want From You</td>
<td>6. That's All I Want From You</td>
<td>7. That's All I Want From You</td>
<td>8. Make Yourself Comfortable</td>
</tr>
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</table>

**Tunes with greatest Radio-TV Audiences**

**First Ten**

- "Melody of Love" by The Chordettes, ranked 3rd on Billboard's Top 40 chart.
- "Let Me Go, Lover" by The Andrews Sisters, ranked 1st.
- "Sincerely" by The Chordettes, ranked 2nd.
- "I'll Never Leave You (R)" by The Clovers, ranked 3rd.
- "Make Yourself Comfortable" by The Ink Spots, ranked 4th.
- "To Make You Feel My Love" by The Clovers, ranked 5th.
- "To Make You Feel My Love" by The Ink Spots, ranked 6th.
- "To Make You Feel My Love" by The Ink Spots, ranked 7th.
- "To Make You Feel My Love" by The Ink Spots, ranked 8th.
- "To Make You Feel My Love" by The Ink Spots, ranked 9th.
- "To Make You Feel My Love" by The Ink Spots, ranked 10th.

**Second Ten**

- "That's All I Want From You" by The Ink Spots, ranked 11th.
- "Up On Your Heart" by The Ink Spots, ranked 12th.
- "Count Your Blessings" by The Ink Spots, ranked 13th.
- "Dim, Dim the Lights" by The Ink Spots, ranked 14th.
- "I Need You Now" by The Ink Spots, ranked 15th.
- "This Old House" by The Ink Spots, ranked 16th.
- "Unsuspecting Heart" by The Ink Spots, ranked 17th.
- "How Important Can It Be" by The Ink Spots, ranked 18th.

**Third Ten**

- "Go, Go, Go (R)" by The Ink Spots, ranked 19th.
- "Doo-Wop" by The Ink Spots, ranked 20th.
- "That's All I Want From You" by The Ink Spots, ranked 21st.
- "Make Yourself Comfortable" by The Ink Spots, ranked 22nd.
- "To Make You Feel My Love" by The Ink Spots, ranked 23rd.
- "To Make You Feel My Love" by The Ink Spots, ranked 24th.
- "To Make You Feel My Love" by The Ink Spots, ranked 25th.
- "To Make You Feel My Love" by The Ink Spots, ranked 26th.
- "To Make You Feel My Love" by The Ink Spots, ranked 27th.
- "To Make You Feel My Love" by The Ink Spots, ranked 28th.

**Top 100 Songs of December 1951**

- "I'll Never Leave You (R)", artist unknown, ranked 1st.
- "To Make You Feel My Love", artists unknown, ranked 2nd.
- "Make Yourself Comfortable", artists unknown, ranked 3rd.
- "That's All I Want From You", artists unknown, ranked 4th.
- "Unsuspecting Heart", artists unknown, ranked 5th.
- "How Important Can It Be", artists unknown, ranked 6th.
- "Go, Go, Go (R)", artists unknown, ranked 7th.
- "Doo-Wop", artists unknown, ranked 8th.
- "That's All I Want From You", artists unknown, ranked 9th.
- "Go, Go, Go (R)", artists unknown, ranked 10th.

**Country Music**

- "I'll Never Leave You (R)", artist unknown, ranked 11th.
- "To Make You Feel My Love", artists unknown, ranked 12th.
- "Make Yourself Comfortable", artists unknown, ranked 13th.
- "That's All I Want From You", artists unknown, ranked 14th.
- "Unsuspecting Heart", artists unknown, ranked 15th.
- "How Important Can It Be", artists unknown, ranked 16th.
- "Go, Go, Go (R)", artists unknown, ranked 17th.
- "Doo-Wop", artists unknown, ranked 18th.
- "That's All I Want From You", artists unknown, ranked 19th.
- "Go, Go, Go (R)", artists unknown, ranked 20th.

**End of Year Top Twenty**

- "I'll Never Leave You (R)", artist unknown, ranked 1st.
- "To Make You Feel My Love", artists unknown, ranked 2nd.
- "Make Yourself Comfortable", artists unknown, ranked 3rd.
- "That's All I Want From You", artists unknown, ranked 4th.
- "Unsuspecting Heart", artists unknown, ranked 5th.
- "How Important Can It Be", artists unknown, ranked 6th.
- "Go, Go, Go (R)", artists unknown, ranked 7th.
- "Doo-Wop", artists unknown, ranked 8th.
- "That's All I Want From You", artists unknown, ranked 9th.
- "Go, Go, Go (R)", artists unknown, ranked 10th.
DEAN MARTIN

Young and Foolish
FROM THE BROADWAY MUSICAL "PLAIN AND FANCY"
Under the Bridges of Paris
RECORD NO. 3036

Hank Thompson
Annie Over
If Lovin' You is Wrong
RECORD NO. 3038

Les Baxter
Blue Mirage (Don't Go)
I Ain't Mad At You (Honey Baby)
RECORD NO. 3040
EDDIE FISHER
("I'M ALWAYS HEARING) WEDDING BELLS
A MAN CHASES A GIRL (UNTIL SHE CATCHES HIM)
20/47-6015

KAY STARR
IF ANYONE FINDS THIS, I LOVE YOU
TURN RIGHT
20/47-5999

HENRI RENE
THEME FROM "THE LOST WEEKEND"
20/47-6027

LOU MONTE
HOW IMPORTANT CAN IT BE?
20/47-5993

VAUGHN MONROE
LET'S GET TO THE MAIN EVENT
20/47-6002

9 LA FALCE BROS.
THE DEVIL'S HIGHWAY
20/47-5981
YOU CAN'T HAVE TOO MANY HITS!

EARTHA KITT
THE HEEL
MY HEART'S DELIGHT
20/47-6009

JAYE P. MORGAN
SOFTLY, SOFTLY
DANGER! HEARTBREAK AHEAD
20/47-6016

“New Orthophonic” High Fidelity Recordings
The Billboard Music Popularity Charts

**POPULAR RECORDS**

**Best Sellers in Stores (For survey week ending February 2)**

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**This Week's Best Buys**

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**Most Played by Jockeys**

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Here's Action For Sales

- Review Spotlight on...

**Laurie Sisters**

- No Chance (Jubilee, ASCAP) - Mercury 70548
  - Here is an exciting performance in the current rhythm and blues mode by the cute sounding female vocal group. The tune is catchy and the backing harmonies, a bright disco that should grab set. Flip is "Dixie Danny" (Southern, ASCAP).

**The Laurie Sisters**

- Mercury 70548 • 70548X45

---

3 Powerful NEW Releases

- "The Ballad Of Davy Crockett"
  - Coupled With "I've Been Thinkin'"
  - Mercury 70555 • 70555X43
  - With Rusty Draper

- "Hello Mrs. Jones, Is Mary There?"
  - Coupled With "Foolishly"
  - Mercury 70545 • 70545X45
  - With Vic Damone

- "Pledging My Love"
  - Coupled With "YOU"
  - Mercury 70551 • 70551X45
  - With Ronnie Gaylord

---

Heard About Crazy Otto?...You Ain't Heard Nothing Yet!

Dig This

'Crazy Julius' (Otto's Brother)

By Jan August

- Mercury 70541 • 70541X45
BILLY ECKSTINE

WHAT MORE IS THERE TO SAY

CHICAGO

The Four Joes

TOO MUCH IN LOVE TO CARE

C L A U D I E C L O U D

CLOUD BURST

ST R O N G S E L L E R S

ALAN DEAN

VERA OLNEY

THE BRIDGES OF TOKO-RI

B Y E L L O Y H O L M E S

THE LADDER OF LOVE

LEO M O R G A N

THE BILLBOARD

FEBRUARY 12, 1955

The Billboard Music Popularity Charts

Popular Records

Territorial Best Sellers

for survey week ending February 2

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

Atlanta

Los Angeles

Miami

New Orleans

New York

Philadelphia

Pittsburgh

St. Louis

San Francisco

Strong Sellers

JONI JAMES

orchestra conducted by DAVE TERRY

An Alan Ladd production for M-G-M

www.americanradiohistory.com

TOMMY MADA

PLEDGING MY LOVE TO YOU

HONEY BUNCH

MGM 11919 78 rpm

K 11919 45 rpm

DEAN PARKER

GREEN EYES

I SEE YOU

MA-A-D

MGM 11919 78 rpm

K 11919 45 rpm

EPIPHANY McCORMACK

MELODY OF LOVE

WHY I LOVE YOU

TOUCHING SHOULDERS

MGM 11919 78 rpm

K 11919 45 rpm

JONI JAMES

I HAD THE FUNNIEST FEELING

AND BE A LITTLE DARLIN'

MGM 11903 78 rpm

K 11903 45 rpm

BILLY ECKSTINE

HOW IMPORTANT CAN IT BE

AND THIS IS MY CONFESSION

WHEN WE COME OF AGE

MGM 11903 78 rpm • R 21919 45 rpm

LEHRY HOLMES

A BIG WIDE WONDERFUL WORLD

MGM 11904 78 rpm

K 11914 45 rpm

ALAN DEAN

TOO MUCH IN LOVE TO CARE

AND THE LADDER OF LOVE

MGM 11920 78 rpm • K 11920 45 rpm

BETTY MADIGAN

I HAD THE FUNNIEST FEELING

AND BE A LITTLE DARLIN'

MGM 11903 78 rpm

K 11903 45 rpm

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MGM 11920 78 rpm • K 11920 45 rpm

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I HAD THE FUNNIEST FEELING

AND BE A LITTLE DARLIN'

MGM 11903 78 rpm

K 11903 45 rpm

BETTY MADIGAN

I HAD THE FUNNIEST FEELING

AND BE A LITTLE DARLIN’
BIG BIG BIG COLUMBIA COUPLING

I'VE BEEN THINKING and
PLEDGING MY LOVE

(FOREVER MY DARLING)

THE FOUR LADS

COLUMBIA 40436 • 4-40436
The Billboard Music Popularity Charts

POPULAR RECORDS

**Review Spotlight on...**

**RECORDS**

**BILL HAYES**

The Ballad of Davie Crockett (Wonderland, BMI) - Camden 1256 - Tune introduced via the Walt Disney TV show on the Davie Crockett film series, is handled a rock performance here by vocalist Bill Hayes, ever lovingly backing. Exposure via TV is solid enough to make this one happen. Flip is "Farwell" (Wonderland, BMI).

**THE MCGUINNESS SISTERS**

Hi May Sound Silly (Progressive, BMI) - Coral 61399 - The McGuirees should stay on the winning track with this fast cover of the moving r.d.b. tune, originally cut by Ivory Joe Hunter on Atlantic. The girls sell it with feeling and it can break thru quickly. Flip is "Don't Anybody Love Me?"

**BILL HALEY ORK**

Manole Rock Orlyen (ASCAP) - Birth of the Boogie (Sue Reece, ASCAP) - Decca 29418 - The kids who landed in Bill Haley will continue to do so. These two new sides have the same rocking blues heat as his previous discs, and the ideas on both are cute. Fine joke wax here.

**THREE CHUCKLES**

Foolishly (Regent, BMI) - "X" - A fine new tune recovers a winning washba from the youthful group. The boys sell it in the style of "Rumaround" and it should move out strongly. A potential player. Flip is "If You Should Love Again" (Campbell, BMI).

**FOUR COINS**

My American Heart-Epic 9091 - The Four Coins handle this jump item with a big beat and a lot of spirit. It will appeal to the kids both for listening and for dancing. And it will do well in boxes. Flip is "Oh Mother Dear."
FEBRUARY 12, 1955

THE BILLBOARD

MUSIC-RADIO

Brewer = Business

Teresa Brewer Sings

I GOTA PLEDGING
GO GET MY LOVE

and WHAT MORE IS and HOW IMPORTANT
THERE TO SAY CAN IT BE

CORAL 61339 (78 RPM) • and 9-61339 (45 RPM)
CORAL 61362 (78 RPM) • and 9-61362 (45 RPM)

Sensational New Extended Play Record

Especially For You...

• HOW IMPORTANT CAN IT BE
• ROCK LOVE
• PLEDGING MY LOVE
• TWEEDLEE DEE

CORAL RECORDS

EC 81115
THE BILLBOARD Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

 Continued from page 46

Eileen Todd sings TO EVERY GIRL... TO EVERY BOY

Downbeat rates this record

FIVE STARS

CORAL 61326 (78 RPM) and 9-61326 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company

The Billboard Music Popularity Charts

** Reviews of New Pop Records **
IT'S A GOLD RUSH!

"IT MAY SOUND SILLY" and "DOESN'T ANYBODY LOVE ME?"

61369 (9-61369)

The McQuire Sisters

CORAL RECORDS
America's Fastest Growing Record Company
THE BILLBOARD Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 48

Theon, Clay was, Dr. H. Martin, Rich

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Music Popularity

March 6, 1955

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"WANTED"

by

King,
MANTOVANI
LAZY
GONDOLIER

NEW RELEASE

Backed by
LONGING
1510 and 45-1510

"Beppe—dagli una spinta a quella gondola" or ("Joe help me with my gondola")... the sound of oars and splashing water... the gondolier humming a contagious melody... this gimmick introduction, plus a fresh, Italian melody will be Mantovani's greatest single.

Tedd Heath
IN THE MOOD MAMBO

NEW RELEASE

Backed by
PEG O' MY HEART MAMBO
1534 and 45-1534

No. 1 in England
now zooming to the top in the U.S.A.

NEW RELEASE

Backed by
IN GERMAN OR ENGLISH IT'S TERRIFIC!

Over 300,000 sold
in Germany

HEIDERÖSLEIN
(Heideröslein)

Backed by
HUBBLE BUBBLE
1497 and 45-1497

THE JOHNSTON BROS.
NO HEART AT ALL

Backed by
HUBBLE BUBBLE
1497 and 45-1497

THE ORIGINAL

FINGER OF SUSPICION

Backed by
ENDLESS
1498 and 45-1498

DICKIE VALENTINE

LONDON RECORDS
The Billboard Music Popularity Charts

**This Week’s Best Buys**

According to leading sales reports in key markets, the following recent releases are ranked among the best sellers:

- **AS LONG AS I LIVE** (Acuff-Rose, BMI)
  - Released on January 20, 1955
  - Featuring Hank Williams, Sr.
  - Current chart position: #1

- **Mark of the Man** (Columbia, BMI–Rexall, BMI)
  - Released on January 20, 1955
  - Featuring Hank Williams, Sr.
  - Current chart position: #2

- **Aloha, Hawaiian Lassie** (Capitol, BMI)
  - Released on January 20, 1955
  - Featuring Bing Crosby
  - Current chart position: #3

- **The Merry Widow** (Epic, BMI)
  - Released on January 20, 1955
  - Featuring Carmen Miranda
  - Current chart position: #4

- **The Cowboy Way** (Columbia, BMI)
  - Released on January 20, 1955
  - Featuring Roy Acuff
  - Current chart position: #5

**Best Sellers in Stores**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Sales Weeks</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOOSE TALK</strong></td>
<td>C. Smith</td>
<td>Week 1</td>
<td>15,780</td>
</tr>
<tr>
<td><strong>MORE AND MORE</strong></td>
<td>W. Pierce</td>
<td>Week 2</td>
<td>2,190</td>
</tr>
<tr>
<td><strong>IF YOU DON’T LOVIE</strong></td>
<td>E. Young</td>
<td>Week 3</td>
<td>3,120</td>
</tr>
<tr>
<td><strong>IN THE JAILHOUSE NOW</strong></td>
<td>W. Snow</td>
<td>Week 4</td>
<td>2,550</td>
</tr>
<tr>
<td><strong>LET ME CO—LOVER—H. Snow</strong></td>
<td>W. Snow</td>
<td>Week 5</td>
<td>4,800</td>
</tr>
<tr>
<td><strong>THE OLE HOUSE—S. Hambly</strong></td>
<td>W. Snow</td>
<td>Week 6</td>
<td>9,200</td>
</tr>
<tr>
<td><strong>I DON’T HURT ANYMORE—H. Snow</strong></td>
<td>W. Snow</td>
<td>Week 7</td>
<td>5,380</td>
</tr>
<tr>
<td><strong>HEARTS A-GONING—E. Fleday</strong></td>
<td>W. Snow</td>
<td>Week 8</td>
<td>7,600</td>
</tr>
<tr>
<td><strong>I’VE BEEN THINKING—E. Arnold</strong></td>
<td>W. Snow</td>
<td>Week 9</td>
<td>11,200</td>
</tr>
<tr>
<td><strong>LET ME GO—L. Rivers</strong></td>
<td>W. Snow</td>
<td>Week 10</td>
<td>3,550</td>
</tr>
</tbody>
</table>

**C & W Territorial Best Sellers**

For survey week ending February 1

<table>
<thead>
<tr>
<th>City</th>
<th>Artist</th>
<th>Record</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BIRMINGHAM</strong></td>
<td>E. Young</td>
<td><strong>My First Love</strong></td>
<td>Week 1</td>
</tr>
<tr>
<td></td>
<td>E. Young</td>
<td><strong>You Are My Life</strong></td>
<td>Week 2</td>
</tr>
<tr>
<td></td>
<td>E. Young</td>
<td><strong>I’ve Been Thinking</strong></td>
<td>Week 3</td>
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<td></td>
<td>E. Young</td>
<td><strong>My First Love</strong></td>
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<td>Week 9</td>
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<tr>
<td></td>
<td>E. Young</td>
<td><strong>My First Love</strong></td>
<td>Week 10</td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

For survey week ending February 2

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOOSE TALK</strong></td>
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**Reviews of New C & W Records**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Record</th>
<th>Label</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JOHNNY &amp; JACK</strong></td>
<td><strong>Someday My Baby</strong></td>
<td>Decca</td>
<td>Week 1</td>
</tr>
<tr>
<td><strong>RED POLLYKNIT WELLS</strong></td>
<td><strong>Someday My Baby</strong></td>
<td>Decca</td>
<td>Week 2</td>
</tr>
<tr>
<td><strong>THE CARLISLES</strong></td>
<td><strong>Someday My Baby</strong></td>
<td>Decca</td>
<td>Week 3</td>
</tr>
<tr>
<td><strong>ELTON BRITZ</strong></td>
<td><strong>Someday My Baby</strong></td>
<td>Decca</td>
<td>Week 4</td>
</tr>
<tr>
<td><strong>HANS SNOE-SCHOT ATKINS</strong></td>
<td><strong>Someday My Baby</strong></td>
<td>Decca</td>
<td>Week 5</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending February 2

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Plays</th>
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<td>W. Snow</td>
<td>9,200</td>
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</table>

**Records**

**RECORDS** are ranked in order of their current national airplay and total audience appeal. They are based on The Billboard’s weekly survey among popular radio stations and are supplemented by reports on the record’s sales. The reverse side of each record is also included. Where possible, the current chart position is indicated. It indicates what position it occupies on the chart.
FOLK TALENT & TUNES

"R.F.D. Jamboree" set wrote guest ntl
TODAY'S "Uncle Houston, been bof five dancing."

With the lockeys
Arrett, c.w., twister at WCFS, is prepping a new series set up that gets
we are considering. His name is Jake Tucker and he has been
been bof five dancing. He has been bof five dancing.

Radio Greatest Outdoor Seller
Says J. Karol

HOLLYWOOD, Feb. 8.—Radio is out in the advertising medium in the world, with more than 29,000,000 soldiers working in O. U. S. automobiles, according to John Karol, CBS radio.

John Karol, CBS radio.

Radio Greatest Outdoor Seller
Says J. Karol

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John Karol, CBS radio.
BOBBY LORD

a sensation with his first Columbia releases!

NO MORE, NO MORE, NO MORE!

WHY WERE YOU ONLY FOOLING ME?

78 rpm 21339
45 rpm 4-21339

I'M THE DEVIL WHO MADE HER THAT WAY

AIN'T CHA EVER GONNA?

78 rpm 21367
45 rpm 4-21367

exclusively on COLUMBIA RECORDS
**The Billboard Music Popularity Charts**

**This Week's Best Buys**

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

1. THE ROBINS - "Whatcha Want (Quietet, BMI)". Spook 190 - The boys wrap up a busy session with good comedy timing and a sure ear for rhythm. It's a rock performance and should pull plenty of money. Flip is "If You're Gonna Drive (You'll Have to Drive Like The Klan)" (Quietet, BMI).

2. LOVE SLICK - "Love "Shark" (Berkshire, BMI)". Octachord 7031 - Willis comes thru with a powerhouse of a performance on a top ballad in his best blues style. The tune is particularly effective, full-blooded and could go pop. Willis is hot and steady and this record should help him stay that way. Flip is "Lavvy, Miss Mary" (Berkshire, BMI).

**Review Spotlight on... RECORDS**

THAT'S ALL I WANT FROM YOU (Vedas & Barry, BMI). Dinah Washington - Mercury 70577 - The speed at which this disk is building is impressive. Almost simultaneously, it was reported taking off at a fast rate in New York, Philadelphia, Pittsburgh, Buffalo, Cleveland, Chicago, Milwaukee, Detroit, St. Louis, Atlanta and Los Angeles. The flip is "Tom Steady Smith's Mind" (Malibu, BMI) and it will share the spotlight pick.

RHYTHM & BLUES RECORDS

**Best Sellers in Stores**

For survey week ending February 2

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<tr>
<th>Record</th>
<th>Week Ending</th>
<th>Last Week Ending</th>
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<tr>
<td>1. EARTH ANGEL - &quot;Ponys...&quot;</td>
<td>9</td>
<td>1</td>
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<td>2. PLEDGING MY LOVE - &quot;J. Ace...&quot;</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>3. SINCERELY - &quot;Moonglow...&quot;</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>4. I'VE GOT A WOMAN - &quot;R. Charles...&quot;</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>5. TWEEDEE DEE - &quot;L. Baker...&quot;</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>6. LAMMY DARNELL - &quot;Lavvy, Miss Mary...&quot;</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>7. LING, TING - &quot;Lavvy, Miss Mary...&quot;</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>8. KO MO KO - &quot;Gee &amp; Essence...&quot;</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>9. LING, TING, &quot;Hey...&quot;</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>10. EVERYDAY I HAVE THE BLUES - &quot;R. King...&quot;</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>11. DIM, DIM THE LIGHTS - &quot;B. Ray...&quot;</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>12. RYCO, SIDER, BABY - &quot;L. Fulton...&quot;</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>13. HURT, R. - &quot;Fulson...&quot;</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>14. I'VE GOT A WOMAN - &quot;R. Charles...&quot;</td>
<td>12</td>
<td>7</td>
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<tr>
<td>15. SNACKIN' AROUND - &quot;B. King...&quot;</td>
<td>15</td>
<td>2</td>
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<tr>
<td>16. FLAMON, IVY - &quot;Mabon...&quot;</td>
<td>9</td>
<td>10</td>
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**Reviews of New R & B Records**

VARETTA DILLARD - "ONCE" (BMI)

SAVAY - "A Billionaire's Song..."

So Many Ways..."

Not only does the record appeal to the ear, but the music is such that it will not be prone to radio rejection. Breta will not be a one-hit wonder. (Contemporary, BMI)

CLAUDIA CLOUD ORK

Chesapeake - 10000000 - An old-fashioned swing affair receives a modern look and feel. The set-up is excellent, with M.G.M. appearing to be a wild romance from a romantic era. The sound is a real winner. (TNT, BMI)

LAMMY DARNELL - "Lavvy, Miss Mary" (BMI)

How to Love..."

SAY ANYTHING, ANYTHING - "A Prayer..."

I'M ON A ROLL..."

The flip is a real powerhouse. Both sides show a lot of promise and promise to do well. (Malibu, BMI)

LAVERN DARNELL - "Lavvy, Miss Mary" (BMI)

How to Love..."

SAY ANYTHING, ANYTHING - "A Prayer..."

I'M ON A ROLL..."

The flip is a real powerhouse. Both sides show a lot of promise and promise to do well. (Malibu, BMI)

AL SAVAGE

Decca 5980 - A good job. Earnest, well-written, with a good hook. A pleasant record. (Decca, BMI)

Big Walter

Communications - 500019 - "This is a singing conversation in a light jazz style with an organ which is far more interesting than the typical rhythm and blues record. It's a good thing to have around with a good rhythm section. (Decca, BMI)

RHYTHM & BLUES RECORDS

**Most Played in Juke Boxes**

For survey week ending February 2

<table>
<thead>
<tr>
<th>Record</th>
<th>Last Week</th>
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<td>1. SINCERELY - &quot;Moonglow...&quot;</td>
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<td>5. TWEEDEE DEE - &quot;L. Baker...&quot;</td>
<td>5</td>
</tr>
<tr>
<td>6. RECONSIDER - &quot;L. Fulton...&quot;</td>
<td>10</td>
</tr>
<tr>
<td>7. I'VE GOT A WOMAN - &quot;R. Charles...&quot;</td>
<td>12</td>
</tr>
<tr>
<td>8. TEACH ME TONIGHT - &quot;B. Charles...&quot;</td>
<td>6</td>
</tr>
<tr>
<td>9. SNACKIN' AROUND - &quot;B. King...&quot;</td>
<td>10</td>
</tr>
<tr>
<td>10. EVERYDAY I HAVE THE BLUES - &quot;B. King...&quot;</td>
<td>10</td>
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</tbody>
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**Most Played by Jockeys**

For survey week ending February 2

<table>
<thead>
<tr>
<th>Jockey</th>
<th>Last Week</th>
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</thead>
<tbody>
<tr>
<td>1. PLEDGING MY LOVE - &quot;J. Ace...&quot;</td>
<td>4</td>
</tr>
<tr>
<td>2. EARTH ANGEL - &quot;Ponys...&quot;</td>
<td>3</td>
</tr>
<tr>
<td>3. I'VE GOT A WOMAN - &quot;R. Charles...&quot;</td>
<td>7</td>
</tr>
<tr>
<td>4. TEACH ME TONIGHT - &quot;B. Charles...&quot;</td>
<td>12</td>
</tr>
<tr>
<td>5. LING, TING, &quot;Hey...&quot;</td>
<td>5</td>
</tr>
<tr>
<td>6. RECONSIDER - &quot;L. Fulton...&quot;</td>
<td>10</td>
</tr>
<tr>
<td>7. SLIM A - &quot;Gee &amp; Essence...&quot;</td>
<td>9</td>
</tr>
<tr>
<td>8. LING, TING, &quot;Hey...&quot;</td>
<td>5</td>
</tr>
<tr>
<td>9. KO MO KO - &quot;Gee &amp; Essence...&quot;</td>
<td>8</td>
</tr>
<tr>
<td>10. SNACKIN' AROUND - &quot;B. King...&quot;</td>
<td>10</td>
</tr>
</tbody>
</table>

**Sides are ranked in order of the greatest number of times they are played in juke boxes according to The Billboard's weekly survey of top disk jockeys in all major markets.**
**R & B Territorial Best Sellers**

for survey week ending February 2

*Livingston top ten black sales reports secured in the Western wholesale mer- karbeen top rhythm and blues dealers and jive but operators in the eastern leads.

- **Atlanta**
  2. I Got A Woman J. Charles, Del.  
  3. Heart of Stone, Charley, Del.  
  5. Sing Little Thing, Minkles, Fed.  
  7. I See You M. & M. Crossing, Ch.  
  8. I Love Little Charlie, Ch.  
  9. I Love King, E. & K. King, Ch.

- **Baths-Wilt**
  1. Stringray, Montgomery, Ch.  
  2. Stringray, Montgomery, Ch.  
  3. Stringray, Montgomery, Ch.  
  4. Stringray, Montgomery, Ch.  
  5. Stringray, Montgomery, Ch.  
  6. Stringray, Montgomery, Ch.  
  7. Stringray, Montgomery, Ch.  
  8. Stringray, Montgomery, Ch.  
  9. Stringray, Montgomery, Ch.  
  10. Stringray, Montgomery, Ch.

- **New Orleans**
  2. I Got A Woman J. Charles, Del.  
  3. Heart of Stone, Charley, Del.  
  5. Sing Little Thing, Minkles, Fed.  
  7. I See You M. & M. Crossing, Ch.  
  8. I Love Little Charlie, Ch.  
  9. I Love King, E. & K. King, Ch.

- **Los Angeles**
  2. I Got A Woman J. Charles, Del.  
  3. Heart of Stone, Charley, Del.  
  5. Sing Little Thing, Minkles, Fed.  
  7. I See You M. & M. Crossing, Ch.  
  8. I Love Little Charlie, Ch.  
  9. I Love King, E. & K. King, Ch.

**Rhythm & Blues Notes**

- **Continued from page 39**

...at least three days before it was cut on Aladdin Records, and a few days before Savoy reached me with some other tune about Ace with throw Van derbilt. Wilt and I were out for a palm for the first to Hollywood, and it hit the master. The Savoy Record appears to have the most power.

Joey Joyce, Agency, Philadelphia, reports long-distance bookings for Roscoe Brown and for the Moonglows. Return engagements for record sales were bound to make desirable salary bails for the tour, beginning September 21. In the next three weeks at the Coliseum Hotel in Reno, New, following with two more weeks at the El Center Hotel in Las Vegas, N.V.

**New York**

- **New York**
  2. I Got A Woman J. Charles, Del.  
  3. Heart of Stone, Charley, Del.  
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  9. I Love King, E. & K. King, Ch.

**Arizona**

- **Arizona**
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  3. Heart of Stone, Charley, Del.  
  5. Sing Little Thing, Minkles, Fed.  
  7. I See You M. & M. Crossing, Ch.  
  8. I Love Little Charlie, Ch.  
  9. I Love King, E. & K. King, Ch.

- **Chicago**
  1. Heart of Stone, Charley, Del.  
  2. I Got A Woman J. Charles, Del.  
  4. Sing Little Thing, Minkles, Fed.  
  5. You See, Charlie Sales, Mar.  
  6. I See You M. & M. Crossing, Ch.  
  7. I Love Little Charlie, Ch.  
  8. I Love King, E. & K. King, Ch.

- **Cincinnati**
  1. Heart of Stone, Charley, Del.  
  2. I Got A Woman J. Charles, Del.  
  4. Sing Little Thing, Minkles, Fed.  
  5. You See, Charlie Sales, Mar.  
  6. I See You M. & M. Crossing, Ch.  
  7. I Love Little Charlie, Ch.  
  8. I Love King, E. & K. King, Ch.

- **St. Louis**
  2. I Got A Woman J. Charles, Del.  
  3. Heart of Stone, Charley, Del.  
  5. Sing Little Thing, Minkles, Fed.  
  7. I See You M. & M. Crossing, Ch.  
  8. I Love Little Charlie, Ch.  
  9. I Love King, E. & K. King, Ch.

- **Detroit**
  1. Heart of Stone, Charley, Del.  
  2. I Got A Woman J. Charles, Del.  
  4. Sing Little Thing, Minkles, Fed.  
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  9. I Love King, E. & K. King, Ch.
THE FINAL CURTAIN

ALBANY—Robert Cassel, 55, former owner of WRGB, died suddenly at a family funeral home here Feb. 20. Mr. Cassel was known for his continual contribution of time and talent to many local causes, including the arts and community service. He was a respected figure in the local media industry and will be missed by many.

BIRTHS

JUNE 23

GLENDORA—Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of Margaret Lee, of the family of 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OUTDOOR

February 12, 1955

N.Y. Aim to Increase $ Aid Turned Down

Commissioner Nixon Resolution Plea For Million; HARDMAN Presidential

ALBANY, N. Y., Feb. 5.—A resolution by Commissioner John W. Nixon, aimed at increasing the $1 million in aid to state and county fairs, was defeated yesterday in the Senate. Commissioner Nixon, representing the Senate Agriculture and Industrial Committee, gave an account of the long history of state and county fairs, and of their contribution to the economy of the state. His plea was made during the Senate session Tuesday (Feb. 3), and was followed by comment from both the majority and minority leaders. The Senate, in a vote, rejected the resolution, which had been amended to include a provision for a one-time increase of $500,000. The amendment was defeated by the vote of 31 to 19.

Newspapers reported the defeat of the resolution as a setback for the fair industry in the state, and for Commissioner Nixon personally. He had been a strong advocate of increased aid, and had made several trips to Washington to discuss the issue with federal officials. His efforts had been met with some resistance from other lawmakers, who argued that the aid should be directed to other areas of the state's economy.

Nunis Reports

Winston-Salem Race Car Pact

ALBANY, Feb. 5.—Sam Nunis, president of the New York State Fair Association, said that he will beinkle big state auto races at the New York State Fairgrounds (C. F.) for the next two days, Friday and Saturday.

Other dates announced by Nunis are:

- March 25: National Horse Show, at the New York State Fairgrounds (C. F.)
- April 14: The New York State Fair Association, at the New York State Fairgrounds (C. F.)

Big cars are also dated for one day each at the Virginia State Fair, Richmond, and the New Jersey State Fair, Trenton.

At the Eastern States Exposition, Nunis will present four days of auto races, featuring millenium stocks and big cars.

Waters to Repeat On Major Carnivals

NEW YORK, Feb. 6.—“Dancing Waters” was the show that represented the 11 units in the country this season, according to Mr. William M. Wines, who is in charge of the fair of Thistle, which is one of the same major carnivals which carried the units in 1954.

Wines said that the units have been removed for the shows to show off the Waters at the American Shows, Coaching Association, and the American Carnival Association. There have also been some changes in the units, with the fair of the coming season.

Newberry Schedules Shows in France, Italy, England

CHICAGO, Feb. 5.—Earl Newberry, who this spring will head a thrill show invasion of Europe, has added dates in England, Italy and France, which will include dates in England. French dates will be at the same major carnivals of Western Europe.

Opening on March 1 at the Newbury Fair in France, Newberry will then head to Italy for dates in April and May. An additional tour of France is scheduled for the summer months.

Changes Title

Instead of using the title of “Dancing Waters,” the show will be known as the Newberry Show Tour, in keeping with the current trend in the country.

In addition to principal cities in France and Italy, the show is scheduled to play Geneva and Chamonix, where the show was arranged by Abe Spero.

Wines also said that the show will play at the Globe Theater, whose stadium will be used by the Newberry Show Tour, during the last month of the season.

Mad. Garden’s Gate Decline Appears Over

NEW YORK, Feb. 6.—A three-week traveling circus attendance still remains in the doldrums in Madison Square Garden, latest computations show that the Garden has lost about $1 million in gate receipts since the Midway Show and other sports dates have stopped their decline.

Ned Ezekiel, executive vice-president of the Garden, said that although the sports volume is only 50 per cent from the postwar peak, that’s because the Garden has given up dates in the general decline in the entertainment business.

Ezekiel added that it is likely that the Garden will return to its former brilliance when the World’s Fair opens in 1964.

The Garden is now offering a limited-time play of the “Old West” on Tuesday, with a top booking in line with the general decline in the entertainment business.

Tom Thumb, the Garden’s resident entertainment, will also play in the show.

Boudinot Resigns; Eagles to Route Ringling-Barnum

Action Ends 40 Years With Big Show; California in Sarasota Conferences

CHICAGO, Feb. 5.— F. A. Boudinot, former president of Ringling Bros. and Barnum & Bailey Circus, announced his resignation yesterday.

Boudinot, who has been with the circus for 40 years, said he would step into the agitator’s position.

Boudinot made his leave motions after returning to the Ring-

loring office here Saturday (Feb. 1) from a business trip to Montreal.

Boudinot said that he has no immediate place other than to take a rest following an extended period of strenuous work.

In ending a stay of exactly 40 years with the circus, Boudinot said he had the highest regard for “The Greatest Show on Earth.”

Up Those Ranks

Bouillon in Ringling to 1955 after 30 Years; Boudinot to Ringling-Bow-Circus, where he will be assisted by R. H. Harvey. With Boudinot’s resignation, Messrs. Bros. will take over the management of the circus, while R. B. White is in charge of the administrative work of the show.

Walt, who is the ringmaster of the show, said that he will continue to run the show as usual.

The new management will take over the show at the first of the week. In Los An-

geles, he said that he would continue with the show as soon as he has settled the new managers under a new policy.

Rings to Frank McCleary, general manager of the show, will continue from Sarasota, however, in the future.

These men, who are the ringmasters of The Springs, will continue to manage the show.

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Auditorium Schedules Filled With Walk-Around Expos

FORT WAYNE, Ind., Feb. 5—Second annual Sports, Art, and Boat Show will run six days starting February 13 at Memorial Coliseum here, with Ernie Berg as managing director and Louis Culp in charge of space. Trout fishing trucks will be a featured coin contender this year, they said. Monty Bue will be in charge of the coin contest which will include the Wedco family, shooting and hunting; New Soo Saucis and Guiding Hairs; hunting clothing and fishing; Cherry Hamilton's dog acts; Bud Culp and Ron, whisk, and Hank Hansen. The Coliseum will fill to 1500 books.

Ziegfeld Show Dates VERMONTVILLE, Mich. — L. Vernon Swob has announced dates for his upcoming show. They are Pott Worth, February 14-15; San Antonio, February 21-22; Oklahoma City, February 24-25; and Lansing, Mich., March 20-22.

INTERFERENCE

Britons Need Help: Dopplegangersirk TV Owners

NEW YORK, Feb. 5—A call for help arrived this week at the National Broadcasting Co. headquarters because of the many calls for event, which is commonly held in close proximity, the only way we will be able to keep them away from our facilities, is to have a dog attack them. We are not aware of any similar events, but we are sure that it will be the same. We are going to have a security team on our premises at all times to make sure that these things don't happen again.

Seven Fairs On List for Va. Greater

SUFFOLK, Va. Feb. 5—Virginia Greater Shows will tour the state next spring, said Manager C.B. Johnson. The show will carry 11 rides, seven shows and a mid-way. The fair for this year is the Virginia State Fair in Richmond. The shows are as follows: May 1-3, 15-17, 29-31; June 6-8, 10-12, 14-16; July 30-31, August 1-3; September 14-16, 19-21.

Amphitheater Sees Turnout of 2,000,000

CHICAGO, Feb. 5—Attendance at the Amphitheater during 1955 is expected to reach 2,000,000. Each show will be an increase of 27 per cent over last year. The $2,000,000 addition will be a result of increased attendance, according to M. E. Haye, manager.

Major events scheduled, in addition to the recent Chicago International Auto Show, are the Fluid Maintenance & Equipment Exposition, Chicago National Boat Show, International Sport & Outdoor Show, Exhibiting International, Chicago Combined Show, National Packaging Exhibition, International Machine Tool Show, International Dairy Show, International Food Fair and the International Live Stock Exhibition and Home Show.

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MEETING NOTES
20 Years' Service Noted for Jim Carey

ALBANY, N. Y., Feb. 5—James A. Carey, general executive secretary of the New York State Association of Agricultural Fairs and Exhibitions for the past 20 years, was the surprise recipient of a plume at the banquet. Lucky recipients were Mrs. Carey and daughter, Janet.

The Name's the Same
The Careys, John and Daniel A, have had a time of it since they are in the same department. Dan is the newly appointed Commissioner of Agriculture and his sets and Jim continues as his first and second as supervisor of fairs for the department and executive secretary of the state association. Crossword puzzles are an early source of inspiration when the commissionaire takes over, but the private property is now working out satisfactorily.

New Big Chief
William F. Baker, newly appointed manager of the New York State Fair, probably had to shuck more than any other individual attending the carnival. Show fails, in particular, were anxious to meet the new boss who succeeds Harold C. Ceplak. Feb. 1.

Bar Into a Door
Association President Vir Funnetti presided at the official meetings and banquet with a beneficial smile. Vic had the usual number of FREAT/15 CHAIRPLANE CHAIRPLANE CHAIRPLANE CHAIRPLANE ads arranged.

Airplane
Miniature, heretofore known as 'Ranceau, was on his feet through despite the fact that he, too, was not used to the extreme cold. The Weisses reported sixth in the meeting circuit for the first time in many years. This week they returned to their Miami Beach home to bask in the 60-degree weather that Mrs. Bob Morton was reporting daily on the phone.

Winter Carnival
 Gerald Silverman, general representative of the World of Wonders, showed his plume to the trip. The agent received a large profit, however, and held another meeting circuit, all of one of his heavier cases for two days.

One Customer
Jan. 22—Nurse H. Kuntzleman, agent for the New York Central Railroad, was on hand, as usual. His prospects, however, have divided to one, the James E. States, Show No. 61.

Ice Varieties' Inks Seven Midwest Fairs

CHICAGO, Feb. 5—"Ice Varieties' has signed to play at several fairs in a matter of time and a number of Eastern annuals, L. N. Fleck, the agency bearing the space, announced.

Flea fair signed includes: Wisconsin at Seymour, Marshfield, and Goshen; Iowa at Council Bluffs, and Davenport, N. D., and Clifton Park, Ind. Flea will repeat at Moores and Seymour and will be held for the third year at Clifton Park and Marshfield.

Eastern fairs signed by George Hamil & Son, who has the exclusive on this show in the state, include two New York annuals at Clodhopper and Johnson, and the New Jersey State Fair, Trenton.

Fleck also reported a number of bookings for "Roller Varieties," a roller skating show produced by Budd Brothers. These include fairs at Flemington, N. J., and Elkhorn, III., and the Davenport, Iowa, July 6 celebration.

Decision Nears On CNE Talent

NEW YORK, Feb. 5— backers Eddie Elliott said this week that announcements would be forth- coming in regard to entertainment for this year's Canadian National Exhibition. Toronto Elliott was recently named as successor to the attractive committee of Jack Arthur and Jim McCal- lon, of the CNE. The committee is studying proposals put forth by various showmen.

Once Around is Never Enough

Since 1880, Allen Herschell Merry-Go- Rounda have been the choice of carnival man and park operators because no other amusement device has such enduring appeal and steady profits. Allen Herschell builds them better, to last longer, with less main- tenance. Many have been in service for 40 years. Five different sizes, including a Kiddie Merry-Go-Round, all with full drive and timer. Gay, colorful decorations...sturdy, precision having painted by Allen Herschell artists...old-fashioned bond music. A wonderful investment!
NEW DEVELOPMENTS

Dispenser Aerates Pop; Warmer Keeps Food Hot

MINNEAPOLIS, Feb. 5—H.

Bruneignon Company here has deve

loped a new dispenser that aerates the beverage as it enters the drinking cup. The bre

deverage is derived from a dispenser, which is readily diluted with water, contained in a gas

tered refrigerated compartment. The mi

chine, as furnished, is designed, yet loses none of its fruit flavoring, which is the main

The drink correctly dispensed is Orange-Mint, etc., other fruit

beverages being developed. A turn of the dispenser is the turning signal for added flash—H.

A new dispenser has been introduced for food and beverage machinery that

stainless steel fasteners, chromed for brass handles and a new method of attaching

The unit cools two five-gallon milk

and maintains a steady temperature of 37 degrees Fahrenheit, which can be

choice of either a push-type or weight lift valve. A companion model, known as

with a 1/4 horsepower fan-cooled motor, is designed for the manufacturer.

Milk Shakes Base

EASILY HANDLED

A new milk shake base that can be handled in the same manner as fountain syrup is being

offered here by the Borden Company. According to the firm, three

fourth of the base, five gallons of milk plus sugar may be

be drawn directly from the shake

machine. Strips are in flavor and can be flavored according to the type of milk and

preference. Base has no refrigeration event after opening—Borden Company, 250 Madison Avenu

New Cooker

FRANK COOKER

CHICAGO—A rotating funkt

the Howard & Compa

any has introduced a new cheese

baker with the words "dripless and built in

plus beef grill steaks by a buc

cure sauce included. The cheese

baked, beef with a slice of cheddar cheese

covered with the meat, cooking the cheese

thru. The cheese then melts throug

of the meat is sprinkled with grated cheese for an increased flavor.

bun warmer. The unit is constructed of casting steel hot water tank and

deceptively simple for cleaning. Capacity is four dozen 2-lb.

four dozen 3-lb. A flying

switch is in service and the out-of

pans to be baked, and the inside

cooking section is 96 per cent

hot plate and 100 per cent for full vision. John's Produce Manufacturing

Johns, West Madison, Chicago, Chica
go.

Hot Plate

SAN FRANCISCO — A two

bun warmer that will handle

breakfast, cheese, buns, pastries, etc. and any food

that can be adapted to handle any size sa

including hot dogs from eight different growers. Polish and Italian sausage is

brought here, and the Barh-B-Frank, the unit limits 45

buns every 15 minutes. or two

and 15 minutes. up to 4,000 a day,

the manufacturer has a impressively job.

with infra-red heat with a sepa

rately controlled lower bun

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go.

LITTLE ROCK—Ark.

ROCKET TRAIN

New Full Ride for adults and teenagers. Resolves space $75** and will also

had on air equipment. This is a high speed Mixed Ride with exciting rides and

exciting thrill. Price complete with ticket box, $8,950.00. Terms payment available.

Today today for full information and prices.

KING AMUSEMENT CO.

CINCINNATI 2, OHIO

NEW SNOW BALL

Ice Shaver

New Development

New Snowball Ice Shaver designed for adult and teenagers. Resolves space $75** and will

also be had on air equipment. This is a high speed Mixed Ride with exciting rides and

exciting thrill. Price complete with ticket box, $8,950.00. Terms payment available.

Today for full information and prices.

KING AMUSEMENT CO.

Mt. Clemens, Mich.

HAD YOUR HOT DOG THIS WEEK?

CHICAGO, Feb. 5 — Hot dogs—long a staple food item in the outdoor entertainment business—are far from being

place in the sun. According to the American Meat Institute, consumption in 1954 hit a new high with 4.78

pounds per capita. This figure was up from 3.80 pounds per capita in 1953.

Consumption has been steadily rising, with the average increase in the past

century being 1.67 cents per year. This would result in an increase in the price of a hot dog from 10 cents in 1954

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century being 1.67 cents per year. This would result in an increase in the price of a hot dog from 10 cents in 1954

or at $1.80 a package. There is no indication that this high demand will

continue for long and the industry is predicting a drop in demand in the near future.

At the same time, the industry is facing problems in obtaining sufficient quantities of beef to meet the demand. Beef

prices have risen sharply in recent months, and the industry is predicting that this trend will continue in the future.

The American Meat Institute is working with the government to ensure a steady supply of beef to meet the needs of the

industry. The institute is also working with the government to ensure that consumers are informed about the safety and

quality of beef products.

Despite these challenges, the industry is confident that it can continue to supply the nation with high-quality beef products.

The American Meat Institute is committed to ensuring that consumers have access to a wide variety of beef products, and to

ensuring that these products are produced in a safe and healthy manner.
IT'S COMING NEXT WEEK...

The Billboard

Background Music Comes to the Front

Outdoor Business a Winner With Uncle Sam Off in February

THE IMPORTANT SPECIAL SECTION OF THE BILLBOARD DEVOTED TO Outdoor Amusement AND Recreation Centers

... highlighting the greatest opportunity in a decade for show-business-men in every facet of the Outdoor Amusement Industry.

The important, expanding trend to outdoor amusement facilities of every description offers a terrific challenge to show-wise, promotion-minded, dollars-and-cents-conscious outdoor show people.

This impressive special issue—first of its kind ever published—underscores the trends to Outdoor Amusement and Recreation Centers... how they're now developing... why they have a tremendous, unlimited future, check-full of opportunities.

Includes these important editorial features

- How and why the Outdoor Amusement Recreation Center has developed.
- How more people with more time and more money to spend have spurred the demand for Rec Centers.
- Case Studies—How five typical Recreation Centers operate.
- How showmanship pays off for kiddie park operators and concessionaires.
- How tournaments build traffic at sport centers.
- How drive-ins are pushing food and drink concession sales.
- How to use live talent to promote Outdoor Amusement Centers.

The Billboard Circulation Dept., 2160 Patterson St., Cincinnati 22, O. (来电留名) 
Yes, start your subscription at once with the OARC issue. I enclose $10 for one full year (12 issues) which saves $3 on single copy price. [ ] New [ ] Renew

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City and Zone

State

SAVE MONEY—SUBSCRIBE TODAY

The Billboard

FEBRUARY 10, 1955

The important special issue of the big OARC Special issue

Attention ADVERTISERS!
It's still not too late to be represented with a big hard-selling ad in this important issue.

AD DEADLINE FEBRUARY 10

Call or Wire today...

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NEW YORK 16, N.Y.
550 Park Ave.
Dial 6-8769

HOLLYWOOD 33, CALIF.
6009 Sound Bldg.
Dial 9-6481

Daly TICKET COMPANY
100,000 $3.00

100,000 $3.00

Cincinnati 22, O.

Save $3 on single copy price.

New Renew

XYZ COMPANY

Occupation or Title

Address

City and Zone

State
**FAIRS-EXPOSITIONS**

**THE BILLBOARD**

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

**FEBRUARY 12, 1955**

**$303,000 Program Slated by Hamburg**

HAMBURG, N. Y., Feb. 5—$303,000 expansion plan was adopted for the Erie County Fair at a meeting of the board of directors of the chamber of commerce. The plan was announced at the meeting of the association, which was held in February. The dates were changed so that only two days separated it from the Pennsylvania meeting.

Fred Hauck, of Hamburg, second vice-president; Earl L. Levin, of Elma, third vice-president; Charles P. O'Connell, of Hamburg, fourth vice-president. Siprell was re-nominated for president. W. C. Glass, of Jamestown, and Frank A. Side, of West Seneca, treasurer, respectively.

The meeting was adjourned at 9:30 P.M.

The dates for the 1955 season are: May 20, 21; July 5, 6, 7, 8; August 4, 5, 6, 7, 8, 9, 10, 11; September 12, 13, 14, 15.

**NOVEL CARD S BUILD FRIENDS FOR VA. GROUP**

**URGES USE OF TENTS FOR MUSICAL SHOWS**

**GOV. MOVES TO ABOLISH PNE ADVANCE**

**VICTORIA, B. C., Feb. 5—The Pacific National Exhibition board, on advance ticket sales this year because the provincial government has decided to enforce the lottery law.**

**IOWA PARK WILL EXPAND ATTRACTIONS**

**IOWA PARK, Feb. 5—** Following the lines of a new state park plan, the Iowa Nursery Park, near Des Moines, will be expanded, it was announced today.

**Regina 100G Barn Okayed**

**SHREVEPORT Renames Weyland President, Sets New Directors**

**Bellevontaine, O., Replaces Trotters With Auto Racing**

**BELLEVONTON, O., Feb. 5—** The old Sparky Trotters will no longer compete at the Bellevontaine Fair, as they have announced that they will start a new racing circuit.

The new racing circuit will start next Sunday and will consist of 15 units. Moore said: "Once upon a time we used to be in the Trotters' circuit, and then we started our own."
FEBRUARY 12, 1955

THE BILLBOARD

FAIRS-EXPOSITIONS

65

WINTER FAIRS

The Billboard Publishing Company

overleaf line

Arizona

California

Florida

Oklahoma

Other States

sions, to track the work of the farmers who raise any races and to utilize its rates at the same time, would also bulk up the fair dates.

If Youkres are plowed in late October or in November, and prevent the fair from being held in late January or February, when it is too cold. If Youkres are plowed before the seed is in, it will utilize its race dates at the same time, would also bulk up the fair dates.

It appeared likely this week that the entry list would require another site than the one at East Setauket. Dr. Robert Henry, president of the fair's board, said a committee of directors would try to find an alternate site where the fair could be held without difficulty. The fair was not yet committed to a certain day because of the weather, the fair might run for 10 days in September or instead of October.

Two new Youkles have already been announced for the 1926 season. One, the Oren, which is said to be 21 days July in North Dakota and Minnesota.

Saskatoon, Sask.

Sets 250G Bldg.

SASKATCHEWAN, Sask., Feb. 8. The Foundation of a $250,000 agricultural and livestock building at the fairgrounds has been authorized, and an effort to north in its atmosphere is being achieved.

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N. Y. B. is Aid for Ixixed

Prior to the adoption of the resolution dealing with increased aid, state and other states have already been substantial support by the state of Illinois as a result of a visit to the Fair and the Brighton building.

George A. Hamill reported on the progress of the fair’s building. He urged encouraging congressmen to enact laws which would enable the fair to continue.

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N. Y. Decision Retains ‘Breakage’ for Ride Men

NEW YORK, Feb. 5.—The city was told yesterday that it would breakage on the 5 per cent custom tax assessed for this week in a decision that will greatly aid ride operators who have run high on tax tickets which are more than a dime.

The tax applies to admissions of more than 25 cents and in tax cases there is no possibility of reducing an extra five. This tax has been taking the odd fraction of pennies, when the breakage is insufficient, for a penny or more.

Appellate Division of Supreme Court is in Brooklyn, by a 3-to-2 decision, that the right to collect a 5 per cent tax means exactly 5 per cent and no more. The city is expected to appeal.

For example, on the tax, a 30-cent ticket is 2.5 cents but the city takes 3 cents. Heaviest protest against this practice was made by motion picture theater people last fall in Supreme Court Queens County. On October 21 Justice Perry B. Stockard ordered the city's right to collect a 5 per cent tax for any major fraction of a penny. This week's decision reversed that.

15, 30-cent Riders Gain

Several of the 30-cent riders on parks have been running at prices Beach-Park is Bought by Fox

PHILADELPHIA, Feb. 5.—Melvin J. Klein, president of the largest chain of Fox Theaters in the Philadelphia-Southern New Jersey territory, including a string of drive-ins, has added an outdoor amusement park to his operation. The nearby Olympia Lakes, N. J., combination of six-lane bowling and amusement park has been purchased by Fox.

Fox will add many new features to the park, including a theater and a dancing pavilion that will feature name bands.

Yee Launches New Kiddieland in Honolulu

HONOLULU, Feb. 5.—A new kiddieland, packed amusement park, has been opened in a prominent industrial area near Waikiki Beach. Island showmen and ride operators have been well attended, with thousands of children and families visiting the park.

The layout is pitching for big-city shows, and other attractions include the Flying Trapeze, Ferris wheel, stunt teams, Model-Ts, bumper cars, motorized train and a miniature fair. The park also includes a large indoor playground.

James Donovan Dies; Formerly With Dodger

LAWRENCE, Mass., Feb. 5.—James A. Donovan, former treasurers of the Dodgers Corporation, has died at his home in Lawrence. He was 35 years old.

Prior to his death, he was a member of the firm’s executive committee of the Boston Park, a director of the Baseball Park, a member of the Board of Directors of the National Association of Amusement Parks.

End Nears for Work Projects at Rockaways

NEW YORK, Feb. 5.—Improvement work at Rockaways' Playland has been going full swing, the city's public works officials announced today. The work is expected to be completed within the next two months.

The improvements include the construction of new roads, the widening of existing roads, the installation of new drainage systems, the construction of new buildings, and the improvement of existing buildings.

The work is being done by the city's public works department, with the assistance of the Federal Works Administration. The work is expected to create jobs for hundreds of workers in the Rockaways area.
GOODING PACTS 102 FAIRS, CELES
"Dancing Waters" Set for Second Season; Adds 2 Scramblers to Ride Line-Up

COLUMBUS, O., Feb. 5—The Columbus Gooding & Company, with contracts for 102 rides and additional obligations in the future will operate six units starting early this week. The first shows will open March 31st by the middle of June. F. E. Gooding, president, announced.

Shows, which will open with the North Western (Ind.) Mardi Gras Festival May 31, will be the first for the season in Florida, will play several fairs not on its regular itinerary.

Strates Names
Mae S. Hong
Publicity Dir.

NEW YORK, Feb. 5—Mae S. Hong, formerly publicity director of the James E. Strates Shows this week was announced as the first girl to hold this position.

Bogle Announces Staff: Fair Route Lengthened

ARMA, Kan., Feb. 5-C. F. Bogle, president and general manager of the Bogle Shows, announced today announced completion of the 1935-36 fair season. The Bogle Shows, will open its 101nd year with a new and improved fair program, which will be the most successful fair program ever.

CARNIVALS

Bogle Names New Surplus

Hodges Takes Side Show, Ride to Hawaii

SAN FRANCISCO, Feb. 5—Charles Hodges, veteran backwoodsman and road promoter for Honolulu, where he will operate his Side Show and a Dark Side for E. K. Fernandez.

The contract with the Hodges showman calls for an eight-week tour with option for five additional weeks of the road, to be the first one to ever play the island, and will include one year's travel in the Hawaiian Islands.

Lee's United Adds Three Kids Ride

REISE, Mich., Feb. 5—Lee's United Shows will go this season with a first fair on its Penny Arcade, with the addition of three kids rides recently purchased from the King Amusement Company.

Lee also reported recently that he made an agreement with Mr. W. R. Cline in the intersection of Longview and Main Street, also in Michigan. Coach Barger is supervising work in quarter horse.

Strike Oil on Hugo Farm

KANSAS CITY, Mo., Feb. 5—Capt. R. H. Hugo, owner of the Hugo farm in Pontotoc County, Miss., said he was being shot on the property, and that the union had been excluded. The McMillen Petroleum Corporation recently acquired the property, and will operate the farm in Pontotoc County, Miss. The property is said to be worth $20,000. Hugo's farm has not been tested to date, but it is believed that the wells will produce in large barrels a day and yet to be completely opened.

L. J. Heth Adds Georgia Fair

TARPON SPRINGS, Fla., Feb. 5—L. J. Heth added another fair to its route that was new for the org. Joe S. Hutter, manager, announced the fair was the Baltimore, Ga., show. It is a Chamber of Commerce sponsoring an event for the fair time.

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L. J. Heth Adds Georgia Fair
Wanted for the Media:

Theft report.

News

William Johnson, general manager of Jefferson Beach, Detroit, was elected to a Master Mason at the Detroit City Lodge in Dearborn, Mich. He was presented with a square and compasses by H. (Bill) Green and Jack Dickerson, respectively, who were senior warden and president, on behalf of the Michigan Masons' Association. After attending the ceremony, Mr. Johnson went to Wayne, one of the owners of Jefferson Beach, to attend the Missouri State Fair, which is the biggest fair in the state.

Theodore Meadows, of Tennessee Amusement Company, returned to his hometown of Lake City, Fla., from a winter break in the area. He has been enjoying himself during the winter months, attending various events and meeting people. Theodore is planning to return to his business soon and will be available for interviews.

Mary Jane, a well-known figure in the entertainment industry, has been seen around the city with a new partner. She is not available for comment, but sources say that she is happy and content with her new companionship.

The Stardust Ballroom.

John Jerry, formerly an electrician and mechanic for the Dunlop and Young Amusement Company, has opened a new business in the area. He is currently working on a new project, which he hopes will be a success.

Reports from the Crain Belt Shirt Company.

John Hannan, a noted horse trainer, was seen at the local fair. He is well-known in the industry and has been performing with his troupes for many years. Hannan is working on a new project, which he hopes will be successful.

The Big Top Show.

Kerry Gabriel, a noted performer, was seen at the local fair. He is well-known in the industry and has been performing with his troupes for many years. Gabriel is working on a new project, which he hopes will be successful.

WANTED

Mary Jane, a well-known figure in the entertainment industry, has been seen around the city with a new partner. She is not available for comment, but sources say that she is happy and content with her new companionship.
**NEW YORK, N.Y., Feb. 5—In a precedent-shaking move, the United States Roller Skating Association (USARSA) this week voted to dissolve its three annual championship meets. Previous United States championships have been made on a year-to-year basis and those who participate in them. The persons involved would have had inadequate time to raise travel monies for the next season's arrangements.

The 1963 United States championship goes to Mineola (N.Y.) that has been the host for the past nine.

In 1965, there will be a cross-country skating to California, with the funds raised by a king contest to its queen competition.

Rights to the skating business will be given to the franchisee.

The championship will be a year-to-year basis and those who participate in it.

**ROADSHOW**

**DEVIL IN 'ROUND THE DRIVE-INS**

NEW president of the Texas Drive-In Theater Owners' Association is W. C. Davis, formerly of the Farrell Amusement Company, Houston, who has been busy with a number of letters of complaint when told by a film company that they cannot book a picture on the proper availability for that theater. The new president intends to make sure that the business is run on a year-to-year basis and those who participate in it.

**DENVER PISTON**

Skateboarders report that they have been getting more attention from the public. A good promotion for an excellent position in the Denver, Colorado, area would be to give young people an opportunity to participate in the sport. **DENVER, Feb. 5—** There are no promotions like the one offered by the city of Denver, Colorado, for skateboarders. This promotion is aimed at giving young people an opportunity to participate in the sport.

**One of the'**

### Mountain Spots

**Denning Big Biz**

David Reports

**DENVER, Feb. 5—** The Rocky Mountain area is reporting good business throughout the state, said a number of operators, who have seen a pickup in the number of fans coming to watch the games. The Rocky Mountain area is a great place for roller skating and it is a great place for skateboarders.

### News Items

- **New Plan Lauded**
  - "We are glad that the new plan for the Rocky Mountain area is being discussed," said USARSA president, who has been seeing many fans come to watch the games.
- **BIGGEST**
  - "The Rocky Mountain area is a great place for roller skating and it is a great place for skateboarders. People come from all over the world to watch the games."

### AOW Skeds Annual Cherry Blossom, North-South Meet

**ELIZABETH, N. J., Feb. 5—** Mr. Jack Edward, director of speed skating for the American Wheelchair Skating Association, said that the annual Cherry Blossom, North-South Meet, which was held at Madison Square Garden on April 2, was a success. The event was well-attended and the980 skaters were happy with the results.

### Big Sport

**WALLACE**

- "We really enjoyed the event. It was well-attended and the980 skaters were happy with the results."
- **DENVER**
  - "The Cherry Blossom, North-South Meet was a success. The event was well-attended and the980 skaters were happy with the results."
CIRCUSES

CIRCUSES

ADDITION OF TENT SEEN AS PROBABLE AT BALBOA TREK

SARASOTA, Fla., Feb. 5—Bailey Bros. & Cristiani Bros. are negotiating with the Alaskan Shrine Council and reported they would be coming to the show in Alaskan cities this summer.

Manager Luco Cristiani said here that his brother, Magda,

Cleveland, was in New York confering with the secretary of the alaskan group. He is also trying to arrange for a tent which the show would use for its Alaskan tour.

Last season, the Bailey-Cristiani show became the first circus in history to play Alaska. It was taken by a trio of transportation and Fairbanks. There have been re-

ports that the show would play Alaska again this season.

The show worked in front of grandstands and Ringling Bros.

as well as in the regular U.S. tour, and was hit by ex-

tremely bad winter weather. However, the tent was considered as a likely addition for a repeat tour.

Tiny Gallagher Doubles in 'Three-King' Role

CHICAGO, Feb. 5—Doubled for Buffalo & Cristiani Bros. in their show, "Three Ring Circus" was done by one little girl, Miss Kathy Gallagher. The 10-year-old girl, the actress in the act, has been with the company. Ex-

ternal information shows that the film producing company was patented in a recent review.

SIDE-FOLDERS

Beatty Show Orders Five Seat Wagons

MEMPHIS, Feb. 5—Five seat wagons for the Clyde Beatty Cir-

cus are being built by the Hagon Manufacturing Co. in Chicago for the Beatty show. Construction was started on February 1.

Levi Hagen, head of the firm, who makes the wagons, said the wagons are similar to those in use on the Ringling Bros. and Barnum & Bailey Circus.

However, the important changes were built into the new models. Primary difference is that the Beatty wagons will be side-folder models rather than end-folder types. They also will be similar to the original wagons built 15 years ago by Capt. Bill Curtis.

Joe Beatty, Hagan Grinding head of the company, said the Beatty wagons will be a "Top Ten TV" show.

IN TENT

Beatty Show Orders Five Seat Wagons

The new models, ordered by Art Concello, general manager and owner of the Beatty show, will be 24 feet long. This compares with 30 feet for the original models he now loans to Ringling. Three models will be on order.

The new wagons are being built with the Sears & Roebuck wagons used in the Beatty show. Five wagons built originally by the Levi Hagen Manufacturing Co. in Chicago, but since its wreckage, the trailers will be used for the Beatty show.

Four of the new wagons are for contracts in Alaska, the fifth going to the mainland. Three wagons were scheduled for delivery to the show by March 15.

Probably not to be available until time for the show's Los An-

geles contract, which is a slightly different design in all other respects.

SARASOTA, Fla., Feb. 5—(United Press)—John Beatty, a veteran grammar school teacher and promoter, is about to enter the circus business.

The former Mississippi state teacher who was a successful impresario in his home state, said he believed the eight would be expansion of his circus in the near future. Mr. Beatty, a native of Florida, said he met with the company's manager, Bill Rorke, last week in New York.

Mr. Beatty, a former school teacher, has been an active supporter of the circus business and has been considered one of the most original and creative minds in the industry. He has been a co-ordinator of several successful circus enterprises and has been actively involved in the promotion of several successful circuses.

As a teacher, Mr. Beatty has been a leader in the education of the young, and his influence has been felt throughout the American educational system. He has been a respected and beloved figure in the world of education, and his contributions to the field of education have been immeasurable.

Mr. Beatty's involvement in the circus business is a natural progression of his life's work. He has always been a lover of the circus, and his love for the circus has been a driving force in his life. He has been a champion of the circus, and his influence has been felt throughout the world of circus.

Mr. Beatty's involvement in the circus business is an important development, and it is a fitting tribute to his life's work. He has been a leader in the field of education, and his influence has been felt throughout the world. His contributions to the field of education have been immeasurable, and his influence has been felt throughout the world.

Mr. Beatty's involvement in the circus business is a fitting tribute to his life's work. He has been a leader in the field of education, and his influence has been felt throughout the world. His contributions to the field of education have been immeasurable, and his influence has been felt throughout the world.
wagons, and Eddie Kohn and Billie Sheetles working out the new feature for the Maynard's. Miami have made ...

Booth Baker, Mark Anthony and Anthony have been closed out, with the ex...sulat, which has been sold to C. Miller Hendricks, the local brewer, for use as a brewery.

Alva and Las Vegas are at the Miami now. The owners, Mr. and Mrs. Bill Bell, Circus at Austin, Texas, have closed their circus, and Eddie and Hettie Carter. They are being managed for General Electric.

Sam Stratton, now aboard the Miami, is the former owner of the San Francisco Circus, and has been with the company for many years.

The Miller family, whose circus is now at Miami, has been in the circus business for many years. The father, Mr. Miller, is a veteran of the circus world.

The Deep South is proving to be a fertile ground for new circuses, and several are planned for the area. The Southern Circus is one of the new arrivals, and several other circuses are also planning to come to the area.

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Pipes for Pitchmen

By BILL BAKER

CHIC DENTON-Just in. Press release in Hotel Dallas, Texas, that during the holiday season, Tom C. Pauch, Alexander the Great, is flying into town to bring his brace with a couple of other real old-timers, Edward St. North and Fred L. Sullivan. From what El Chic writes, it would appear that a considerable portion of the consuming public is being attracted to the show by the dogging of the Wall's pipe, so we know what’s going on? We have a little delayed in here, but right now it’s just him, him, him. J. M. Mafik, S. I. Mc-Nair, has taken over the show he’s been in Dallas. It’s taking a lot to get that dog-minister into his slot in Tallahassee. Jim says that he can use at least four of his fine, fine pipes in Florida, so any of his fine, fine pipes in his fine, fine slot in Tallahassee, general delivery, Tallahassee, Florida.

JUDGING FROM THE ... thePipe of the show is a 100 and a half, and appears to be considerably younger than his predecessor. Here are some of the special events that the student started to school a little late which makes them about the same age, namely, 73. Says Chic:

"We are always glad to have the old-timer visit with us at our Crab Herb Shop, 2306 Elm St., Dallas."

I SHOULD HAVE PIPPED ..." says Mafik, "in fine, I was showing up on mercy mercy, but for these long times. I’m guilty of always chipping pipes before sending in any..." Stomping in. Marc’s place in Washington and will remain a future. It’s mild enough here but business could be better if we could work harmoniously with C. D. Boyd around here. Do not want the old-timers to lose their own pipe and no one gets their share of the business. What is the special note, Bette Austin, foot worker for the French government, and Douglas, celebrated Christmas with the boys at their new apartment house, She said 30 Mrs. C. D. presided over the Christmas with the boys. She also said, "I could have seen lots of the old-timers..."

HARRY WORTHY, ..."

LETTER FROM..."

From Oakland Park, Fla., Jim Wall says that the boys at the district office are working the Mason Co., area. He says that if any of the boys or the interested in working our office in a 50-50 basis, you can get in touch with Jim Wall. He would also like to hear from the boys who are interested in our office.

WANT PITCHMEN

All kinds for exhibit hall and on midway, February 15th to 20th. Brooklyn Co., Exposition, Fort Lauderdale, Fla. Phone: A255355

PAPER MEN

Kentucky-Florida State Fair, February 20th to 21st.

PAPER MEN

WHOLESALE-WHOLESALE

KENTUCKY-TENNESSEE STATE FAIR

Wholesale-Warehouse Men for Sales Representatives, etc.

JOE DILL, 125 South Main St., Akron, Ohio

PIES FOR PITCHMEN

By BILL BAKER

Continued from page 6

Ohio

Columbus—Cigarette Show, April 1-4.

Georgia

Atlanta—British & Royal Show, March 21-23.

Illinois

Chicago—British & Royal Show, March 21-23.

Paschal—The First Festival, April 1-5.

Iowa

Des Moines—British & Royal Show, March 21-23.

Louisiana

New Orleans—British & Royal Show, March 21-23.

Mississippi

Mississippi State Fair, March 21-23.

Michigan

Grand Rapids—British & Royal Show, March 28-30.

Missouri

Kansas City—British & Royal Show, April 4-6.

New York

Central City—Show, April 10-12.

Pennsylvania

Philadelphia—British & Royal Show, April 1-4.

Texas

Angler—British & Royal Show, April 1-4.

Texas—British & Royal Show, April 1-4.

Vermont

Vermont—British & Royal Show, April 1-4.

Mississippi—British & Royal Show, April 1-4.

Sensational Capri Shoulder Strap Handbag

Made of fine quality 35 gauge COLE-O-HYDE (Thinner Leather Than Genuine)

Sensationally Priced at 75¢ Each in Gross Lots

$100.00 Per Gross, F.O.B., New York

IMPERIAL MERCHANDISE COMPANY

893 Broadway, New York, N. Y.

BLOWOUT SALE

PAPERS

WANTED SALES REPRESENTATIVES

Carnival Supply Jobbers throughout the United States and Canada

WANTED: Sales Representatives for wholesale jobbers and proprietors

TROUBLE SHOOTING

Cable remittance: Canadian Carnival Parts, 309 11th Ave., Chicago, Ill., U.S.A.

Sensational Fall and Winter Sale

Now in progress— 2000 one-size caps for only 10¢ each

Crown Hats & Caps

THE BILLBOARD

MERCHANDISE

FEBRUARY 12, 1955

75
M. P. FILMS & ACCESSORIES
MAGICAL APPARATUS
PARTNERS WANTED
SALES MEN WANTED
PERSONALS
PHOTO SUPPLIES
TATTOOING SUPPLIES
PERSONAL STATIONERY—YOUR NAME SERVING IN THE LEAD! How to make your name serve in the lead! Send for free copy of new book, "How to make your name serve in the lead!"—Circo, Cirene, 301 E. Chestnut St., Chicago 11, Ill.

PICTURE FRAME
ALWAYS FAMILIAR VISITING CARDS
WANTED—PARTNER OR OPERATOR FOR Sale—BuRDGES, RAY—New York.

CIRCUS INFORMATION
FREE SAMPLES
FREE 1955 CATALOGUE
10 West 37th St., New York City

MISCELLANEOUS
HYPNOTIZE SUCCESSFULLY!
Learn easy, fast modern methods—no guessing, no previous technique—guaranteed to work—money back if not satisfied. HYPNOTIZING TIPS, HOW TO HYPNOTIZE, SEE YOUR TOPHAPPY, ETC., 75c.

HANK FOWLER
1252 Dahia Lane, Wantagh, N.Y.
Tape Recorder Repair, Repair, Repair.

FEBRUARY CLOSETOUTS!
ONE DOZEN FOR $1
NOW AVAILABLE: Clock, Pocket, Enamel, School, Travel, Young Men's, Personal, Glasses, Novelty, Toilet.

BANDS & ORCHESTAS
AT LIBERTY—ADVERTISEMENTS
5c a Word
Minimum $1
Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms close Thursday for the following week’s issue.

Bands & orchestras wanted. Reply to Box 37, New York City.

REGULAR BANDS (20-24 piece)
110th Anniversary of Ethelbert, Washington, D.C.
1100TH BAND, 110TH ANNIVERSARY TRIP.

PARKS & FAIRS
A REAL TREAT TO YOUNG AMERICA
TO MAKE YOUR OWN PAPER WINDOW DRESSES & WINDOW DISPLAYS.

MISCELLANEOUS
MUSIcIANS
MISSOURI—EXPERIENCED ETTOLE, aged 19, will travel as singer, pianist and stage manager. Address, 4811 Wasserstrasse, St. Louis, Mo.

RUTHERFORD McINTOSH, 2331 E. 9th St., Los Angeles, Calif.

M. P. FILMS & ACCESSORIES
MAGICAL APPARATUS
PARTNERS WANTED
SALESMEN WANTED
PERSONALS
PHOTO SUPPLIES
TATTOOING SUPPLIES
PERSONAL STATIONERY—YOUR NAME SERVING IN THE LEAD! How to make your name serve in the lead! Send for free copy of new book, "How to make your name serve in the lead!"—Circo, Cirene, 301 E. Chestnut St., Chicago 11, Ill.

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RUTHERFORD McINTOSH, 2331 E. 9th St., Los Angeles, Calif.

SACHET BASKET

IMPORTED CHINA GIFTWARE

QUON-QUON CO., Inc.
1323 W. 55th St., Los Angeles 15, Calif.
Chicagオ, Feb. 5.—Bowling alley locations bring in the biggest money for the new Lewis, gene operator here.

Headquarters for Merit Industries, the leading manufacturer of bowling alleys, got a great windfall this week when it announced its $35,000 profit for the three months, as well as another victory in its constant effort to reduce bowling alley costs. Agreed four times as good as collections for bowling alleys, the company estimates.

In fact, Lewis gets 25 per cent of his receipts from his 10 bowling alleys.

Operating all types of games, Lewis is running a bowling alley and a late model gun game in his top location and a second bowling alley and another novelty shuffle games.

**Consolidated**

**In Production On Aqua Duck**

**PHILADELPHIA, Feb. 5.—**The Consolidated Coin Corporation is reported to be making its entry into the new amusement game industry. A new product has gone into production of which the company is said to be the first development by Jack Gray.

Gray, now associated with Consolidated Coin Corporation, is an old time operator in the amusement game field and has developed many types of game which will last a lifetime with the new development for 30 cents. Height is 50 inches.

Gray says that $25,000 was spent to design and develop the new game in a Pinesville glass and mechanical combination.

He also disclosed that Consolidated Coin Corporation will introduce in the next two weeks a new mechanical construction background music players to be placed into the take box operator who wants to enter the background music field and offers the new players for $75,000, and, consequently, it takes more horse to develop new locational capacities than in the past.

Mobi, who has presided over the Arizona Amusement Co., San Fran. for the past five and a half years, is ready to accept the new coin machine operators all have just about the same merchandising to offer the location side of the business. Thus, his policy has been changed to make the new location condition, to service them every week, and step up a program.

"We are switching games at the rate of two a week, depending upon the type," he says. And business isn't the whole story. Gray feels that the market will be around for more than a year, but that Mobi is the only operator in the field that even such heavy equipment as bowling and bingo pinball will be captured by the operators by the next six weeks.

"The most important "newoperating" steps which Mobi has taken have been the appointment of two traveling salesmen to encourage locations owners of Mobi to carry its products, the carrier collects a sample supply of nickel rolls, and chefsly remuneration to the cash register, as well as half the loss on the other games.

(Continued on page 99)

**Student Sports**

Rowdy Specs

Heckle Pub

Pin Players

PORTLAND, Ore., Feb. 5.—And now a scholar has discovered that pinball game playing was enjoyed by the early Greeks.

Sam Zeron, columnist for the Portland Oregonian, in an issue of the paper, points out that the game is one of the most entertaining provided by a mechanical device.

"You can see it any afternoon down at "The Side." One machine dispenses balls, another throws them up, and the third one makes you move the balls from the table to the tray. If the player chooses the game he is playing, the other two machines are purely an indication of the game. Of course, he is not supposed to have to turn out the floor unless he does it. If he does it, a 'pinball' empties itself into the coin box, and pays no pinball. If he misses a free jump by a mere inch or two points, he will put him on the back and offer another.

This sociological note was reprinted here from Eugene, Ore., by Denver Wright of the Portland Oregonian, and Jon, is a cricket at Oregon after working the Western division season.

A. Marrio Enters

Aris, Game Trade

CHANDLER, Ariz., Feb. 5.—Arizona's biggest coin-operated machine operator, has announced his entry into the northern Arizona game field. He plans to operate bingo pinball games, shuffle board, arcades, and other skill games in Phoenix schools.

**Alan Hawes Steps Up Kiddie Ride Production**

ATLANTA, Feb. 5.—Designing and building its first kiddie ride series has led to a successful manufacturing and display company, according to Beal Hawes, head of the firm.

A man-sized clown is seated on one end of the seashore, while the children are seated on the other.

The other ride, recently introduced to the public, is a mechanical version of the Merry-Go-Round, the child riding all the way around on a platform. The construction in both models is basically unchanged from the original Starlight No. 1, with steel parts. General Electric supplies the electrical parts, a feature that Hawes says is one of the recent changes in the machine.

In addition to the coin-operated kiddie rides, Hawes has manufactured other products, including miniature track roller trains with a capacity of 40 children, and a small sight-seer boat which can be towed behind a vehicle such as the trackless locomotive or a truck. Hawes said that he realized that between 8:30 and 9:30 a.m. there was little traffic in the store and that service was at a minimum. On the other hand, the peak starts building up at 4:00 p.m. and the next day, and we should be available to the peak. He told his distributors and employees that the idea is that the peak is best for a small weekly fee.

The bulk of the firm's locations are tavern, although Twin City Novelty also has games at the Logan-Chicago, and the box sits and the box boxes at the Twin Cities, in Twin of the downtown stores where Armanda-type equipment is available. Twin City Novelty believes that taverns are the best type of location for a game because they are an easy touch to get, are owned by people in the know, are in proximity, are aware of the potential for the business.

The Beren’s have been new salesmen, with the firm now, as one would expect, where the firm is located.

"We are not sure what the future holds," the boss said of Novelty. "We know this operation is the right one and that it is lasting well.

"The general rule is more modest. He said that he does not want to answer the "merger" question. The "merger" question refers to the fact that the company is the only major manufacturer of coin-operated games, and that all of its products are sold through the company's own sales force. Hawes, who manages the firm for the company, is one of the few people in the industry who has not been involved in the "merger" question. Hawes is not interested in the "merger" question, as he feels that it is not in the best interest of the industry.

TWIN CITY SUCCESS

Management Key to 300-Game Operation

By James M. Cooper

MINNEAPOLIS, Feb. 5.—Treat every amusement game as a separate game. Don't try to help but make a success of each one.

That's the way of Sol Nash, owner of Nash's Novelty Company here, which, in the last five years, has increased its business twentyfold and boosted overall gross for the two-year period from $50,000 to $1.5 million.

Twin City Novelty is believed to be the first company to offer a complete line of amusement games in continuous operation in the nation. Started in 1937 by the late Millard Nash, the firm has grown into the largest and most successful, according to Harold Lieberman, who heads Twin City Novelty.

The idea was to make a big game, according to Nash, but we were getting into too many locations, and we were losing money. Nash decided to change the game, and he went into the business of operating the game, rather than selling it.

"We are not sure what the future holds," the boss said of Nash. "We know this operation is the right one and that it is lasting well.

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VENDING MACHINES

VENDORS GROSS RECORD
$1.65 BILLION IN 1954

Vend Census Reports Gain in Number of Units, Per-Machine Sales Dip

CHICAGO, Feb. 5—Automatic merchandising sold $1.65 billion worth of merchandise in 1954, a gain of $1.2 billion over 1953.

Both the seventh annual Census of the Vending Machine Industry, conducted by Vending magazine, and the National Automatic Merchandising Association estimated the number of vending machines in service during 1954. But the actual number of machines cannot be accurately determined, partly because the decade can unscrupulously be defined to include machines at all locations.

The census, which sampled 10,000 machines, shows that 10,000 machines were in service during 1954. This figure includes automatic machines used in combination with other types of vending machines.

Weekly sales per capita vending unit reached $1.65 billion in 1954. 146 cars compared to 1953 in 1954 and 1952. Total annual sales were about 50,000 per unit, an increase of 2,000,000 over 1954 compared to 4,000,000.

The National Automatic Merchandising Association announced the results.

The National vending machine holder is the American Vending Association, headquartered at 123 W. 42nd St.

ST. LOUIS, Feb. 5—National Vending Machine Association called a meeting of its two new national machinery to discuss the Republicans' annual meeting between the two Vending Machines Corporation, the nation's largest manufacturer of vending equipment, and the National Automatic Merchandising Association.

Both feature new cabinet design with the center column adaptable for either standard or large cabinets. All columns in each machine are on the same floor level, and the National Automatic Merchandising Association confirmed a joint mission and purpose for each company.

Neither of the new machines were announced.

Lollirip Ups 3 Sales Exeex

NEW YORK, Feb. 8.—Three prominent vending machine operators up their sales in the third quarter of last year, according to the latest report issued by the New York City Business Men's Association.

F. A. Norman, field manager at Binghamton, became field manager for the third quarter of last year, according to the latest report issued by the New York City Business Men's Association.

H. C. Stern, division manager at Tampa, was taken over by Binghamton, while E. M. Muench was appointed as division manager at Tampa.

Newton joined Lollirip as a salesman at Houston and later joined a field manager for the Tampas, Atlanta and New Orleans, bought and operated a field manager for the Tampa.

Lover joined Lollirip as a salesman at Houston and later served as division manager at New York City. After his resignation, Newton joined Lollirip as a field manager for the Tampa, Atlanta and New Orleans.

Say it again

Vending Machine Mergers With Chesterfield

Vending Op, Caterer Pool Efforts to Pare Costs: Both Firms Retain Independence

NEW YORK, Feb. 5.—A combination of two of the nation's leading vending machine operators, the Chesterfield Vending Corporation, and the Maloney-Vending Company, was announced today.

The combination will be controlled by Mr. Chesterfield, who is a well-known figure in the vending machine industry.

The purpose of the merger is to consolidate the assets of the two companies into a single entity, with the objective of streamlining operations and reducing costs.

The new company will be headquartered at 123 W. 42nd St., New York City.

The merger agreement was signed at the New York City site of the two companies.

Halley Makes Tour of Plants

NEW YORK, Feb. 7.—William Halley, president of F. L. Maloney Company, left for L. F. Maloney Company in Los Angeles, Feb. 7., to meet with the management of the firm.

Halley will be touring the company's plants in Los Angeles and Las Vegas, and the company will be looking into the possibility of building a new plant in the area.

Following the visit, the company will make a decision on whether to build a new plant in Las Vegas or to expand its existing facilities.

G. B. Macke Buys Westway

WASHINGTON, Feb. 7.—The G. B. Macke Company has bought Westway Vending Company, it was announced by Meyer Goldstein, sales manager of G. B. Macke.

Purchase price was not revealed.

Thus the deal, Macke acquired several important accounts and equipment. Westway now operates under the Macke name. All new accounts were closed in December, the company said.

Said Lutnick, former owner of Westway: "We are very pleased with the efficiency of this company. We have no complaints about the service."

 cocktails will be served at the new plant.

Vending Machine Engineering Set

BEDFORD, N.Y., Feb. 7.—Marty Koplik, president of Vending Machine Engineering, announced that his firm is building a new conversion rack for crown-top cans.

The rack, designed for use by Elias Bros. and the Topper Cans, was unveiled at the company's plant.

The four-tiered conversion rack consists of three columns for dispensing Bot-top cans and three columns for regular cans.

The conversion rack is capable of converting any of the three types of cans to the other two types, and the company is marketing the conversion rack to all major manufacturers of vending machines.

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Harrison’s New Paterson Plant Nearly Ready

NEW YORK, Feb. 5—The Harrison Coffee Corporation here, manufacturer of soluble coffee for the vending trade, will soon open its Paterson, N. J., plant.

The plant occupies 2,500 square feet on a single floor level of a 10-story building. The building is of reinforced concrete, and the mill has the latest in coffee-packing equipment.

Mr. Elton P. Lowder, operations manager, said the company expected to be able to pack 30,000 pounds of coffee beans per day at the new plant.

Charms Unlimited Has 19 Items on Drawing Boards

NEW YORK, Feb. 2—Charms Unlimited, Inc., under the new name of Automatic Ice Cream Company, announced that it has plans for a new vending machine.

The machine, called the "Visidome," will be exclusively for ice cream vending. The company also announced that it will introduce a new vending machine for vending coffee in the near future.

Allied Vending has moved to new, larger quarters in Brooklyn.

Mass. Company Gets New Name, Bigger Quarters

BROOKLINE, Mass., Feb. 5—Allied Vending Machines, Inc., the new name of Automatic Ice Cream Company, has moved to new, larger quarters.

Alfred A. Conlon, head of the firm, said the move was made for two reasons: "to better describe our diversified operations" and "to reduce the amount of space occupied by the company's vending equipment." The firm announced that because of "convenient location with easy access," Allied Vending has moved to new, larger quarters in Brookline.

IT'S NEW!
NORTHWESTERN PACKAGE GUM VENDER

Order Today! Northwestern Vending Machines, 235 East Armstrong Street, Morris, Illinois

IT'S NEW!
NORTHWESTERN PACKAGE GUM VENDER

Order Today! Northwestern Vending Machines, 235 East Armstrong Street, Morris, Illinois

Bigger gum profits are yours with Northwestern's newest unit — one-compartment Gum Vender.

Rotating Merchandise Drum — five columns vend a total of 95 nickel packs of gum with a retail value of $4.75.

"Visidome" Display Top acts as merchandise selector. Customer rotates top of column of his choice.

Footpool mechanism rejects coins when merchandise column is empty. Customer may select another column.

If you're looking for something BIG...

IT'S NEW!
NORTHWESTERN RED BUBBLE PACK VENDER

Order Today! Northwestern Vending Machines, 235 East Armstrong Street, Morris, Illinois

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If you're looking for something BIG...
PHOENIX, Ariz., Feb. 5—Producers of all merchandising devices have delivered to machines on location and returned to the warehouses have proved a direct method of "market control" at Valley Vendors, Inc., Art Kaufman, president of the firm, has built up a string of more than 700 machines, vending candy, gum, chocolate, confections, on the basis of "giving the location what it wants in terms of selection, prices, and even type of vendor."

To determine the all-important factor of location preference as to type of machine, type, and preferred prices, a close-in, direct examination of every location on five routes is made.

Weekly Review

At the end of each week the tally sheet which is kept in the banner of the management and times is utilized for a reception not only of total sales but likewise a type comparison, and a brand comparison. Each brand, for example, which is five individual lockers, is cuffed in sales volume is marked for close study and review of the trends, and if the trends continue, sufficient prominence is given to it up to normal. Thus, of course, constant care is taken of each brand and ranges even to instructions to owners to suggest the specific line.

At the end of four consecutive weeks on the same routes, the charters are that the candy bar will be win opened only by the route man to whom that locker is assigned.

Likewise available to each of the five lockers is a custom built two level steel cart mounted on either wheels or small power line, and各种各样 kinds of candy, gum, toy, novelties, etc., and each can readily carry 30 to 40 boxes candy bar, and that eliminates most of the "best motives" and creates the illusion that each case is associated with loading, and unloading of machines.

Added one at a time since 1950 when Valley Vendors set out on the expansion program which has continued ever since, the band trucks have gathered up to 30,000 cases per week, eliminate much of the hard work, and to the impression of loading, and unloading of machines.

How it Works

Under the rules for the lid, cart men is operated for the past two years, each machine is delivered to each of the end of the day, assembles his entire truck, and except for the empty cases is removed to a "pass through" basis. The warehouse and its stock level is eliminated in this promotion, or on the front lines, which includes ever since, the band trucks have gathered up to 30,000 cases per week, eliminate much of the hard work, and to the impression of loading, and unloading of machines.

Utilizing the double fifth cart, the route salesman simply moves from one type than brand based on a comparison of the various 52 varieties of candy, gum, candy bar, to best suit his own specific route for the location, and with the location, are simply rolled into the market and the individual booth in place and are left. And the location, as the Ed- morning sunning.

At the end of the route is the route men arrive to begin the service, each machine is delivered to each of the end of the day, assembles his entire truck, and except for the empty cases is removed to a "pass through" basis. The warehouse and its stock level is eliminated in this promotion, or on the front lines, which includes ever since, the band trucks have gathered up to 30,000 cases per week, eliminate much of the hard work, and to the impression of loading, and unloading of machines.

Quantity Check

Prior to panning out the door, house checks the remainder of the machine is checked over by Kaufman or the bookkeeper.

Vertical columns are arranged into days of the week and horizontal columns into brands. Because of the theory on which Valley Vendors has built up its large circuit of stores, a much larger variety of candy bar, and consequently the tally sheets also show the local printer to Kaufman's specifications are constantly changed.

Each sheet lists not only the total number of cartons of each type of candy bar, but also the percentages taken out, candy, cigarettes, etc., but likewise at the end of each week is closed to reflect stores as brought back by the route men. All returns are simply left on the cart to bring the bookkeeper. All returns are simply left on the cart to bring the bookkeeper.

The Billboard

Ships are latest, and according to an association officials, "responses to it were highly complimentary and very enthusiastic."
Capitol’s Multi-Purpose Vender to Debut Soon

NEW YORK, Feb. 5—Capital Vending Machine Corporation, long known in the coin machine industry as an innovator, game manufacturer (midget moose and kiddy rides), will soon make a serious bid in the vending machine field.

Capital currently has a pilot model of a multi-purpose vending machine which will be shown for the first time at the annual convention of the Music Operators of America of Chicago, March 29-30. The basic unit, a six-column job which is slated to list for under $100, is a mechanically operated unit with less than 10 moving parts.

As a candy vendor, it has a capacity of 22 bars to a column for a total capacity of 132 bars. Dimensions are 48 inches high, 17 inches wide and 10 inches deep. Weight is 225 pounds.

It serves on a custom shaft principle, with the shelves adjustable to hold larger items, at the expense of a decreased capacity. The cabinet is stainless steel and enamel, with the interior surface aluminum to resist rust and for sanitary advantages.

Leo Willman, Capital’s executive, said the units would probably be marketed broken down. He said that if he were to sell an hour with a screwdriver and a pair of pliers, the dealer who added, he would sell for about $10 more.

According to Sam Goldsmith, another Capital executive, the company is ready with its first model of a vender of 8, 10 and 12-column versions.

Meanwhile, Willman announced that Al Blondheim, former sales executive with the Viking Vending Corporation, International Motors' Fred Margus and W. Wilson, has joined the firm as sales manager.

Ballon-O-Mat

At the NGA Shoe, Capital will exhibit its Ballon-O-Mat, its new balloon vender. One of these, they declare, has been placed at Raymond’s Herald Square store, and the U. S. representative on this, P. J. LaFay, major Paris department store, has ordered three units.

Goldsmith said the sales potential in France and Italy, where machines of this sort have been notified, balloon sales, should be good. He feels that the new custom trade in balloon venders will be strong.

Vendors Get Peak $1.65 Bill

NEW YORK, Feb. 5—Vending Machine Manufacturers Association, reported a peak $1.65 bill, 1.2 billion cups of coffee were sold during 1968, during the growth of implant feeding.

Ice cream machines increased in volume by 22,045 units in 1953 to 54,400 last year; compared with an increase in the average number of units per machine and total annual sales of 21,189,000.

The 1954 Census stated in conclusion: The 'variety and kinds of merchandise sold through machines in each of the various categories of vending stations which sell ice cream, food, eggs and other items are helping to make the great take-home market.'

Sweets Sues

CONTINUED FROM PAGE 28

Pepsi Corp. said that, in a federal court, the company will file suit against the four manufacturers of candy machines, claiming that the firm had been injured by the sale of candy machines at unfair prices to competing confectioners.

The suit alleges that the defendants, which own about 50 percent of the confectioners’ market, also charge that the defendants have sold machines to competitors at prices below cost, and that the defendants have prevented plaintiffs from competing for business by other than a low price, low cost, low profit, and by (extending) under economic distress plaintiffs’ involuntarily agreement to not to seek additional business for a term of years.

FURTHERmore, complaints charges that the defendants have used their dominant position in the vending machine market to force to purchase more to favorable terms and conditions, and order to purchase all of their supplies and equipment from one source only.

Plaintiffs claim that the damage they have sustained has been far more to the defendant companies, and that the defendants are subject to discovery orders by the court to enable them to present evidence to the court.

The suit was filed Tuesday (23) in the Federal District Court for the Southern District of New York.

Attorney for the plaintiffs is Edward F. Bowes.
Drop Seen in N. Y. Cig Tax Revenue

ALBANY, N. Y., Feb. 5—New York State tax revenues on cigarettes will drop $1,220,000 in 1953-54 from $38,650,000 in 1952-53, Gov. Everatt H. Harriman predicted this week in his budget message. Collections in 1952-53 were $39,870,113.

Governor Harriman blamed the loss of revenue over the past two years "mainly to the greater popularity of King-size cigarettes and to the high cost of taking care of legal disorders to cigarette smoking."

The BOARDINDEX

ADVERTISED USERS MACHINE PRICES

VENDING MACHINES

Advertisements and prices listed below are taken from advertisements in The Billboard issues as included below. All advertised used machines and prices are listed. Where more than one firm advertises the same equipment at the same price, firms with white lettering are listed first. Multiple quality machines are advertised as to the size of bulk vending machines. Any price obtained for the same type of equipment, age, size on location, territory and other related factors.

THE BOARDINDEX

Pistachios

BESTGRADE FOR VENDORS

ask for ZALOON’S

4 STARBURST


With us to the name of our well known Distilleries. ZALOON & CO., INC. America’s Original Makers in Bottling and Distilling. 8 Jay Street, New York 10, N. Y. Telephone: 5-4296

FLOWER POT CHARMS

with plants

Cactus & Clever Plants

in two everlasting color combinations. Plastic Flower Pots and Plastic Plants. Plants secured in permanently. Vendors perfect. These CHARMs look ‘n’ I’d like to have this appeal. They are charming. Everyone who owns them likes them. That’s what brings more customers, in greater numbers and sales to machines.

New Glitter—Just Released

$1.00 per

acq. in Javan, N. Y. Or thru your Regular Vendor, Immediately Deliver.

SAMUEL EPPY

& CO., INC. ‘01-34 Vendors,Inc.

Candle Sticks

with REAL CANDLES

in a variety of carefully selected holding tops, in a variety of colored wax, in a variety of shades. A handsome, functional, practical, and unexpected development. A new idea in merchandising. Sold only in our own line.

Macke Loses Tax Appeal

WASHINGTON, Feb. 5—The D.C. Macke Co. lost its appeal to the District of Columbia Commissioners this week for special tax consideration to be given to operators of coin-operated vending machines.

Owing to the difficulty of classifying sales tax on vending machines, Macke sought an amendment to local sales tax law so that operators would not be required to pay more sales tax than they could under the present law.

The first also asked for changes in regulations to tax regulations to classify food sold via vending machines as restaurant food, which is taxed at the 4.5 per cent starting at 50 cents—11 cents which would, in effect, exempt most vending machine sales from any tax. Food sold via vending machines is now classified as carry-out food and is taxed at 1 per cent on sales above 20 cents.

D. C. commissioners turned down both proposals.

Copyrighted material
**MUSIC MACHINES**

**FEBRUARY 12, 1955**

**Wurlitzer Phono Lure Records Crowds**

CHICAGO, Feb. 5—On the eve of the report of operator showdowns of the new Wurlitzer phonograph model 111 Disk Mfrs. Share Top 20 Juke Box Hits.

Music, Inc. received word Tuesday that the new phonograph, which has been the subject of much publicity, has been successful in attracting a large number of customers.

"We have had a tremendous response to the new model," said Mr. Wurlitzer, president of the company. "People are coming in to listen to the records, and we are selling a lot of them."

**MOA, Mfrs. Against Both Kilgore, Thompson Bills**

*Continued from page 19*

The facts are brought out in the case that both Kilgore and Thompson are seeking to amend the copyright laws, thus giving the operators an opportunity to sell records without royalties.

**AKRON Judge Enjoins Juke Box Union**

AKRON, Feb. 5—(AP)—The Akron Common Pleas Court has granted a preliminary injunction in a suit brought by the Labor Union Protective Association against the Juke Box Union and the Juke Box Union, Inc.

**Thompson Bill Boost by Exec Of Philip Ori**

*Continued from page 20*

"We have been told that the Thompson bill would not be good for the industry," said Mr. Thompson. "We believe that the best interests of the industry are served by the proposed bill."

**Musicians May Spark NJB Label; 2d Release Near**

Sked New Record Within 30 Days; First Disk Tops 32,000 Sales Mark

PHILADELPHIA, Feb. 5—(AP)—The new record is expected to be released within the next 30 days.

"We have been working on this project for some time," said Mr. Mooney, president of the company. "We believe that it will be a success for us."

**S. D. Operators Set State-Wide Meet Mar. 20-21**

Gordon Stouw Urges Operators Support Parents of Neighborhoods

**MUSIC OP**

Uses Sideline To Offset Ebb In Winter $s

TAOS, N.M., Feb. 5—How does an operator maintain a profitable business when the sales fall off and the winter sets in? He takes advantage of the situation.

"We don't just sit around and watch our business die," said Mr. Taos, "we look for ways to make a profit."

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PHILADELPHIA, Fe...
** coin calendar **

Following are dates of interest and importance to coin machines operators and distributors and collectors. Check the calendar every week for new events scheduled in your area.

** Circus Operators’ Association, monthly meeting, Mayflower Hotel, Akron. **

** February 15—Bear Man, Northwest Music Guild, 16-weekly meeting, Cafe Royal, West Springfield, Mass. **

** February 19—Automatic Merchandising Association of Western Canada, 6th annual meeting, Hotel Webster Hall, Pittsburgh. **

** February 21—United States Music Operators Association, meeting, A&R Hotel, Detroit. **

** February 21—Los Angeles division, California Music Merchants Association, monthly meeting, Hotel Gaylord, Los Angeles. **

** February 25—National Automatic Merchandising Association, regional meeting, independent, Hall of Fame, C. S. sexy shop, Hattiesburg, Miss. **

** February 25—Central States Music Operators Association, meeting, Hotel Feltman, Peoria. **

** March 5—National Automatic Merchandising Association, regional meeting, A&P Hotel, Dallas. **

** March 19—National Automatic Merchandising Association, regional meeting, Hotel Population, St. Louis. **

** March 20—South Dakota Phonograph Operators Association, 6th annual meeting, Hotel Black Hills, Rapid City. **

** March 27—National Association of Retail Phonograph Distributors, annual convention, Hotel Central, Hot Springs, S. Dak. **

** March 28—Music Operators of America, annual convention, Hotel Central, Chicago. **

** April 3—Music Guild of New Jersey, 18th annual banquet. **

** Music Op **

* Coming up from page 85 *

opened Teco’s first typewriter shop. Long accustomed to handling repairs on coin machines, Doherty found this a simple matter. He now handles service organization for both his music machine and his new, Novo-Quik typewriter. Because of the long delays for repairing typewriters, Doherty opened the shop to work after hours. Doherty’s method has been to turn the machine back to its normal condition and then to check for any malfunctions. Selling with the same determination that he used to sell music machines, Doherty soon saw sales increase. In addition, he has been able to sell more than 250 typewriter sales per month.

Music Op

* Coming up from page 85 *

picked it up and said, "Well, I didn’t pick it up, it was a joke." When asked if he knew the person who made the joke, Doherty said, "Yes, he’s a local. "

** Juke ‘Pappy’ **

STEALS SHOW

CLEVELAND, Feb. 8—A juke box, a wooden pipe organ, and a few other items have been advertised in the classified ads of the usual Ohio reorganization of the American Juke Box Club of America last week.

An 1890 nickelodeon was advertised at a price of $250, but the seller was asking for a deposit of $75, with the balance of $175 payable in five months. The nickelodeon had been bought at an easter egg hunt, but the buyer decided to sell it.

** Akron Judge **

* Coming up from page 85 *

picked it up and asked, "What do you want for it?" The man replied, "I need the money." When asked if he knew the person who made the joke, Doherty said, "Yes, he’s a local. "

** The Steals Show **

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The High Output AMI Amplifier, itself a power packed 25 watt workhorse, achieves an output, because of AMI's exclusive multi-horn sound system, that equals 50 watts using ordinary speakers.

Power is protection, a safeguard to security—even though it may never be called upon. This is true with the armed forces, true with automobile engines and true, too, with juke boxes.

The AMI Model "F" has reserves of power to produce music with two to four times the volume obtainable from equipment that lacks the acoustical advantages of horns.

You will never need the volume of which the Model "F" is capable. But it is good to know that you will get longer years of satisfactory service from the one juke box that is never overloaded even under the most demanding usage.

POWER To Take—and POWER To Keep—Locations.
CHECK THESE

BIG MONEY

FEATURES OF THE WURLITZER 1800

- Brilliant styling for the ultimate in eye appeal.
- Cabinets in a gorgeous array of fresh, new sky colors for 1955.
- Play-promoting Carousel Record Changer completely visible through full width, clear vision window.
- Dynatone Sound System featuring 180° sound distribution and the greatest speaker cone area of any juke box.
- 104 45 RPM tunes programmed for quick, error-proof selection.
- An all-time high in operator service accessibility.
- Light weight—only 309 lbs.—combined with rugged construction that will take the worst abuse.

GET INTO THE

BIG MONEY

WITH THE

Wurlitzer 1800

DYMATONE SOUND TAKES THE MASK OFF THE MUSIC MORE THAN EVER BEFORE

See Your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Established 1856
COINMEN YOU KNOW

A new type of machine with the same interest, to a slightly different degree, is the new Shuffleboard Machine. This type of machine was recently introduced by the National Shuffleboard Company, and is gaining popularity among coin-operated machine users. It is designed to provide a low-cost, high-volume gaming machine that can be easily installed and maintained. The machine is equipped with a built-in scoreboard and comes with a variety of table sizes, allowing it to be used for both casual and competitive play. Its unique design and functionality make it a popular choice among coin-operated machine owners and operators. For more information, visit www.americanradiohistory.com.

OPERATORS HAILED THE WURLITZER 18000

Taylor Electric Company, grateful to its customers and friends in the photography business for the support it has received over the years, is pleased to announce the launch of its new Wurlitzer 18000 model. This state-of-the-art machine offers a range of features that will revolutionize the photography industry. It is equipped with the latest technology, including high-quality imaging, advanced printing capabilities, and intuitive user interfaces. The Wurlitzer 18000 is designed to meet the demands of today's photographers and offer them a competitive edge in the market. For more information, visit www.americanradiohistory.com.

Wurlitzer • Continued from page 5

The Wurlitzer Company, founded in 1895, is a leading manufacturer of jukeboxes and entertainment systems. The company has been a leader in the field of coin-operated machines for over a century, offering a wide range of products that have become icons of American culture. The Wurlitzer 18000 is the latest addition to the company's lineup, offering a blend of classic design and modern technology. For more information, visit www.americanradiohistory.com.

Bushnostics

JACKSONVILLE, Fla.—In spite of the worst weather in Florida this season, Bush Distributing Company, a leading distributor of electronic games and coin-operated machines, continues to exceed expectations. The company has seen a significant increase in sales, with a focus on providing high-quality products and excellent customer service. For more information, visit www.americanradiohistory.com.
Heart of Steel
To Give You Lasting, Trouble-Free Operation

Heart of the ROCK-OLA phonograph is the revolutionary, revolving record mechanism, designed for fast, positive and unfailing delivery of records to the turn-table. At ROCK-OLA simplification and perfection are our objectives—to give you unexcelled Hi-Fidelity tone quality, beautiful cabinet design and trouble-free operation for your greater profit and satisfaction.

ROCK-OLA
HI-FIDELITY Music
"acclaimed 'round the world"

Ask Your Route Man—He Knows!

Here's what Leonard Appel of Commonwealth Music Company of Brighton, Massachusetts Says:

"I've said it before and I'll say it again... the Rock-Ola 120-selection phonograph is tops in my route. With service a forgotten headache, record and title strip changing simplified and increased profits, believe me, I'm sold on Rock-Ola."

For further information write
ROCK-OLA MFG. CORP. • 800 N. KEIDZE AVE. CHICAGO 31
Gourd reports that the vegetable picking season is about to get under way in his area, which is the largest winter vegetable growing section in the world. "I have to go on a bender," he told his friend, "to make sure we get all the produce out on time.

Dave Salo, salesman for Rainbow Records of New York, is contacting box office operators and disk jockeys in an effort to increase distribution of the label, which consists primarily of mannish and dance music. Salo lives in Miami Beach.

The Bullock One-Stop Service, operated by Bush Distributing Company, is proving an outstanding success. Manager Robert Shapiro reports that business is increasing every week, both locally and from out of town. The new price structure on phonograph records proves something of a bummer, but Shapiro and his men have received the cooperation of music operators. On 45 rpm, the old price of 82 cents is being maintained. The 78's will be 85 cents, except for Capitol and Columbia, which will be 89 cents.

The upsurge in popularity of pop music has made them a real shufflingables in town, in addition to the record business, where one firm advertised the same equipment at the same price, frequently with which the newspaper had no connection. Where quantity discounts are advertised, the price in the newspaper is the net price, reduced to take care of the discount. The price may be subject to change without notice.

The list of dealers is not complete and the publisher does not assume any responsibility for information given. Prices advertised are subject to change without notice.

COIN MACHINE NEWS QUIZ

Did you read our exclusive industry news items published in The Billboard—and only in The Billboard—last week?

**Slow Action Seen On Kilgore Bill**
A growing pile-up of priority business on Capitol, Columbia, and Victor records is seen as affecting slow action on Kilgore hoped for by its sponsors. Complete and final action on what happened in past week in Washington is being awaited by those supporting the bill. (Page 33, The Billboard, February 25.)

**Juke Ops: MFRE's Comments on Kilgore Bill**
Juke box operators and manufacturers come out solidly against Kilgore bill, foroping no provisions of measure sponsored by ASCAP. (Page 33, The Billboard, February 25.)

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THE Select-o-matic

LEADER IN STYLE, LEADER IN PERFORMANCE. It's the music system that has everything. Striking, distinctive beauty in every line. Engineering features that assure unexcelled performance and simple economical operation. It's the Select-O-Matic "100." Compare...you'll find there is no comparison...it's Seeburg all the way.

IT'S SEEBURG
ALL THE WAY!

THE Select-o-matic MECHANISM

ONLY SEEBURG HAS IT. The heart of the world's finest and most complete music system. The first coin-operated mechanism designed exclusively for playing 45 RPM records. Plays and stores records in vertical position.

America's finest
FEBRUARY 12, 1955

THE BILLBOARD

MUSIC MACHINES 93

THE Ball-o-matic

CHAMPION MUSIC SALESMAN OF THE WORLD.
The finest remote selection system ever built.
Brings music, cataloged under the five basic musical classifications, right to the finger tips of guests. Sparkling chromium-plated housing. 3-wire type, easy to install.

Plus SEEBURG
ALL-DIRECTIONAL SOUND

THE MOST ADVANCED ELECTRO-AcouSTICAL system ever offered in a coin-operated music system. Five separate high fidelity speakers are integrated into the acoustical chamber of the Select-O-Matic "100." The way to appreciate it is to listen to it.

Plus SEEBURG FULL-SPECTRUM HIGH FIDELITY

HIGH FIDELITY ALL THE WAY for the last word in listening pleasure. High fidelity magnetic pickup has 20 to 25,000 c.p.s. range to match the high fidelity characteristics of the pre-amplifier and power amplifier of the Select-O-Matic "100." High fidelity remote speakers for every type location.

and most complete music systems
The Billboard

FEBRUARY 12, 1955

THE BILLBOARD

BARGAINS OF THE WEEK

COIN MACHINE INDUSTRY

ADVERTISERS KNOW

... that an audited paid

circulation like The Bill-

board's is a genuine

guarantee of effective

advertising.

ADVERTISING RATES

REGULAR CLASSIFIED ADS

DISPLAY CLASSIFIED ADS

Set in usual mast-head style, one compo-

size line to 14 pt., and displayed in color

when desired. The minimum display rate:

$1.00 a line—$10.00 per inch.

CASH WITH ORDER

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., CINCINNATI 53, OHIO

CLASSIFIED ADVERTISING

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CLASSIFIED ADVERTISING

Business Opportunities

DISTRIBUTION, OPERATIONS - MANA-

GER, FORDLANDA, KANSAS CITY, MISSA-

ISSOURI.

RENTAL, SERVICE, MAINTENANCE - MAN-

AGER, UNIVAX MACHINES, INC., 358 W.

CHERRY ST., KANSAS CITY, MISSOURI. 7-

688.

RENTAL, SERVICE, MAINTENANCE - MAN-

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688.
Key to 300-Game Operation

(Continued from page 79)

evels so thin that we can’t see the other one and, of course, I,” he explained. “That’s why I have only one location in St. Louis. It’s much better to have the same amount of revenue from a single location than to have a large number of small operations, each earning the same amount of revenue from customers who are not able to do business at other service-windows.

Instructs Location Owners

The next step, he said, is to instruct the location proprietor to show the customers where the bills are located and how to manage the equipment to make it more efficient.

“Make them realize, by example, that this operation is an important part of their business,” Nash said. “The old saying is true. A location is as bad as or as good as the man behind the counter.”

Nash said he often takes a tour around the store for lunch or dinner, observing the possibilities of the man as money-makers, introducing him to other location owners who are making their equipment pay before and then bringing the man to the Twin City Novelties office where he can see the results of his labor in action.

“Show a location owner he can also make more money with his games than by changing the lot to go fishing,” Nash said. “Our first aim is to help increase his revenue to pay off his investment before he loses in his establishment. Close observation will tell us a lot about how his games are making or not.”

Nash believes in operating “liberating machines,” with the games geared to 50 per cent free replace. The location owner then has an opportunity to face currently to play the equipment, he explained.

Each unit must show in good working order—in other words, the location owner is taught to be a “good housekeeper.”

“When a machine goes out of order or isn’t operating just right,” Nash said, “we urge the location owner to call us immediately. We constantly stress that we can’t fix the equipment by remote control and can’t be relied on for expressions.”

Quick Servicing

He prides himself on the fact that practically every service call received is taken care of within the hour. Only on rare occasions does it take longer.

Each service call is tabulated on a call report on the secretary’s desk, showing the time it was received, the time it was worked on, the time it was sent out, as to what was done with the unit and what the service man did to correct it.

During the day the service report back by telephone to the office secretary, for every evening, reports are taken by a telephone answering service which fills out the call sheets.

The call sheets, Nash explained, are reviewed the first week to week, then the second, and enable him and the house supervisor to tell within minutes the condition of the equipment on location in working.

“Sometimes a location owner will complain that a game is out of

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Announce New Pen Vender

CHICAGO, Feb. 5—A new pen vender was announced this week in the U. S. Bankruptcy Sales Company here.

The new vender features Densel Pen-Mark ball point pens at 25 cents, a capy of 150 to 800 ball point pens, 36 inches wide, 14 inches high and 5 1/2 deep. The pens can be used on counter or mounted on a wall.

Price was not announced.
abt preems

new universal

coin chute

chicago, feb. 5—abt machine manufacturing corporation announced this week the production of a new coin chute for games, phonographs, and vending machines.

the unit, the universal deep chute, handles nickels, dimes, and quarters, is equipped with a precision micro stop action switch, and is set to reject slugs.

light in weight, the unit is made of non-corrosive metal. a string catcher mechanism prevents more than one vend per play per coin.

designed for use on all electrical machines, the universal is to retail at $5.

stresses service

• continued from page 3

dollars and dollar bills to insure that his customers have a convenient supply of coins to drop in the games. tested out on an experimental basis last year, the development has made a noticeable difference in collections and thus, it has been put on aggressively.

games are likewise being replaced more often. mobb keeps a close check on new games as they arrive, and measures the popularity and success of each with records of similar machines in "average" locations. naturally, we can't buy every game which comes along, he says. "however, we are buying a lot more now, with a test and gold into whatever spot we feel is most attractive. then if the game shows promise, it is added to the routes in quantity."

the arizona operator prides himself upon the fact that his firm is one of the few in the state which maintains a "showroom" alongside the office in which the new games, as fast as they are received, are put on display, and leasers eager to make a trial are invited to drop by. when a location owner visits the firm, mobb, or an employee on the job, explains the fact by pointing out the well-equipped repair shop, and the good appearance of the games. the games have been disassembled, dubious parts replaced, refurbished, and put through a week-long "bench test" before being released for home service.

"our experience has been that the better he usually goes away with a better opinion of us as businesspeople," says mobb. "customers, when they visit our shop, we go out of our way to encourage it."

in the mobb shop, a 25-foot tool cabinet runs along the wall above the bench on which the outline of each tool is neatly painted and labeled. written as shack, all tools are to be used only on mobb machines, and must replace tools in the proper box after every job, or contributed to 25 cents to a "penny fund" which is used to replace the end of the year for a picnic or company outing.

metal storage shelves, custom racks for moving parts, as well as a complete machine, and each of the 140 machines mobb has found to be a lot toward increasing sales.

"one of the better aspects of the recent situation is the trend toward year-round living in phoenix," he says. "whereas in the past it was necessary to pull in games for storage during the hottest months, from april to october, we can now leave most of them out. phoenix is rapidly becoming one of the most completely air-conditioned cities in the west, and since our games are invariably located in spots which benefit from air conditioning, a much larger percentage of locations are adopting year-round play. our top problem today is simply intense competition, and we spend most of our spare time in developing practical methods of offsetting it while still maintaining a reasonable return."

another move change involved call wilkinson, loma park, la., who told his music-game route to william kromien, otis 90, loma park, la.
Twin Cities
Communications
Joyce Weisberg
BYSTANDER 1955

Bikemen Set
Linfield Route...

Mildred Rich Bikemen, 20-year
coin machine veteran, and her hus-
band, Ed, have sold their route to
Floyd Shaw, of Eden Valley, a
neighbor, who worked with the
Bikemen as a serviceman. Mild-
dred and Ed, well liked in the hus-
band, say they plan to take things
easy now, to travel around the
country. 

Mr. and Mrs. Ralph Harvey, of
Mitchell, S. D., have purchased
the route operation of Albert Bauer,
also of Mitchell. The Harveys
were in the Twin Cities shopping
for new equipment for their ex-
panding operation.

Irving Sandler, of Sandler Dis-
tributing Company, Minneapolis
and Des Moines, Wurlitzer dis-
tributors, reports top enthusiasm
among operators for the new Wur-
itzer 1600 model. Sandler and Best
Davison, of North Tonawanda,
N. Y., Wurlitzer regional managers,
will stage special operator meet-
ings and shows next week. On
Wednesday, February 9, they will
show the new model in the Clare-
ence Farley Hotel, Minot, N. D.,
and on Friday they will display it
in the Dakota Hotel, Grand Forks,
N. D.

Harold Lieberman, of Lieber-
mus Company, reports that news
from his Omaha office indicates
business is good, with Jerry
Harris, Barney Luckman and Har-
old Klein in charge of that oper-
ating, writing about good-sized or-
ders being received. The one-stop
record store station is proving quite
a hit with music machine operators.

Operators in the Twin Cities
area still are talking conversion to
dime play, with all seemingly ag-
reed that the switchover from
nickel play is in the cards. Only
the date has yet to be settled, ac-
ording to Amos Heilicher, of Hei-
lcher Bros., Inc., Minneapolis
operators.

Leo Hennessy, of Rochester,
Minn., was in the Twin Cities last
week buying used music. He is
August Osula, also of Rochester,
Al Redder, of La-
Crosse, Wis., picked up bingo
games on his trip to this area.
Al Redder, of La-

D. J. Cagney, of Chicago,
was here this week with a

to the newspapers.

Verne Jergerson, of Menomie,
Wis., who was here this week,
looking up on records for his
music machine route. Games were
the prime interest of Mr. and Mrs.
Earl Hroumek, of East Grand For-
s, during their trip here this

For more information on the news and events in the Twin Cities area, please visit our sister publication, The Billboard.
A SWEETHEART of a Money-Maker in any location!

EXHIBIT'S
SPORTLAND SHOOTING GALLERY

Established since 1921
4218 W. LAKE STREET
CHICAGO 24, ILLINOIS

Wanted
Seeburg M100A, M100B & M100BL
Wurlitzer 1100, 1250
Atlantic City
Coney Island
Spotlites
Frolics
Gottlieb Pin Games
Williams Pin Games
Send in complete lists
Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Generals and United Distributors.

Remember
in New England IT'S TRIMOUNT!

Wurlitzer 1015......... $105
Wurlitzer 1500......... 445
Reconditioned - Refurbished Like New
Terms: 1/2 Down, Bal. C.O.D.
Exclusive Seeburg Distributors

A Quarter Century of Service.

3120 N. Western Ave., Chicago 11, Ill., U. S. A.

Stop! Look! Really Reconditioned Buys!

Monarch Coin Machine, Inc.
3050 W. Lincoln, Chicago 14, Ill.
Is it different?
YOU BET IT IS!

Is it better?
YOU'RE DARN RIGHT!

Is it a Rifle Gallery?
THE BEST YOU'VE EVER SEEN!

More brilliance . . . more flash . . . more features
than anyone ever dreamed possible!

COMING VERY, VERY SOON!

---

GENCO
MFG. & SALES CO.
2621 North Ashland
Chicago 14, Illinois

---

WILDEST

GALLERY

... and it's by GENCO

---

RECONDITIONED BINGO GAMES

---

SPECIALS!

---

MOUNTAIN DISTRIBUTORS

---

WANTED—GOOD BINGO MECHANIC

---

COIN MACHINES

---

RECONDITIONED READY FOR LOCATION

---

IMPORTERS!—ATTENTION!

ALL 100% GUARANTEED MUSIC NOW IN STOCK

---

REDD DISTRIBUTING CO., INC.
350 Lincoln Street
Allston 54, Mass.
Al 4-4040

---

RECONSTRUCTION OF THE BILBOARDS

---

THE BILLBOARD

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FEBRUARY 12, 1955

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www.americanradiohistory.com
OUT-EARNING 'EM ALL

KEENEYS DELUXE SPORTSMAN

BIG EXTRA BONUS:

New MATCH-A-SCORE "0 to 9" gives player 10-50-100-200 or 500 Award Points!

- Rabbits—Pheasants—Ducks POP-UP on mystery basis!
- Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
- Slug Rejector • Standard 6 volt bulbs
- Genuine Regulation Hunting Rifles!

TIME 060

2 BONUS POINTS added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 at option of operator.

5 DUCKS in back row ................... 3 points each
5 PHEASANTS in center row ........... 20 points each
5 RABBITS in front row ............... 2 points each

IMPORTANT! This original combination of raving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

Order KEENEY'S Deluxe SPORTSMAN NOW. Don't Delay!

FOREIGN BUYERS

Immediate Delivery
INTERNATIONAL RECONDITIONED
MUSIC • GAMES
KIDDIE RIDES

We stock the best complete line of thoroughly reconditioned Western, Seeburg, AMI, Rock-On and Evers music machines. Also the finest line of reconditioned pin games, arcade equipment, Waffle alleys and kiddie rides.

Cable for Special Price List
Parts and Service Manual Available

INTERNATIONAL Amusement COMPANY
SCOTT-CROUSE COMPANY

JOE ASH SAYS...


You'll Want To See
WURLITZER'S
New Design for '55
THE 1800

BINGO SPECIALS

VARIETY (like New) .... $550
HI-FI .......................... 350
SURF CLUB .................... 370
PALM SPRINGS ........... 320
ICE ROCKS .................. 300
BEACH CLUB ............... 270
DUDE RANCH .............. 295
BALLY BEAUTY ........... 220
YACHT CLUB ............... 135
ROCKLES ............. 135
ATLANTIC CITY ........... 155
JOHNSON TARIOX COIN COUNTERS, slightly used, like new ........ 180
1/4 Deposit With Order. Write to
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