

# The Billboard

MARCH 12, 1955



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## Man's Best Friend Abroad Is a Vender

World's Use of Vending Machine Grows; Russia May Add It to List of 'Inventions'

By BOB DIETMEIER

CHICAGO, March 5.—You need not get homesick when you're in Europe; an old friend will be on hand along the sidewalk of most major cities—the automatic vending machine.

Altho you'll have no trouble recognizing him, he'll have an unfamiliar appearance; he's European born and bred. And since you'll want to get along with him—he's a soft touch for anything from cigarettes and coffee to nylons and hair lotion — you should know something about him. What follows will help.

In any language, the push-button age in the shape of the vending machine spells a mushrooming multi-million-dollar market that circles the world. And whether the coin used in these machines is measured in U. S. dollars, Peruvian sols, Dutch guilders or Swedish kronas, it's being used more often by more of the world's citizens to buy goods and services automatically.

### Sidewalk Sales

Europe — no johnny-come-lately in automatic selling—is a prime example of this growth. European shopkeepers have used vending machines on the sidewalk in front of their stores to keep open around the clock for years. The "open until midnight" drugstores, a fixture here, is unknown abroad.

In Holland, Germany, Sweden and Denmark, government regulations require stores to close at 6 p.m. and to remain closed all day Sunday. Therefore, the shopkeeper who wants his share of the business finds vending machines almost an absolute necessity.

Unusual techniques are used by the shopkeepers in keeping their shops open with the "silent salesman." One large tobacconist in Amsterdam, Holland, has a battery of eight big cigarette machines which disappear into the sidewalk during the day. In the evening, they are pulled up and completely cover the store front. (An enterprising Dutchman earns his living by standing in front of this large installation and operating it for customers. He works from six in the evening until 1 a.m. and lives on the tips. The storekeeper does not object, because the huge variety of brands causes some customers difficulty locating their favorite cigarettes.)

Some shopkeepers suspend the machines from overhead rails to

## For Hans: Ice Cream, Beer

BERLIN, March 5. — Germans these days are getting their national drink, beer, from vending machines. One type, the Beer Fountain, is a 22-gallon vender with a 400-cup capacity. It gives Hans his drink in a paper cup on the insertion of a coin.

Perhaps one of the most remarkable machines here attracting local patronage is the Prest-o-Matic. Strictly on the tectotaler side, this vender takes just three seconds to make a fresh ice cream sandwich right before its customer's eyes.

enable them to be moved more easily. The least expensive means is to have the machine mounted on large rollers or casters. This method requires that the machine be chained and locked to the building to prevent it from being stolen.

### Vending House

Another unusual installation in Amsterdam consists of a circular house entirely composed of vending machines. The "vending house" sells everything from soup to nuts, including hot-plate luncheons. The entire area is devoted to hundreds of vending drawers, while inside four cooks work fast to keep the machine filled as the customers buy. While resembling the Horn & Hardart Automats, the principal difference is that the vending house is in the middle of the street. You can eat your dinner standing on the sidewalk.

A unique operation in Paris is the vending of scented toilet water from small machines fastened to lamp posts. These machines are located at bus stops because a huge volume of business is done after work as the French people get off the buses on their way home. The biggest buyers—men.

The "coffee break," as much an institution in German factories as it is here, is offered with vending machines, but radically different units than we have here. The Germans use small venders to sell packages of ground coffee suitable

(Continued on page 78)

## STARS, BEWARE; COL EXECS ARE JAZZING IT UP!

By BILL SIMON

NEW YORK, March 5.—Columbia Records' executive staff has talent to burn, tho it could happen spontaneously. The company's jazz recording chief, George Avakian, may do well to warn Dave Ruebeck, Buck Clayton, Eddie Condon and such to look to their laurels, for it's now revealed that those staid old halls at 799 Seventh Avenue have been harboring, perhaps supressing, a mass of simmering jazz talents. Day after day, they work off their musical frustrations at humdrum routines as president, Masterworks director, advertising manager, etc.

Collectively, these talents comprise a combo known as "The Hot Masters," and they may be heard on Columbia's new promotion record included in "The Columbia Retailer" (see Music section). Personnel consists of President Jim Conkling, trumpet; Masterworks chief Dave Oppenheim, baritone sax; advertising manager Irv Townsend and album director George Avakian, clarinets; sales promotion chief Art Schwartz, drums; Masterworks recording director Howard Scott, celeste, and these pop recording department staffers: Mitch Miller, oboe; Gene Becker, valve trombone and trumpet; Percy Faith, piano, and Al Hamm, bass. Public relations head Debbie Ishlon is vocalist and hostess.

## TV Names Put Lien On Fort Knox; Govt. Execs Go Begging

Mary Martin's Peak 66G an Hour Puts Congressmen in the Shade

By LEON MORSE

NEW YORK, March 5.—With salaries in the news these days—Congressmen have gotten themselves salary increases — TV performers continue to widen the gap between their hourly rate of pay and that of high priced people elsewhere, no matter in what field—government, business or entertainment.

### 66G an Hour

Mary Martin, for example, is expected to net herself a minimum of \$100,000 for an hour and a half's work on NBC-TV this Monday (7) on "Peter Pan," a show which is costing the web \$220,000 for the entire package. Her hourly rate of pay will be about \$66,666.66. President Eisenhower receives a mere \$72 an hour based on his yearly salary which totals \$150,000, one third of which is for expenses. These figures allow for a 40-hour week, and it is obvious the President works much more.

With their new hike in pay Congressmen will be making \$11 an hour. Vice-President Nixon, who is also getting an increase, will be getting \$22 an hour. Chief Justice Earl Warren, who will also be receiving a raise, will be earning \$17 per hour. But Jackie Gleason

should net himself at least \$35,000 each half-hour's work next fall for the Buick division of General Motors. And this estimate is conservative for it allows him \$30,000 to pay for talent and production of the show.

The president of General Motors, Harlowe Curtice, received \$233.15 an hour last year. His salary, including director's bonuses, was \$485,000, and he was one of the highest priced men in American industry. Another president of a company rather active as a purchaser of TV talent, Paul Hahn received about \$121 an hour in 1954. At CBS, Inc., President Frank Stanton got \$46 an hour as his base pay during last year. This, of course, does not include his bonuses, the amount of which are not known.

The only field paying salaries which can remotely be compared on an hourly basis is motion pictures. But even here top stars get prices which range from \$150,000 to \$250,000 per picture, if their box-office names are magical drawing cards. For this they must spend several months working. Even those movie names such as Humphrey Bogart, James Stewart, John Wayne, Danny Kaye and the few others who take a salary against a profit participation and frequently make more than \$500,000 for their work on one picture do not get as high an hourly rate.

### TV Pay

Bogart was offered \$25,000 to do "Petrified Forest" on CBS-TV's hour-long "Best of Broadway" this season, a bid which he never accepted. Greer Garson is reported to be receiving \$20,000 for her hour and a half's work on "Reunion in Vienna." This show will be the NBC-TV dramatic spectacular in April. Either James Mason or Charles Boyer can make \$10,000 for playing opposite her in this play. Marlon Brando also was offered \$25,000 to star in a dramatic vehicle on an NBC-TV spectacular this season.

The TV salary sweepstakes was (Continued on page 15)

## No More Rags On Chayevsky

NEW YORK, March 5.—The old American story of from rags to riches has come true in the case of TV writer Paddy Chayevsky. The writer is certain to earn \$250,000 during 1955.

He is currently writing an NBC-TV dramatic spectacular for Fred Coe, will have a play produced on Broadway adapted from a TV script, is having a book of his published based on his various scripts and will write numerous articles for national magazines.

Chayevsky's "Marty" is already a motion picture film. He is currently being offered \$50,000 to write motion picture screen plays, but is not taking the bids.

## NEWS OF THE WEEK

### Copyright Fact Finding Bills Get New Support From Experts . . .

The Thompson and Langer bills calling for a governmental fact-finding commission on copyright act changes won new support this week when Professor Walter Derenberg, of New York University, agreed with the same philosophy but suggests that the investigatory body be patterned after the Attorney General's anti-trust committee. . . . Page 21

### Walt Disney Leads Industry In TV Film Production . . .

After only one year as a TV film producer, Walt Disney has reached the stage where he will shoot more TV film next year (126 hours) than any other single TV film production firm in the business. . . . Page 6

### George Gobel Plays First Outdoor Date This Month . . .

George Gobel will be the head attraction at this month's National Orange Show in San Bernardino, Calif. The appearance will be his first at an agricultural fair since his phenomenal rise in TV. . . . Page 50

### Copyright Protection Against Piracy Gets Shot in the Arm . . .

Protection of copyrights against piracy moves one step forward as a result of attorney Julian T. Abeles' strategy in the case involving unauthorized sale of Glenn Miller records made from off-the-air broadcasts. Abeles, not content with securing destruction of the offending masters, plans action against dealers, distributors and others involved in the manufacture and sale of the disks. . . . Page 20

### NBC-TV Looks for New Program As Colgate Nixes "Crossfire" . . .

Colgate's rejection of the NBC-TV "Crossfire" plan has bolted up the network's master plan to take CBS-TV's "Toast of the Town." Web is now forced to come up with a new pro-

gramming formula for Sunday, 8-9 p.m., and may be forced to junk the "Crossfire" concept. . . . Page 2

### Copyright Discussion Heads Juke Box Convention Agenda . . .

Music Operators of America, national juke box organization, announced this week that over 50 exhibitors will participate in this month's Chicago convention. The four juke box manufacturers will participate for first time. Copyright legislation will be the prime discussion topic. . . . Page 72

### Artists, Deejays, Juke Ops Host 2,000 Detroit Teen-Agers . . .

Recording artists from a dozen labels, disk jockeys and news commentators teamed up with music operators for Detroit's second annual teen-age talent show to build good will and encourage youngsters to set up entertainment groups in their own neighborhoods. . . . Page 72

### Big Pennsylvania Fair Hires A Carnival for First Time . . .

Independent concession operations were ended by the Bloomsburg (Pa.) Fair with the awarding of all games space to a traveling carnival. The Fair, one of the best concession spots in the East, has long been a mecca for free-lance operators. . . . Page 50

### DEPARTMENTS AND FEATURES

Amusement Games . . . 82	Magic . . . 49
Burlesque . . . 49	Merchandise . . . 67
Carnival . . . 59	Music . . . 30
Circus . . . 64	Music Charts . . . 34
Classified Ads . . . 70	Music Machines . . . 72
Coin Machine Market . . . 84	Parks & Pools . . . 47
Continuing Events . . . 68	Pipes . . . 68
Drive-In Theaters . . . 66	Radio . . . 70
Fairs & Expositions . . . 58	Review Digest . . . 18
Final Curtain . . . 49	Rinks . . . 66
General Outdoor . . . 50	Roadshow Repertoire . . . 66
Honor Roll of Hits . . . 34	Routes . . . 56
Legitimate . . . 18	Television . . . 2
Legit Routes . . . 18	TV-Film . . . 4
Letter List . . . 62	Vending Machines . . . 78

## COLGATE NIX CURTAILS NBC 'CROSSFIRE' PLAN

### Advertiser's Participation Refusal Leaves Web Only Mon.-Tues. Offer

NEW YORK, March 5.—Colgate this week turned thumbs down on participation in NBC-TV's "Crossfire" plan. The refusal of the advertiser who has recently renewed ownership of the Sunday night, 8-9 time period means that the web will now be able to offer advertisers only Mondays and Tuesdays 8-9 p.m. for an abbreviated version of its "Crossfire" plan. It had formerly encompassed the 8-9 p.m. hour on the three evenings.

The Colgate rejection of "Crossfire" can be attributed, in part, to the weak rating turned in by Max Liebman's "Big Time" spectacular against "Toast of the Town" last Sunday. The Liebman show got an average 21 during the 8-9 hour as against "Toast's" 35. The spectacular featured Martha Raye, Milton Berle and Ray Bolger.

Since Miss Raye, Berle and Sid Caesar were to be the mainstays of the three shows by shuttling their talents between them, Colgate evidently felt the new plan would not necessarily produce the kind of ratings it wants.

#### Motivation

It was believed that "Crossfire" could offer considerable impact to advertisers who used two participations in each show, because they would be getting three shots at audiences on three top shows. Colgate, however, according to trade information, would rather mount its own programming offensive in its prime Sunday evening hour.

What that offensive will be next season is not known. NBC-TV will produce the show, and its intention

## Conversion to TV Mapped for 'Easy Aces,' AM Comedy

HOLLYWOOD, March 5.—"Easy Aces," featuring Goodman and Jane Ace, for many years a successful radio comedy, is being readied for conversion to TV. Program will probably be done live from New York with Ashley-Steiner agency packaging. Goodman Ace at present is a writer on the Milton Berle show.

## CLICK SHOWS GRAB FAT TALENT FEES

### 'This Is Your Life' Goes to \$55,000 Weekly, to Be Split by 2 Sponsors

NEW YORK, March 5.—The high cost of TV is being strikingly brought forth by Hazel Bishop, the alternate sponsor of "This Is Your Life" on the NBC-TV network. The network has asked sponsors of the show to pay a talent cost of \$55,000 weekly for a period of three and a half years, beginning next fall, if they wish to continue to sponsor it.

The demand is not too startling for Procter & Gamble, which bought into alternate week sponsorship this season. P&G is paying \$57,000 weekly for the show. But Hazel Bishop bought the property for peanuts when it first went on TV, and is reaping an estimated \$27,000 weekly in profit, since it sold half to P&G.

Next season however, it will be in the same boat as P&G and will have to pay the same price. The program will also cost both clients \$30,000 weekly for summer reruns. NBC-TV believes it has the right ask for such heavy sugar because it has a long line of adver-

tisers who are more than willing to pay the price. The \$55,000 price tag will make "This Is Your Life" more expensive than "I Love Lucy," which comes in at about \$47,000. The new Jackie Gleason vidfilm series, of course, will run between \$65,000 and \$75,000 weekly, which will make it the most expensive half-hour show in the business.

These heavy prices being paid for successful video shows are liable to cue fat increases in the price of all other video shows in the same class. The owners of these properties can prove that their programs are getting results for clients and consequently feel they are in the position to get much more money for them. NBC-TV was able to get into this strong bargaining position on "This Is Your Life" because of a contract it made with emcee Ralph Edwards since Hazel Bishop went on with the show two years ago. Originally Hazel Bishop bought the show from Edwards, but under this new contract NBC has the right to call the price.

Stars Available Martin and Lewis will probably be available for a few shows next season, but they seem to have lost their impact. George Gobel is the big new star that NBC-TV can present on the show. He is free once monthly when a spectacular takes over his show. Still another personality with possibilities is Patricia Munsel. She would be featured in popular light operas or operettas.

Whether the abbreviated "Crossfire" plan ever gets under way is dependent upon General Foods which owns a good part of the Tuesday night hour. This advertiser was interested in the three hours, but now that Sundays will not be available, it may not buy only Mondays and Tuesdays.

## COURT MULTIPLE-OWNERSHIP RULING HAS FCC UNDECIDED

### Magnuson, Priest Study Possibility Of Introing Measures on Subject

WASHINGTON, March 3.—With the Federal Communications Commission still undecided on whether to seek a Supreme Court test of last week's Court of Appeals decision upsetting the FCC's multiple-ownership rule, Chairman Warren C. Magnuson (D., Wash.) of the Senate Interstate and Foreign Commerce Committee and Chairman J. Percy Priest (D., Tenn.) of the House counterpart committee indicated they are already studying the possibility of legislation on the subject.

At the same time, both committees indicated strongly that they would prefer to let the issue be decided in the courts, and will be interested in seeing what course of action the FCC intends to take. A similar attitude was indicated by Sen. Harley M. Kilgore (D., W. Va.), chairman of the Senate Judiciary Committee, who has said he wants to explore "monopoly aspects" in the broadcasting industry.

The Commission's first step will be a petition to be filed with the Court of Appeals, requesting a 30-day stay in that tribunal's mandate on the multiple ownership decision. This would give the FCC until March 28 to decide whether or not to appeal the decision to the Supreme Court. The 30-day period would date from February 24 when the Court of Appeals decision was handed down.

#### HOPE FOR GM

## Comedian May Sign For Video

NEW YORK, March 5.—General Motors reportedly is desirous of picking up the Bob Hope show next season, and indications are that it will get the comedian.

The auto firm is understood to be willing to pay Hope more than he's getting from his current sponsor, General Foods. Hope, who recently announced he wanted to take a one-year vacation from TV, has reversed his decision and will be back on the web in full force come fall.

## Quaker Signs For 'Preston'

CHICAGO, March 5.—The Quaker Oats Company, thru its advertising agency, Wherry, Baker and Tilden, Chicago, will begin production of a new weekly series of TV films, "Sergeant Preston of the Yukon."

The package deal was completed this week in Chicago. The ABC Television Network is scheduled to carry the show with the kick-off date set for October 1, 7:30-8 p.m.

The 30-minute films depict the adventures of Preston and his dog during the early gold-rush days and mark the first appearance of this series on a video, having previously been aired on radio. The series is being shot in Eastman color by Charles E. Skinner Productions of New York, and will be viewed in black and white until the advent of full-scale color. Producer of the series is Trendle-Campbell-Meurer, Inc., Detroit, with personal supervision by George W. Trendle, creator of the original "Sergeant Preston."

## COURT MULTIPLE-OWNERSHIP RULING HAS FCC UNDECIDED

### Magnuson, Priest Study Possibility Of Introing Measures on Subject

A petition for such a stay is usually granted, but if it is turned down, the Court of Appeals decision will go into effect Friday (11), 15 days after the decision was handed down. The FCC has until the end of May to file a brief with the Supreme Court.

The Court of Appeals decision has upset the FCC's multiple-ownership rule by forbidding the Commission from putting an arbitrary ceiling on the number of TV and radio stations owned by any one group or person and requiring the Commission instead to handle this on a case-by-case method.

The general feeling here is that there will be no stampede for TV licenses beyond the Commission's outlawed ceiling, at least for the present. TV-radio legal practitioners in D. C. expect that networks will be content to stick to the present ceiling for some time, even if the Commission decides flatly against carrying an appeal to the Supreme Court.

FCC legalists indicate that they have little alternative but to seek a high court test of the Court of Appeals decision. Commission lawyers are still examining the court reversal of their rule, with a view to determining appropriate grounds on which to seek an appeal.

#### MINOR TV MARKETS

## New ARB Study Covers 163 Cities

WASHINGTON, March 5.—The American Research Bureau has launched a sweeping coverage study of 140 minor TV markets, embracing 163 cities. This is the first coverage study of this scope since the Nielsen Coverage Index and the Standard Audit and Measurement Service reports, both of which were surveyed while the freeze was still effective.

The ARB study will seek to pin down three factors in these small markets: (1) The percentage of homes having TV; (2) the percentage of these homes able to receive each available VHF and UHF station, and the frequency of viewing, and (3) the stations viewed most for daytime and evening.

Interviewing is being done by telephone, with 500 or more calls per area, for a grand total of 71,000 completed cases. The survey began February 21 and is due to wind up March 15. The report will be issued late in March.

ARB is referring to the study as "From Abilene to Zanesville." Most of the markets being surveyed have been researched before. Jim Seiler said this week, "By enabling advertisers to know that any station they are buying in these 163 cities will cover exactly what they want it to cover, ARB's new study will eliminate costly duplication and incomplete coverage."

#### GLEASON

## Starts on Film Series For Buick

NEW YORK, March 5.—Jackie Gleason will begin shooting next week on his first film in the new half-hour "Honeymooners" series for Buick. He is paying the salaries and traveling expenses of Tommy and Jimmy Dorsey while they fulfill a commitment they made with the Saxony Hotel in Miami for the same week.

The Dorseys will play the Saxony until Friday evening of next week, when they hop a plane for the TV show. They then fill another engagement at the Meadowbrook that same evening and at 5 a.m. catch a plane back to Miami to finish their Saxony stint.

## BBD&O Seeking Revlon Show

NEW YORK, March 5.—Batten, Barton, Durstine & Osborn is now shopping for a new show for Revlon and has asked the major networks to clear time. Upon the success of whatever property it buys, can rest the fate of a multi-million dollar account.

The advertising agency stands to really get itself a piece of this account if it can bring home a winner. Sullivan, Stouffer, Colwell and Bayles had the same chance early this season but lost the business when "What Goes On" struck out on ABC-TV.

Now BBD&O will get its crack at the gold ring. Whatever show is bought will run for only 13 weeks during the summer, but may be continued if it clicks. The agency has the silken net division of Revlon. Weintraub has the rest of the account.

## The Billboard

The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson

#### Publishers

Roger S. Littleford Jr.  
William D. Littleford

E. W. Evans ..... Pres. & Treas.  
K. Kemper ..... Vice-Pres.  
M. L. Reuter ..... Vice-Pres.  
Lawrence W. Gatto ..... Secy.

#### Editors

R. S. Littleford Jr. .... Editor in Chief, New York  
Paul Ackerman .... Music-Radio Editor, N. Y.  
Herb Dotten .... Outdoor Editor, Chicago  
Robt. Dietmeier .... Coin Mach. Editor, Chicago  
Wm. J. Sachs .... Exec. News Editor, Cincinnati  
Lee Zito .... Executive Editor, Los Angeles  
Is Horowitz .... Music-Radio News Editor, N. Y.  
Leon Morse .... Television News Editor, N. Y.  
Ben Atlas .... Chief Washington Bureau

#### Managers and Divisions

E. W. Evans ..... Main Office, Cincinnati  
K. Kemper .... Music-Radio Division, New York  
Sam Chase .... Television Division, New York  
M. L. Reuter .... Outdoor Division, Chicago  
Hilmer Stark .... Coin Mach. Division, Chicago

#### Offices

Cincinnati 22, 2180 Patterson St.  
E. W. Evans  
Phone: DUNBAR 6450  
New York 36, 1564 Broadway  
W. D. Littleford  
Phone: PLAZA 7-2800  
Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CENTRAL 6-6761  
Hollywood 28, 8000 Sunset Blvd.  
Sam Abbott  
Phone: HOLLYWOOD 9-5831  
St. Louis 1, 390 Arcade Building  
Frank B. Joerling  
Phone: CHESTNUT 1-0443  
Washington 5, 1426 G St., N.W.  
News Bureau, Ben Atlas  
Phone: NATIONAL 8-4749

#### Advertising Managers

Outdoor-Mdse. .... C. J. Latscha, Cincinnati  
Music-Radio ..... Dan Collins, New York  
Television ..... Andrew Csida, New York  
Coin Machine ..... Hilmer Stark, Chicago

#### Circulation Department

B. A. Bruns ..... Cincinnati  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends, one year, \$6.50, and Vend, the monthly magazine of automatic merchandising; one year, \$4.

MR. CITIZEN

Lorillard Drops Film For Live Seg

NEW YORK, March 5.—Liggett and Myers has picked up a live TV property, "Mr. Citizen," to replace its Stu Erwin show on ABC-TV starting April 20.

L&M's buy makes it the second ciggie advertiser to drop a network film show and replace it with a live show in recent weeks. Lorillard made a similar move in buying "Adventure Theater" to replace "Father Knows Best."

"Mr. Citizen," a Cunningham and Walsh property, will dramatize true life incidents about individuals who have played a major role in the performance of a heroic deed. A kine of the show was shot for presentation purposes two weeks ago at ABC-TV. No permanent producer of the show has yet been set, tho Cunningham and Walsh is expected to decide on one within the next few days.

The show will be aired Wednesday nights in the choice time slot directly following "Disneyland."

Shake-Up Puts Clifford at Kagan Helm

NEW YORK, March 5.—NBC's entire merchandising operation, which now includes "Howdy Doody," has been put under the command of J. M. Clifford, administrative vice-president of the network. Clifford was this week elected president of the Kagan Corporation, part owner and merchandiser of "Howdy," which NBC now owns outright. And Mitch Benson, in continuing to exploit NBC properties other than Kagan's, will henceforth report to Clifford, as will Sid Rubin, in charge of licensing. Benson and Rubin formerly reported to Ted Cott, who recently resigned.

Ed Justin, of Kagan, will be elected an officer of the corporation shortly, tho his title has not been selected as yet. Martin Stone, former president of Kagan, has set up Stone Associates, which is now merchandising Jackie Gleason. Stone will be merchandising other properties as well, in addition to program packaging, tho no further deals have been set yet.

GE in Pitch For 'Husband'

NEW YORK, March 5.—General Electric has expressed interest in picking up half the tab on CBS-TV's Saturday night "My Favorite Husband" stanza next season.

The 9:30-10 p.m. stanza is currently co-sponsored by Procter & Gamble and Simmons Mattress, but indications are that Simmons will give up its share of the series.

RESTLESS PEOPLE

Wilbur M. Fromm has been upped to manager of advertising and promotion for NBC Spot Sales, New York. . . . H. Austin Peterson has resigned his partnership and position as head of the Hollywood office of Ted Bates & Company but will be associated with the agency on a consultant basis. Mann Holiner will succeed Peterson as manager effective March 31. Holiner was formerly radio chief for Lennen & Mitchell. . . . After 11 years as research psychologist for CBS, Dr. Phillip Eisenberg will leave to establish Motivation Analysis, Inc.

Robert Hess, White House cameraman for CBS Newsfilm for the past year, has been appointed to the newly created post of manager of motion picture photography for the newsfilm production department, CBS News and Public Affairs division. . . . Charlie Andrews, television writer and producer, has joined the staff of "Caesar's Hour." . . . Charles M. Underhill, ABC's ex-veepee, has joined the TV staff of the United States Steel Corporation's public relations department.

Henry Zittau has resigned as treasurer of the Western Television Company and Motion Pictures for Television, to join Associated Artists Productions as veepee and treasurer. . . . Radio and TV, network and local, are going all out to support the Girl Scouts during this coming week when they celebrate the 43d birthday of their organization during its annual Girl Scout Week. . . . Hollis D. Bradbury, associated with Radio Corporation of America, will take over the RCA Film-Record Equipment managership this week.

NBC Gains And Loses Daytime Biz

NEW YORK, March 5.—NBC-TV this week gained some daytime business and lost some.

General Foods bought six quarter hours every two weeks of Tennessee Ernie and "Hawkins Falls." It may use all of the six quarter hours during one week or take four quarter hours of one show one week and two the second. Miles Laboratories has also bought a quarter hour of "The World of Mr. Sweeney," the same of Tennessee Ernie, and a participation in "Ding Dong School."

P. & G., however, cut back its sponsorship of "Golden Windows" two and a half quarter hours each week. Ted Mack's Matinee, the daytime version of "The Original Amateur Hour" goes 3-3:30 beginning April 4. "Windows" and "One Man's Family" are being canceled by the web to make room for Mack. "Greatest Gift," which is now on at 3 p.m., will be shifted to 3:30.

NEW KID SEGS TO FACE HARD SELLING

Ironic Situation Stems From Fact Sponsors Are Set With Present Shows

NEW YORK, March 5.—Indications are that producers of new kiddie TV stanzas will find it tough sledding coming up with national sponsors next fall.

Ironically enough, this situation stems in large measure from the fact that kid shows this season have enjoyed tremendous success rating-wise. (The Billboard, February 26). As a result of this success, it's pretty certain that most of the bankrollers of kid stanzas will continue next fall with the shows they're now sponsoring. This means that producers of new kid shows will be unable to rely on cancellations, as they usually do, to open up the gate to sale of their shows as replacement for those getting the axe.

Another factor that will make it difficult to find sponsors for new kid shows is ABC-TV's forthcoming daytime Disney "Mickey Mouse Club" strip, which is expected to tie down for a firm 52 weeks approximately eight to ten bankrollers, whose coin might otherwise be available for other small-fry shows.

Tho the number of sponsors putting money into kiddie TV shows is on the increase, the advertiser market for such stanzas is still a limited one.

The most likely prospects for kiddie TV sponsorship next season might very well turn out to be advertisers who heretofore have shied away from children's stanzas.

Happy Sponsors

Tho convincing such bankrollers to buy small-fry fare is not an easy task, salesmen who attempt to do so will be able to point to a batch of other sponsors that moved into kid shows heavily this season for the first time and achieved results. Campbell's Soup, for in-

stance, took a stab at building up sales via the kiddie market by sponsoring "Lassie" on CBS-TV. So happy were the results that Campbell's has already added "Mickey Mouse Club" to its line-up for next season.

Similarly, other sponsors that picked up kiddie programming buys for the first time this season and are more than happy with their decision are Nabisco, which sponsors "Rin Tin Tin" on ABC-TV; American Dairy Association, which bought part of ABC-TV's "Disneyland;" and Kraft Foods, which has been bankrolling "Space Cadet" on NBC-TV.

Other new kiddie sponsors, who have not yet had an opportunity to judge the wisdom of their buys in terms of ratings, are Heinz, who has just begun airing "Captain Gallant of the Foreign Legion" on CBS-TV Sunday afternoons; and 7-Up, recent purchasers of "Soldiers of Fortune," which will be spot booked.

BOXING

ABC Mulls Dropping Mon. Card

NEW YORK, March 5.—There's a possibility that ABC-TV may drop its Monday night fights on May 9.

The bouts, aired co-op from 9:30-11 p.m., have not done too well for the web. The network is currently considering whether or not to renew its contract with Eastern Parkway Arena. The fight promoters have already told ABC they're willing to accept less for the package than they got last year, but ABC-TV is still hesitant. The web is wondering whether it might not do better with other types of programming, which it could offer for national sponsorship rather than on a co-op basis.

Another programming decision to be made this week is whether to expand the Saturday night "Ozark Jubilee" from one hour to 90 minutes to fill the hole created by the movement of "Stork Club" from Saturday night to Sunday night. The nightclub stanza is being expanded by a quarter hour and is taking over the Sunday 9:15-10 p.m. slot.

FEET WET

Maytag To Try Out NBC Spec

NEW YORK, March 5.—Maytag will take a brief plunge as a spec sponsor and Martha Raye bankroller on NBC-TV next month. The firm has bought from Hazel Bishop its half sponsorship of the Sunday night spectacular in April and the full hour of Martha Raye for one week.

The Sunday night NBC-TV spec is co-sponsored by Sunbeam, which has had fabulous success in selling its Frypans via the stanza. The appliance firm sold close to a million Frypans at \$25 apiece during 1954. It credits a hefty portion of the sales to the Sunday night spec.

NEWS IN BRIEF

Manufacturers' shipments of radio receivers, excluding auto sets, to dealers dropped sharply in 1954, according to final tallies of the Radio-Electronics-Television Manufacturers' Association. Shipments in 1954 totaled 6,187,503 compared with 7,243,073 units shipped in 1953. December, 1954, shipments totaled 1,059,166 units compared with 711,554 shipped in November.

The Senate Interstate and Foreign Commerce Committee has deferred until next Wednesday (9) the expected vote recommending confirmation of George McConaughy as FCC chairman. The vote was called off this week because of the absence of several committee members. The committee is expected to give its blessing to the nomination, which could then reach the Senate floor by next weekend. There is some likelihood that a heated debate will develop when the nomination reaches the floor, but Republican leaders feel confident that McConaughy will get an overwhelming vote of approval.

Winners in the annual Alfred I. duPont radio and television awards will be announced March 25 at an awards dinner in the Mayflower Hotel, Washington, the Awards Foundation chairman, Dr. Francis P.

Gaines, announced last week. The judges include Dr. Sustan B. Riley, national president of the American Association of University Women, and Turner Catledge, managing editor of The New York Times.

Television transmitters would have to be located within five miles of the nearest boundary of the principal city served by the TV station under rulemaking proposed by the Federal Communications Commission last week. Commission rules now do not require TV antennas and transmitters be located any specific distance from the community to be served. Comments must be filed by April 15.

The FCC's approval this week of the transfer of WTVW, Milwaukee, from the Milwaukee Area Telecasting Corporation to the Hearst Corporation drew sharp dissents from Commissioners Frieda Henneck and Robert Bartley. Miss Henneck charged that the transfer results in a concentration of control of mass media in this market. The other VHF station, WTMJ, is owned by the Journal Company, which like Hearst also owns a newspaper and radio station in that market. The UHF, WOKY, is owned by CBS. Bartley dissented on the ground that the transfer gives the seller a substantial profit simply because it has the FCC franchise in which it has not property rights.

ROMERO RATES HIGH... HITS 34.3 IN FIRST MILWAUKEE RATING

In city after city, ARB\* reports PASSPORT TO DANGER is hot . . . and getting hotter! For example:

15.1 in San Francisco, with a 75.5% share-of-audience!

18.1 in Cincinnati, with a 36.7% share-of-audience!

34.3 in Milwaukee, with a 64.6% share-of-audience!

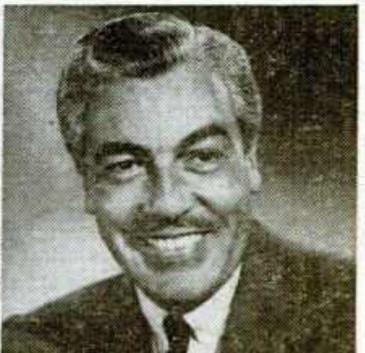
37.0 in Jacksonville, with a whopping 86.7% share!

43.3 in Pittsburgh, with a 68.9% share!

What a star! What a show! What a way to sell your product!

\*Jan. 1955

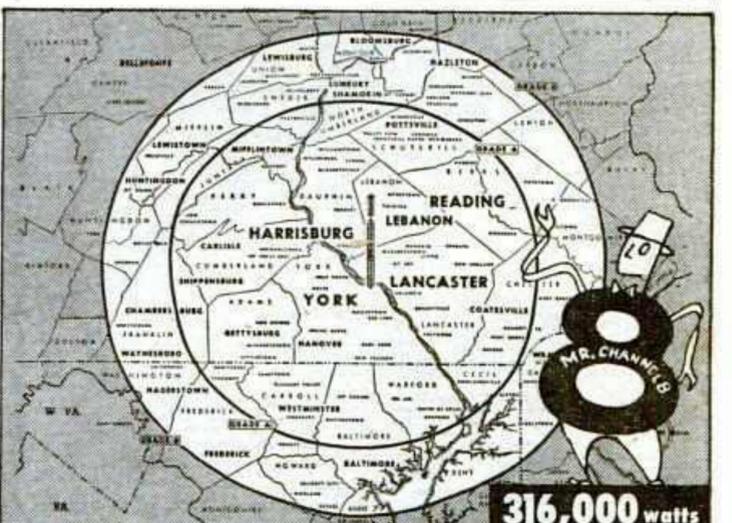
CESAR ROMERO, starring in . . .



PASSPORT TO DANGER

Produced by Hal Roach, Jr. BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC. 7 West 66th St., N. Y. CHICAGO • ATLANTA • HOLLYWOOD • DALLAS



316,000 watts

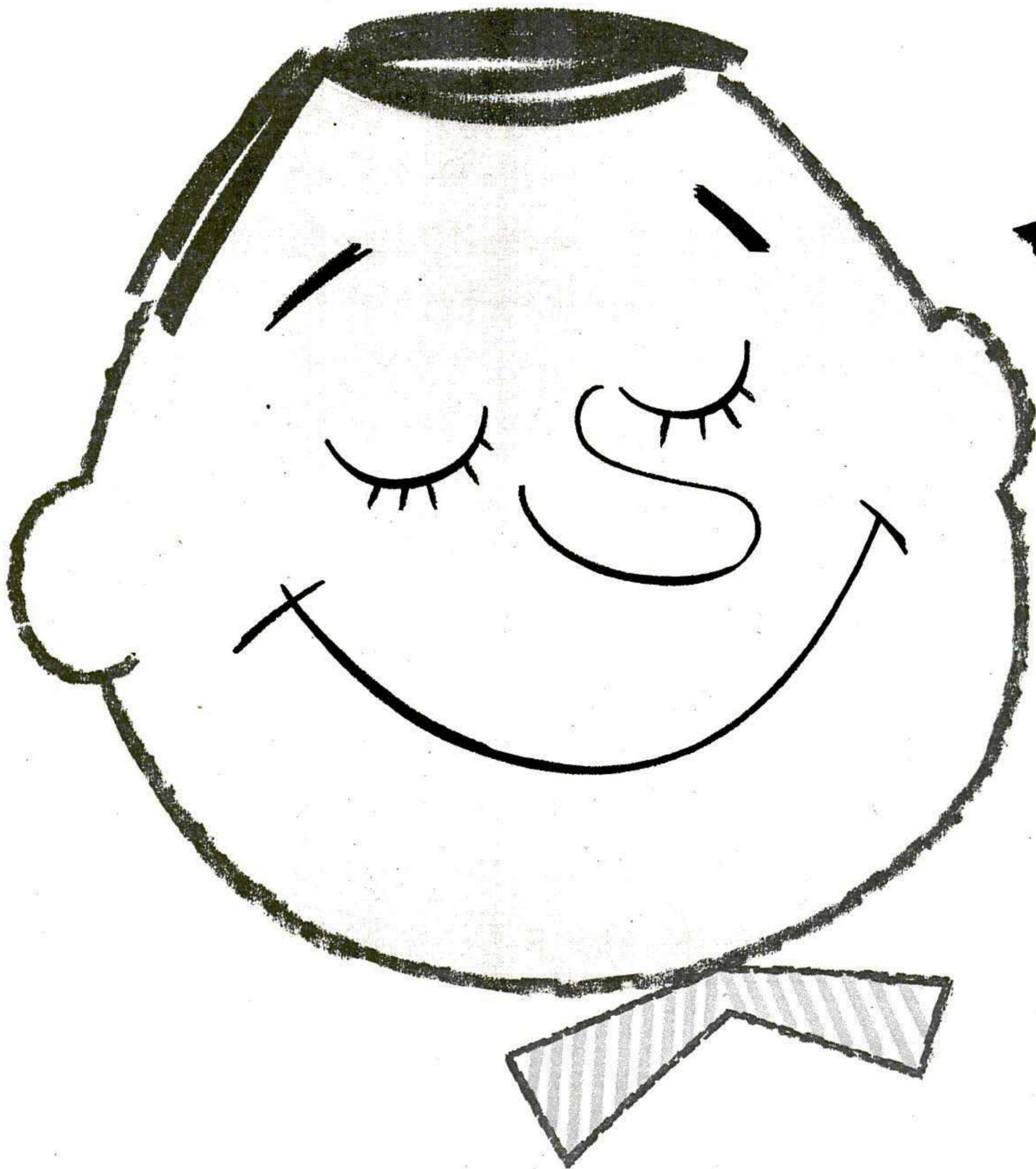
The Channel 8 Mighty Market Place all yours

WGAL-TV LANCASTER, PA. NBC • CBS DUMONT STEINMAN STATION CLAIR McCOLLOUGH PRES.

Representatives MEEKER TV, INC.

New York Chicago Los Angeles San Francisco

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!



we're

**BLUSHING**

with pride...

**1st BEST QUALITY PRODUCT**  
(3rd consecutive year)

**1st SALES STAFF DOING THE  
MOST OUTSTANDING JOB**

**1st MOST ASSISTANCE IN  
MAKING SALES**  
(2nd consecutive year)

**1st BEST FILM CONDITION  
BEST LABELING AND  
BEST FILM LEADERS**  
(2nd consecutive year)

**1st BEST AND MOST PROMPT  
SHIPPING SERVICE**

Thank you Sponsors, Stations, Agencies, for giving us your votes in The Billboard's 3rd Annual TV Film Service Awards Competition. Believe us, we'll continue to give you the best in service and shows!



NEW YORK • CINCINNATI • HOLLYWOOD

This One



1NX3-9A3-KPUZ

## Disney Production Schedule Sets Record Mark for Trade

### 100 Hours of Film for Afternoon 'Mickey Mouse'; 26 for 'Disneyland'

HOLLYWOOD, March 5.—The largest production schedule of any single telefilm producer in the history of TV has been set for the 1955-'56 season by Walt Disney. Disney will film 126 hours for his "Disneyland" and "Mickey Mouse" ABC-TV programs.

Of that total, 100 hours will be devoted to the afternoon "Mickey Mouse" strip, the remaining 26 to "Disneyland." New nighttime shows, following summer reruns, will go on the air September 14. Format will remain the same, consisting of "Tomorrowland," "Fantasyland," "Frontierland" and "Adventureland."

**New Technique**  
The "Mickey Mouse Club" will offer something entirely new in TV programming—a combination of cartoon, film and live technique—according to ABC-TV Co-Ordinator

Sandy Cummings. The special equipment necessary for smooth transitions has already been developed. The program will aim at the three-to-13-year-old audience.

As far as sponsorship is concerned, the "Disneyland" hour is already set until June, 1956, with participating advertisers in some cases trying to buy each other out. "Mickey Mouse Club" to date is half sold.

Temporary schedule for the evening show includes two color films similar to the Davy Crockett epic of this year. First one is "Powell of the Colorado," story of the exploration of the river, to be done in two parts. Second is the tale of John Coulter, first white man to reach Yellowstone. Fess Parker will probably be featured in both.

Other programs are "Adam to the Atom," "Man in Flight," "Story of Brer Rabbit," "Arizona Sheepdog," "Rocket to the Moon," "History of Transportation," a film on atomic energy, and a pic on Mike Fink, Mississippi River hero. Among old Disney features to be seen are "Bambi" and "Dumbo."

For the afternoon show Disney has created several entirely new cartoon characters, such as a genie who emerges from a bottle. Some new cartoons will probably deal with historical characters. Old Disney theatrical cartoon shorts will also be aired.

Disney presently has 30 crews

shooting on location thruout the world for the film footage that will be used. This will have sports, geographical, educational and news emphasis. Agreements with other organizations actually gives Disney 100 worldwide filming teams.

Live part of show will be filmed in front of a kid audience at Disney Studios in Burbank, using the three-camera technique developed by Desilu Productions. Gimmicks will be used to get youngsters on film as part of the show. It's also planned to use infrared film to get the youngsters' reaction as they're watching the program.

Tied in to the series will be merchandising and promotion campaigns, trip-to-Hollywood contests and the like. Sponsors, in addition, are being offered the chance to associate themselves with the Disneyland Park that will open at Anaheim in July.

The "Mickey Mouse Club" will have 160 hours of reruns, many of these being slotted in among the first runs. Program has an October starting date.

## Sign Lamour For 'Buckley'

HOLLYWOOD, March 5.—Dorothy Lamour has been signed to play the lead opposite Reginald Gardiner in the pilot film of "Buckley," comedy series dealing with the exploits of a Hollywood butler. Ashley-Steiner is agenting the Goodson-Todman package which will be filmed by Desilu Productions.

## Parsonnet & Wheeler Have 10 Series Going in Production

NEW YORK, March 5.—A partnership between a veteran film producer and the former ad manager of a major sponsor is blossoming into one of the busiest production houses in the East. It started last summer when Stirling Wheeler resigned from the Pepsi-Cola Company to join Marion Parsonnet in a film production outfit known as Parsonnet & Wheeler, Inc., with the former as chairman and the latter as president.

The firm now has about 10 TV film series and one feature film in various pre-production stages. All the shooting will be done here and on the other side of the Atlantic. One of P&W's major efforts will

be a half-hour series based on Cornelia Otis Skinner's book, "Family" (Continued on page 15)

## Studio Films Readies First Pix for Spring

NEW YORK, March 5.—Studio Films will have its first half-hour film series ready for distribution late this spring. The firm is also producing the show which stars comedian Frankie Fontaine.

It is a musical variety program which is being directed by veteran producer Ralph Staub. Ben Frye and Sam Costello of Studio Films are producing. Eleven films have already been made.

## THE BILLBOARD SCOREBOARD

### • Top 25 Vidfilms Among Women and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standing of the top 25 non-network TV film series on the basis of the number of viewers of the type covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers and children.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Women Per 100 Homes	Avg. Jan. Rtg.
1	Liberace (Guild Films)	99	13.6
2	Favorite Story (Ziv-TV)	96	10.8
3	Janet Dean, R. N. (UM&M)	95	8.7
4	International Police (NTA)	94	6.4
5	Life With Elizabeth (Guild Films)	91	7.8
6	Dangerous Assignment (NBC Film)	90	6.4
6	Foreign Intrigue (Sheldon Reynolds)	90	11.0
8	The Whistler (CBS Film)	88	13.5
9	Counterpoint (MCA-TV)	87	2.3
9	Mr. District Attorney (Ziv-TV)	87	13.8
11	The Falcon (NBC Film)	86	12.6
11	Inner Sanctum (NBC Film)	86	7.5
11	I Led Three Lives (Ziv-TV)	86	16.5
14	Boston Blackie (Ziv-TV)	85	12.2
14	Front Page Detective (Consolidated TV)	85	5.1
14	I Am the Law (MCA-TV)	85	4.4
17	Frankie Laine (Guild Films)	84	7.6
18	Florian ZaBach (Guild Films)	83	6.2
19	Biff Baker, U.S.A. (Ziv-TV)	82	4.0
19	Ellery Queen (TPA)	82	13.3
19	Files of Jeffrey Jones (CBS Film)	82	6.1
19	Lone Wolf (MCA-TV)	82	10.9
19	Royal Playhouse (MCA-TV)	82	5.7
24	City Detective (MCA-TV)	81	12.2
24	Follow That Man (MCA-TV)	81	5.3
24	Joe Palooka (Guild Films)	81	5.5
24	Racket Squad (ABC Film)	81	10.1
24	Waterfront (MCA-TV)	81	13.2

## ZIV PLOTS SERIES ON 'BLACK BEAUTY'

Company Also Reports Sale of 'Science Fiction' in 58 Markets for April Bow

NEW YORK, March 5.—Ziv-TV is going to make a half-hour film series of "Black Beauty." It has hired John Warren Adams to write a TV adaptation of the Anna Sewell story. Ziv said it expects to

start shooting at its new studios in Los Angeles in the near future, but it did not say whether the horse rhapsody would be the company's next release after "Science Fiction Theater."

Meanwhile, sales of the latter show have been increasing steadily. Emerson Drug for Bromo Seltzer bought it for 20 major markets to replace "Janet Dean, R.N.," which it bought a year ago from Motion Pictures for Television. The sponsor has had "Janet Dean" in over 30 markets.

But Bromo bought a couple of other Ziv shows for the West Coast. It will run "I Led Three Lives" in San Francisco and Los Angeles and the "Eddie Cantor Comedy Theater" in Portland, Ore. PictSweet Food bought "Sci" (Continued on page 15)

## BURNS & ALLEN

### Seek Bids for Re-Run Rights To Film Series

HOLLYWOOD, March 5.—Burns and Allen have asked TV film syndicators to submit bids for re-run rights to the vidfilm series. The show has been running on CBS-TV for several years and is still coming up with strong ratings, an indication that audience interest is high.

Tempted by the re-run buy of "I Love Lucy" on the CBS-TV network, and the feeling that they had better move their product before they get too many in the can, Burns and Allen are ready to release it to a distributor for local sale. The comedians expect to drive a hard bargain, for they realize the value of their property.

Maurice Morton is handling the deal for McCadden Productions, which owns the series. McCadden Productions is owned by Burns and Allen.

## UPCOMING FILM SERIES

This chart is a compilation of all new TV Film series about which The Billboard carried news stories in the past month. Full information available on each series will be found in the issue listed in the last column of this chart. The letter C listed after the title and type of a program indicates it will be in color. The symbol (P) listed after the production date refers to a pilot film.

Program (Type)	Producer	Prod'n Date	No. Scheduled	Distributor (If any)	Info in BB Issue:
Musical Sweepstakes (Sammy Kaye)	—	Current (P)	—	—	2/19
Al Morgan Show (Music)	—	5/1	52	—	2/19
Ship's Doctor (Drama)	Revue Productions	Current	—	—	2/19
Soldiers of Fortune (Adv.)	Revue Productions	Current	—	—	2/19
Western Marshal	Jack Chertok	Current	—	NBC-TV	2/19
Impact (Docum.)	McCadden Productions	Current (P)	—	NBC-TV	2/19
Resistance (Drama)	Triangle Productions	—	39	Official Films	2/19
Fair Trail	Triangle Productions	—	—	—	2/19
Custody (Docum.)	Rosenberg-Coryell Agcy.	—	—	—	2/19
Hawaiian Adventure	CBS-TV	Current (P)	—	—	2/19
Girl From Staten Island	CBS-TV	Current (P)	—	—	2/19
My Man Sing	Hal Roach Studio	Current (P)	—	NBC-TV	2/26
The Inside Dope (Sports)	Hal Roach Studio	Current (P)	—	NBC-TV	2/26
Great Gildersleeve (Comedy)	Robert S. Finkel	Current (2P)	—	NBC-TV	2/26
Earthworm Tractor	—	—	—	NBC-TV	2/26
Just Plain Folks	—	—	—	NBC-TV	2/26
Baby Snooks	NBC Burbank Studios	—	—	NBC-TV	2/26
Fibber McGee	—	Current	—	NBC-TV	2/26
My American Wife	—	Current	—	NBC-TV	2/26
Johnny & the Gaucho	Conne Stephens	Completed	—	NBC-TV	2/26
Jill Gardner (Drama)	Harry Saltzman	April (P)	—	Harry Haltzman	2/26
The Evil That Men Do (Drama)	Harry Saltzman	April (P)	—	Harry Haltzman	2/26
The Four of Us (Comedy)	Wm. Morris Agency	—	—	—	2/26
The Killers (Adv.)	Wm. Morris Agency	—	—	—	2/26
Captain Easy (Child.)	Fortune Merchandising	—	—	—	2/26
Untitled Pirate Show	Prockter TV Enter.	3/15	—	—	2/26
Untitled Romantic Drama	Prockter TV Enter.	3/15	—	—	2/26
Untitled Biographical Milestones	Prockter TV Enter.	3/15	—	—	2/26
Spade Cooley (Music)	TPA	Current	—	TPA	2/26
The Heart of Julia Jones (Drama)	Charlie Irving	—	38	Official Films	2/26
The Web (Mys.)	Goodson-Todman	Complete (P)	—	—	2/26
Double Take	Goodson-Todman	4/1	—	—	2/26
Buckley	Goodson-Todman	—	—	—	2/26
Navy Log (Docum.)	CBS Film	—	—	—	3/5
Dick's Story Shop (Child.)	Reinald Werrenrath Jr.	—	—	—	3/5
John Nesbitt Show	Hal Roach Jr.	—	—	—	3/5
Sonja Henie Show	Hal Roach Jr.	—	—	—	3/5
Colonial Theater (Anthology)	First Colonial Films	3/15	13	—	3/5
Mark Twain	Filmcraft Studios	3/2 (P)	—	—	3/5
That Baxter Boy (Comedy)	Roland Reed	—	—	—	3/5

## CAMEL BUYS

### 'Crusaders' in Production For Fall Bow

HOLLYWOOD, March 5.—Camel Cigarettes has bought two new TV film series in as many weeks. MCA's Revue Productions here this week began shooting "The Crusaders" with Brian Keith at the Republic lot. Last week Camel's bought the new Phil Silvers show from CBS-TV.

Both these shows are understood to be for fall debuts, time slots still undetermined. These deals put in doubt the future of the two Camel shows now on the networks, the filmed Bob Cummings show on NBC-TV, Sunday, 10:30-11 p.m., and "I've Got a Secret" on CBS-TV, Wednesday, 9:30-10 p.m.

Richard Lewis, producer of "The Crusaders," says he expects to get three or four episodes in the can now, and then suspend shooting until summer. Sidney Salkow is the director.

# Texaco Drops O'Connor; to Go With Shnoz

HOLLYWOOD, March 5.—Texaco this week dropped Donald O'Connor as half of the "Texaco Star Theater" for next year and will go with Jimmy Durante exclusively. Durante, who has been alternating with O'Connor, will be on three out of every four weeks with an NBC spectacular thrown in during the off-week. Show will continue to be filmed.

Myron Kirk, Kudner agency v-p in charge of TV operations, had attempted to get Bob Hope for the other half of the "Texaco Theater," but comedian had earlier announced he was curtailing his activities for next season.

Sponsor has not been happy with O'Connor's rating this year but was reportedly willing to renew if O'Connor would agree to certain changes in the format, negotiations hitting snag over this and other matters.

# SWG-Studios Credit Hassle

HOLLYWOOD, March 5.—"Lux Video Theater" this week was caught in the middle on a beef between screen writers and major theatrical movie production companies who have been releasing their properties to Lux for live TV airing.

Tempest was stirred up when the Writers' Guild filed a complaint with the Motion Picture Association of America, the specific case in point being Lux's "So Evil My Life," written for the screen by Leonard Spigelgass and Ronald Miller.

J. Walter Thompson execs, bewildered by the furor, explain that they give credit to whomever the picture companies ask them to, and that no company so far has requested credit for the writers.

What apparently lies behind the situation is the fact that many of the old properties being adapted are Communist-tainted, and rather than have audiences reminded that the pix were originally scripted by unfriendly writers, the motion picture companies have decided to forego the whole credit business.

# Flamingo Princess Package to KCOP

HOLLYWOOD, March 5.—Flamingo Films this week racked up its largest sale to date of its Princess package of 20 theatrical features, including 13 TV-first-runs, concluding a one-year lease deal with Los Angeles independent Station KCOP. Price paid for the package was \$88,000, pact permitting a total of eight runs for each pic.

# Screen Gems Enters Field of Merchandising on 'Rin Tin Tin'

NEW YORK, March 5.—Screen Gems is moving into the merchandise licensing field for the first time, with its initial efforts being concentrated on its "Rin Tin Tin" series, one of the hottest kid shows on the air.

Joyce Selznick, Screen Gems' merchandising manager, has lined up in recent weeks a number of manufacturers of children's wear, games and other items that tie in with the show. Among the products set are: an "Official Blue Devil" gun and holster set and "Rusty" playset to be manufactured by Esquire Novelty Company; T-shirt, pajamas and toy puppy set, which will be produced by Allison Manufacturing Company; phonograph records of Rin Tin Tin adventure stories; "Rusty" gloves, which will be made by Fownes Bros.; a "Rusty" boys'

# VIDEO'S RIDING TO THE HOUNDS

NEW YORK, March 5.—Television is going to the dogs, if the latest Nielsen rating on ABC-TV's "Rin Tin Tin" is any indication of what type of performer the public wants to look at on TV.

The Nielsen report for the first two weeks of February gives "Rin Tin Tin" a whopping 43.9 rating. This is a 10-point jump over the 33.9 rating the show racked up in the Nielsen rating for the last half of January.

# TV Film Helps Mercury Agent Become Biggest

CHICAGO, March 5.—Thru the use of TV film, one of Chicago's automobile dealers is finding the medium has helped him become, as he claims, the nation's largest Mercury dealer after only five years in business. In the syndicated film category, the firm sponsors such programs as "Boston Blackie," "The Life of Riley" and "Inner Sanctum."

Besides these shows, the firm is currently conducting a campaign to determine what size show will draw the best audience, by competing with themselves on two stations at the same time. One show runs for an hour and the other for 30 minutes. The hour show, "Six-Shooter Theater," airs over WGN-TV, while the 30-minute vehicle is "Cole-Finder Playhouse," aired over WBKB. Irwin Cole, head of the firm, announced he may keep both shows because they draw different audiences. The agency also presents principals in "This Is Your Life" with a new Mercury each week, even though the program is national in scope. Prestige dictated the move to "This Is Your Life," and, according to Cole, the experiment is paying off.

# WPIX Multi-Weekly Features to Get Axe

NEW YORK, March 5.—One of the pioneer efforts of multi-weekly booking of a single feature film is about to undergo a change of policy. WPIX here will abandon its six-showings-a-week plan of its veteran "First Show." Beginning March 31 the station will run a different picture each night in the 7:30-8:55 slot.

Meanwhile, however, it was reported that WPIX is going to increase its film load over the rest of the schedule. According to this report, the station has given virtually all its currently operating live talent notice of dismissal. Henceforth,

wear outfit, to be made by Yonkers Manufacturing; a Rin Tin Tin game to be turned out by Transogram; a stereoscopic viewing set, which will be produced by Sawyer's Vue-Masters. Additional licensees are currently being lined up.

According to Miss Selznick, present plans call for Lee Duncan, owner of the "Rin Tin Tin" property, to take the dog on personal appearance tours to department stores selling Rin Tin Tin merchandise. Duncan and Screen Gems share the profits made on merchandising activities.

Screen Gems' merchandising policy follows along lines generally accepted by merchandising experts. According to Miss Selznick, her policy will be to grant licenses to manufacturers of quality goods only and to keep the number of licensees down.

# 20th-Fox, ABC Make First Moves for Production Tie-Up

NEW YORK, March 5.—The first step toward what may result in a close tie-up between 20th Century-Fox' new TV film subsidiary, TCF Television Productions, on the one hand, and ABC-TV on the other, was taken here this week during a series of high level discussions between TCF execs and that network's brass.

The subject of TCF's producing TV films for ABC-TV was one of the topics discussed during the course of the TCF-ABC talks Thursday (3). It's expected that further discussions will be held soon.

A deal between ABC and TCF would provide many advantages to both firms. ABC, in comparison to NBC and CBS, is still relatively weak in terms of heavy calibre programming and name talent. It's no secret that it can use one or more major shows for next fall, and TCF, which presumably can rely heavily on 20th Century-Fox

for support, might well be the one to give ABC what it needs.

**Thomas Show**  
Additionally, the web is known to be unhappy with the fact that Desilu Productions, which films ABC's Danny Thomas show, is closely involved with CBS. As a matter of fact, ABC recently is understood to have been negotiating with another important film studio for the use of facilities in filming the Thomas stanza. It seems likely that ABC would not be averse to turning the Thomas show and others over to TCF.

TCF, similarly, could profitably use ABC-TV as a strong aid in its attempts to become established. Utilization of ABC-TV as a sales arm and airing ground for a few TCF properties is something that TCF executives probably would not sneeze at.

The one big deal ABC has made with a Hollywood producer, Walt Disney, has paid off handsomely

for both parties. The Disney example is one with which TCF, together with everyone else, is quite impressed. In fact, Disney's success is undoubtedly one of the factors that led 20th Century-Fox to establish TCF in the first place.

**N. Y. Parleys**  
TCF's production chief, Sidney Rogell, was in New York for parleys most of this week. In addition to the ABC meeting, Rogell also talked with NBC and CBS brass and ad agency personnel.

TCF is currently whipping up presentations of TV film stanzas for advertising agencies. It's understood that "My Friend Flicka" and "Bebevedere" are two properties that TCF has decided it would like to film.

Rogell hopes his firm can start  
*(Continued on page 15)*

# Wm. Morris Peddling 37 Pine-Thomas Pix

Price Tag on Paramount Releases Put at 40G Each on 5-Year Lease

NEW YORK, March 5.—Another large group of first-run feature films may shortly be made available to TV stations. The William Morris Agency has been talking to distributors about a package of 37 pictures produced by William Pine and William Thomas and released theatrically by Paramount Pictures.

One distributor who is understood to have carried on some negotiations for this package is Jules Weill, head of Fortune Features and Specialty Television. But Weill was in Paris this week and unavailable for comment.

The price tag on the pack-

age was reported to be over \$1,000,000. It was also said that the asking price is \$40,000 apiece for a five-year lease, which would put the total price nearer a million and a half.

It was understood that it was Pine-Thomas that originated this offer, tho, apparently, Paramount will have to approve it. Some sources said that the package contains only pictures on which Paramount's theatrical rights have expired.

This development came as many in the trade were saying that the chances of Paramount's ever letting features into TV were slimmer than ever, despite the Morris Agency's recent offer of 2,000 Paramount short subjects.

**Schwalberg Factor**  
The reason for this claim is the recent resignation of Alfred Schwalberg as president of the Paramount Film Distributing Corporation. Over recent years Schwalberg was understood to have been the only one in higher Paramount echelons who advocated selling to TV. He wanted this to be done in exchange for TV plugs of current theatrical re-

*(Continued on page 15)*

# Medical Trend Continues With Day, Nicol Pix

HOLLYWOOD, March 5.—Trend for producers and packagers to follow in the wake of a successful TV offering was made apparent again this week with the scheduling of two medical background pilot films. Another pair of series based on medicine are also in the works.

Laraine Day has been signed by the William Morris Agency to play a female physician in a series, as yet untitled, pilot of which is expected to roll about the middle of the month.

At Hal Roach Studios "GP," a pilot dealing with a general practitioner, goes before the cameras Monday (7). Alex Nicol plays the lead in the Tony Barnett-written script being produced by Bruce Fowler. A physician, Dr. William House, heads the company titled Caduceus Productions.

Revue Productions recently filmed the opener of a show called "Ship's Doctor," and John Guedel is packaging a series to deal with psychiatry.

# Quality Films Gets 'Legion,' Boyer Pic

HOLLYWOOD, March 5.—Quality Films this week acquired "First Legion," Charles Boyer feature produced in the United States by Joseph Lucachevitz and first released in 1952. Deal was handled between producer and Quality Prexy Charles Weintraub.

# ROMERO CAPTURES PITTSBURGH ... 68.9% OF THE AUDIENCE

ARB rates Cesar Romero's new TV show, **PASSPORT TO DANGER**, a slightly phenomenal 43.3 in Pittsburgh. Share-of-audience: 68.9%. And look at these other ARB ratings and shares:

- Milwaukee—34.3—64.6%
- Cincinnati—18.1—36.7%
- San Francisco—15.1—75.5%
- Jacksonville—37.0—86.7

Romero really delivers the audience. Get him while he's "hot"!

\*Jan. 1955

**CESAR ROMERO**, starring in...



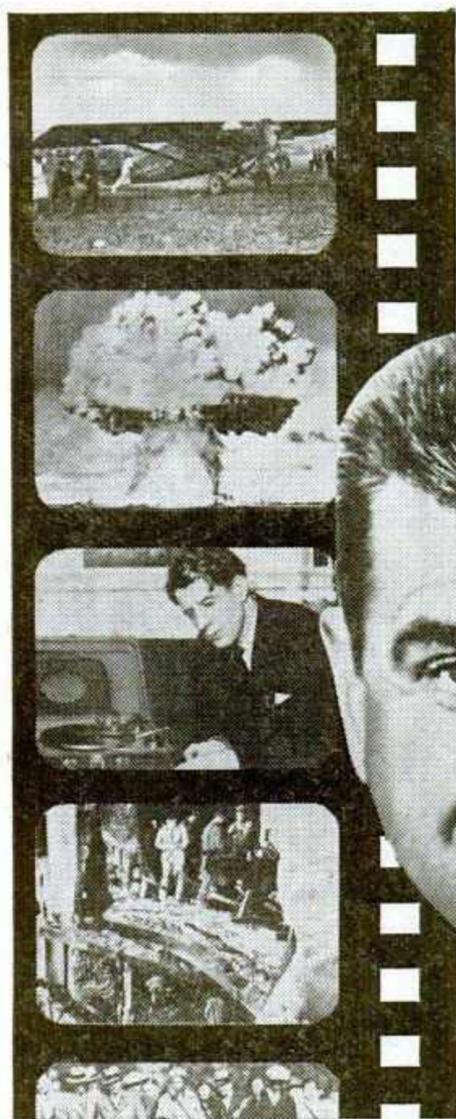
# PASSPORT TO DANGER

Produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

**ABC FILM SYNDICATION, INC.**  
7 West 66th St., N. Y.  
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

**Only MCA-TV has**  
**so many proven, top-rated,**  
**quality TV film shows!**



**KEN MURRAY asks:**  
**"WHERE WERE**  
**YOU?"**

**GREAT HEROES, WAR PERSONALITIES, FAMOUS EVENTS  
 PRESENTED IN DOCUMENTARY STYLE  
 IN 26 INSPIRING HALF-HOUR FILMS!**

This is the show to quicken the heartbeat of America! Ken Murray, one of the outstanding showmen of the entertainment field, presents some of the people who helped make this country great. He recreates, in documentary style, events that have become a part of America's recent history.

TV fans are brought face to face with such well-known personalities as Bobby Jones, Rudy Vallee, Capt. Joseph McConnell, W. C. Handy and many many more. It's a series for the entire family... with top-flight production. Available immediately for local or regional sponsorship!

**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, MISSOURI: 1615 Baltimore Ave.**

**CHICAGO: 430 North Michigan Ave.**

**CLEVELAND: 1172 Union Commerce Bldg.**

**ROANOKE: 3110 Yardley Dr., NW**

**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 Beason Bldg.**

**MINNEAPOLIS: 1048 Northwestern Bank Bldg.**

**PITTSBURGH: 550 Grant St., Suite 146**

**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 W 1**

### GUY LOMBARDO AND HIS ROYAL CANADIANS



39 half-hour films, featuring 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 topical dramas. Consistently a top-rated radio and TV show for years. Sold in over 100 markets.

### FAMOUS PLAYHOUSE



Over 200 films in this high-rated anthology of comedy, mystery, adventure and drama, featuring famous Hollywood stars.

### JOHN RUSSELL CHICK CHANDLER SOLDIERS OF FORTUNE



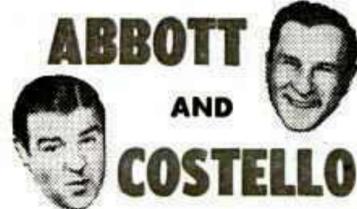
26 exciting, new adventure-packed films. With an all star Hollywood cast. Already sold in 100 markets to 7-Up Bottling.

### PRESTON FOSTER WATERFRONT



Sell your product through these outstanding family situation adventures with a salty tang, starring Preston Foster. 65 films available.

### ABBOTT AND COSTELLO



America's funniest comedy team stars in 52 hilarious films, in the style that has kept them on top for 15 laugh-filled years.

### ROCKY JONES SPACE RANGER



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

### HEART OF THE CITY



(Also known as "City Assignment"). Pat McVey and Jane Nye, as crusading newspaper reporters, bring you drama and suspense. 91 films.

### PAUL HARTMAN PRIDE OF THE FAMILY



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

### ROD CAMERON CITY DETECTIVE



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

### KEN MURRAY WHERE WERE YOU?



Great heroes, war personalities, famous events, daring exploits, presented in documentary style with Ken Murray as host. 26 films available.

### ROYAL PLAYHOUSE AND COUNTERPOINT



\*78 dramas to build prestige for your commercial. Sponsored as Fireside Theatre by Proctor & Gamble. One of the highest rated film shows.

### GEORGE RAFT I'M THE LAW



George Raft plays the role of a metropolitan police officer in 26 hard-hitting 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, air expressed to you every Monday.

13 half-hour films covering top college games during football season.

### 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.

### CURTAIN CALL



13 encore dramas with such famous Hollywood stars as Lew Ayres, Joan Bennett, Miriam Hopkins. Available under your own title.

### 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 surefire combination appealing to all viewers.

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

### RALPH BELLAMY FOLLOW THAT MAN



Ralph Bellamy stars in 82 exciting films made expressly for TV . . . realistic, action-packed adventures that every family will enjoy.

**a show for every product, every market, every budget!**

**AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS**

# MGA

# TV

*Film Syndication*

# 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 study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau. Each week this chart covers a different group of cities, thus, over a four-week span, all cities are covered which were surveyed by ARB in its latest market studies.

Listings of films is by rank order, according to rating.

All films shown are sold on a syndicated basis unless they are designated by a dagger

(†), in which case they are nationally spot booked. Stations are VHF unless the call letters are preceded by the letter "U" in which case they are UHF.

The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

Rank Among Films Title (Type) and Distributor Station, Day, Time Feb. ARB Rating Top Opposition & Rating

## WASHINGTON 4 STATIONS

### TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)

1. You Bet Your Life, WRC.....45.2
2. Jackie Gleason, WTOP.....44.4
3. Dragnet, WRC.....43.9
4. Disneyland, WMAL.....38.7
5. This Is Your Life, WRC.....34.7
6. Big Story, WRC.....34.6
7. I Love Lucy, WTOP.....33.9
8. Ford Theater, WRC.....33.0
9. Fireside Theater, WRC.....32.6
10. Comedy Hour, WRC.....32.3

Rank	Title (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	Superman (Adv.), Flamingo Films	WRC-T, 7:00-7:30	24.0	Foreign Intrigue, 9.3
2.	Wild Bill Hickok (West.), Flamingo Films	WRC-Th, 7:00-7:30	21.4	Hans Christian Andersen, 9.5
3.	Hopalong Cassidy (West.), NBC Film	WRC-M, 7:00-7:30	21.1	Janet Dean, R.N., 7.1
4.	I Led Three Lives (Adv.), Ziv-TV	WRC-M, 10:30-11:00	18.3	Studio One, 13.9
5.	Ramar of the Jungle (Adv.), TPA	WTOP-W, 7:00-7:30	18.3	Norby, 8.5
6.	Badge 714 (Mys.), NBC Film	WRC-F, 7:00-7:30	18.2	Various, 5.2
7.	Annie Oakley (West.), CBS Film	WTTG-S, 7:00-7:30	13.7	Your Hit Parade, 20.3
8.	Cowboy G-Men (West.), Flamingo Films	WMAL-Su, 6:00-6:30	12.6	Meet the Press, 13.7
9.	Death Valley Days (West.), Pacific Borax	WTTG-S, 7:30-8:00	12.1	Beat the Clock, 19.2
10.	Mr. District Attorney (Mys.) Ziv-TV	WMAL-F, 10:00-10:30	10.3	Line-Up, 17.8
11.	Hans Christian Andersen (Child.)			
12.	Foreign Intrigue (Adv.), Sheldon Reynolds	WTOP-T, 7:00-7:30	9.3	Superman, ---
13.	The Falcon (Adv.), NBC Film	WRC-M, 10:30-11:00	8.5	Lux Video Theater, ---
14.	Amos 'n' Andy (Comedy), CBS Film	WTOP-Su, 3:30-4:00	8.2	Sunday Matinee, ---
15.	Lone Wolf (Mys.), MCA-TV	WTTG-Su, 9:00-9:30	7.2	Television Playhouse, ---
16.	Janet Dean, R.N. (Drama), UM&M	WTOP-M, 7:00-7:30	7.1	Hopalong Cassidy, ---
17.	Man Behind the Badge (Mys.), NBC Film	WMAL-Su, 10:30-11:00	7.0	Safeway Theater, ---
18.	Ellery Queen (Mys.), TPA	WTTG-Su, 10:00-10:30	6.3	Loretta Young, ---
19.	Where Were You? (Docum.), MCA-TV	WMAL-F, 10:30-11:00	6.3	Person to Person, ---
20.	Front Page Detective (Mys.)			
21.	Terry and the Pirates (Adv.), Official Films	WTOP-Th, 6:00-6:30	5.5	Footlight Theater, ---
22.	Range Rider (West.), CBS Film	WTOP-M, 6:00-6:30	5.2	Hippy Skippy Time, ---
23.	Inspector Mark Saber (Mys.)			
24.	Thompson Koch	WTTG-T, 9:30-10:00	5.1	Circle Theater, ---
25.	Libeance (Music), Guild Films	WTTG-T, 9:00-9:30	4.9	Fireside Theater, ---
26.	Death Valley Days (West.), Pacific Borax	WTTG-S, 7:30-8:00	4.7	Beat the Clock, ---
27.	Meet Corliss Archer (Comedy), Ziv-TV	WTOP-T, 6:00-6:30	4.1	Hippy Skippy Time, ---
28.	Rocket Squad (Mys.), ABC Film	WMAL-W, 10:00-10:30	4.1	Milton Berle, ---
29.	This Is the Story (Drama), Morton TV	WMAL-Su, 6:30-7:00	4.0	This Is Your Life, ---
30.	International Police (Adv.), NTA	WMAL-Th, 10:30-11:00	3.9	Lux Video Theater, ---
31.	Yesterday's Newsreel (Docum.), Ziv-TV	WTTG-M, 6:45-7:00	3.8	Various, ---
32.	Hollywood Off Beat (Mys.), MCA-TV	WTTG-F, 9:30-10:00	1.9	Our Miss Brooks, ---
33.	Royal Theater (Drama), MCA-TV	WTTG-10:00-10:30	1.8	This Is Your Life, ---
34.	Star and the Story (Drama), Official Films	WMAL-F, 9:00-9:30	1.8	Big Story, ---
35.	Facis Forum (Docum.), Facis Forum	WTTG-Su, 6:30-7:00	1.8	Roy Rogers, ---
36.	Colonel March (Mys.), Official Film	WTOP-Su, 11:30-12:00	1.5	Armchair Theater, ---
37.	Counterpoint (Drama), MCA-TV	WTTG-W, 10:30-11:00	1.1	Big Town, ---

## WICHITA, KAN. 3 STATIONS

### TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)

1. I Love Lucy, KTVH.....67.4
2. Jackie Gleason, KTVH.....61.2
3. I've Got a Secret, KTVH.....58.7
4. George Gobel, KEDD.....56.5
5. Toast of the Town, KTVH.....55.9
6. Your Hit Parade, KEDD.....51.1
7. Godfrey's Talent Scouts, KTVH.....50.9
8. Beat the Clock, KTVH.....47.0
9. Topper, KTVH.....44.8
10. Disneyland, KAKE.....44.5

Rank	Title (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	I Led Three Lives (Adv.), Ziv-TV	KTVH-T, 9:00-9:30	41.1	Elgin TV Hour, 16.1
2.	Badge 714 (Mys.), NBC Film	KEDD-Th, 7:30-8:00	39.8	Climax, 21.3
3.	Lone Wolf (Mys.), MCA-TV	KTVH-Su, 9:30-10:00	27.8	Bob Cummings, 33.5
4.	Star and the Story (Drama), Official Films	KEDD-S, 10:00-10:30	27.2	Various, 10.0
5.	Gene Autry (West.), CBS Film	KAKE-Th, 6:30-7:00	25.2	Dinah Shore: News, 15.0
6.	Rocket Squad (Mys.), ABC Film	KTVH-F, 7:00-7:30	24.8	Ozzie and Harriet, 27.0
7.	Range Rider (West.), CBS Film	KTVH-Su, 1:00-1:30	24.3	Various, 2.4
8.	Mr. District Attorney (Mys.), Ziv-TV	KEDD-W, 8:00-8:30	21.3	The Millionaire, 29.4
9.	Meet Corliss Archer (Comedy), Ziv-TV	KTVH-Th, 6:00-6:30	21.0	Bar 16 Ranch, 18.7
10.	Wild Bill Hickok (West.), Flamingo Films	KTVH-M, 6:00-6:30	17.0	Bar 16 Ranch, 19.8
11.	City Detective (Mys.), MCA-TV	KAKE-Th, 8:00-8:30	16.1	Climax, ---
12.	Hopalong Cassidy (West.), NBC Film	KTVH-Th, 5:30-6:00	15.7	Bar 16 Ranch, ---
13.	Superman (Adv.), Flamingo Films	KTVH-W, 6:00-6:30	14.8	Bar 16 Ranch, ---
14.	Play of the Week (Drama), NTA	KEDD-S, 8:30-9:00	13.9	My Favorite Husband, ---
15.	The Visitor (Drama), NBC Film	KEDD-M, 9:30-10:00	13.5	Studio One, ---
16.	Guy Lombardo (Music), MCA-TV	KEDD-Su, 3:30-4:00	11.7	The Search, ---
17.	Libeance (Music), Guild Films	KTVH-Su, 6:00-6:30	11.5	People Are Funny, ---
18.	Sherlock Holmes (Mys.), U M & M	KAKE-Su, 8:00-8:30	11.3	GE Theater, ---
19.	Florlan ZaBach (Music), Guild Films	KEDD-F, 7:30-8:00	8.3	Topper, ---
20.	Movie Museum (Comedy), Sterling TV	KAKE-T, 7:30-7:45	5.2	Milton Berle, ---
21.	Movie Museum (Comedy), Sterling TV	KAKE-M, T, W, F, 5:30-6:00	4.6	Bar 16 Ranch, ---
22.	Championship Bowling (Sports)			
23.	Walt Schwimmer	KEDD-S, 7:00-8:00	4.6	Jackie Gleason, ---
24.	Orient Express (Drama), NTA	KEDD-T, 9:00-9:30	3.3	I Led Three Lives, ---
25.	Walt's Workshop (Educ.), Reid H. Ray	KTVH-S, 3:45-4:15	2.8	Various, ---
26.	Movie Museum (Comedy) Sterling TV	KAKE-Su, 6:30-7:00	2.6	Private Secretary, ---
27.	Stories of the Century (West.)			
28.	Hollywood TV Service			
29.	KTVH-S, 5:30-6:00	1.8	Armchair Theater, ---	
30.	Movie Museum (Comedy) Sterling TV	KAKE-M, 8:00-8:30	0.4	I Love Lucy, ---

## DALLAS-Ft. WORTH 3 STATIONS

### TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)

1. I Love Lucy, KRLD.....53.3
2. You Bet Your Life, WBAP.....47.2
3. Jackie Gleason, KRLD.....42.4
4. This Is Your Life, WFAA.....40.7
5. Two for the Money, KRLD.....39.1
6. Dragnet, WBAP.....38.1
7. Toast of the Town, KRLD.....37.7
8. Milton Berle, WBAP.....37.7
9. Disneyland, WBAP.....37.6
10. Your Hit Parade, WBAP.....37.2

Rank	Title (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	Superman (Adv.), Flamingo Films	WBAP-T, 6:30-7:00	32.6	News; Jo Stafford, 9.1
2.	Ramar of the Jungle (Adv.), TPA	WFAA-Su, 5:00-5:30	29.3	Meet the Press, 9.8
3.	Cisco Kid (West.), Ziv-TV	WBAP-Th, 6:00-6:30	25.4	News, 9.8
4.	Kit Carson (West.), Coca-Cola	WBAP-T, 6:00-6:30	24.5	News, 11.9
5.	Wild Bill Hickok (West.), Flamingo Films	WBAP-M, 6:30-7:00	24.0	News; Perry Como, 14.2
6.	Favorite Story (Drama), Ziv-TV	KRLD-F, 9:30-10:00	23.8	Various, 11.4
7.	Waterfront (Adv.), MCA-TV	WFAA-W, 9:30-10:00	23.1	Blue Ribbon Bouts, 20.7
8.	Death Valley Days (West.), Pacific Borax	WFAA-F, 9:00-9:30	22.8	Line-Up, 17.9
9.	I Led Three Lives (Adv.), Ziv-TV	KRLD-T, 8:30-9:00	20.3	Circle Theater, 21.9
10.	Stories of the Century (West.)			
11.	Hollywood TV Service			
12.	WBAP-S, 6:00-6:30	17.5	News; Sports, 7.2	
13.	December Bride	WBAP-M, 8:30-9:00	16.3	December Bride, ---
14.	Badge 714 (Mys.), NBC Film	WBAP-W, 8:30-9:00	15.3	I've Got a Secret, ---
15.	Mr. and Mrs. North (Mys.), ATPS	WFAA-Th, 9:00-9:30	14.2	Lux Video Theater, ---
16.	Ellery Queen (Mys.), TPA	KRLD-F, 10:00-10:30	14.0	News; Weather, ---
17.	Mr. District Attorney (Mys.), Ziv-TV	WFAA-M, 9:30-10:00	13.0	Studio One, ---
18.	Stories of the Century (West.), Hollywood TV Service			
19.	WBAP-M, 7:00-7:30	12.6	Burns and Allen, ---	
20.	This Is Your Life	WBAP-W, 9:00-9:30	12.1	This Is Your Life, ---
21.	Lux Video Theater	WFAA-Th, 9:30-10:00	11.9	Lux Video Theater, ---
22.	Favorite Story	WBAP-F, 9:30-10:00	11.4	Favorite Story, ---
23.	Beat the Clock	WBAP-S, 6:30-7:00	11.4	Beat the Clock, ---
24.	What's My Line?	WFAA-Su, 9:30-10:00	10.5	What's My Line?, ---
25.	Your Hit Parade	KRLD-S, 9:30-10:00	9.3	Your Hit Parade, ---
26.	Bob Crosby	WFAA-M to F, 2:30-3:00	8.8	Bob Crosby, ---
27.	Waterfront	WBAP-W, 9:30-10:00	8.6	Waterfront, ---
28.	Ford Theater	WFAA-Th, 8:30-9:00	8.2	Ford Theater, ---
29.	Big Payoff	WFAA-M, T, Th & F, 2:00-2:30	7.7	Big Payoff, ---
30.	Sunday Matinee	WBAP-Su, 1:00-1:30	7.4	Sunday Matinee, ---
31.	Mystery Playhouse	WBAP-T, 10:30-11:00	7.4	Mystery Playhouse, ---
32.	Roy Rogers	WFAA-Su, 5:45-6:00	7.0	Roy Rogers, ---
33.	Your Hit Parade	WFAA-S, 9:30-10:00	7.0	Your Hit Parade, ---
34.	Meet the New Senators	WBAP-Su, 2:00-2:15	6.5	Meet the New Senators, ---
35.	Mystery Playhouse	WBAP-M, 10:30-11:00	6.5	Mystery Playhouse, ---
36.	Juvenile Jury	WFAA-Su, 3:00-3:30	6.0	Juvenile Jury, ---

(Continued on page 17)

## MILWAUKEE 4 STATIONS

### TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)

1. \*Saturday Night Theater, WTMJ.....56.3
2. Dragnet, WTMJ.....55.9
3. You Bet Your Life, WTMJ.....52.5
4. Ford Theater, WTMJ.....51.0
5. Loretta Young, WTMJ.....50.7
6. This Is Your Life, WTMJ.....48.7
7. Fireside Theater, WTMJ.....48.0
8. Comedy Hour, WTMJ.....47.6
9. Justice, WTMJ.....45.8
10. Truth or Consequences, WTMJ.....45.6

Rank	Title (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	Kit Carson (West.), Coca-Cola	WTMJ-S, 5:00-5:30	37.8	Wrestling, 2.4
2.	Cisco Kid (West.), Ziv-TV	WTMJ-S, 5:30-6:00	36.8	Gene Autry, 5.9
3.	Libeance (Music), Guild Films	WTMJ-F, 8:00-8:30	35.3	Dollar a Second, 13.8
4.	Ramar of the Jungle (Adv.), TPA	WTMJ-Su, 3:30-4:00	27.1	Stagecoach Theater, 2.3
5.	Lone Wolf (Mys.), MCA-TV	WTMJ-S, 11:15-11:45	25.4	Shallock Ford Theater, 3.1
6.	Jungle Macabre (Adv.)			
7.	Radio-TV Packages	WTMJ-F, 10:00-10:15	25.3	News, Sports, Weather, 9.1
8.	Life With Elizabeth (Comedy), Guild Films	WTVW-Su, 5:30-6:00	22.3	Vacation in Quebec, ---
9.	Rocket Squad (Mys.), ABC Film	WTMJ-W, 10:30-11:00	22.1	Center Theater, 6.2
10.	Meet Corliss Archer (Comedy), Ziv-TV	WTMJ-M, 9:30-10:00	22.0	Boxing; Round-up, 13.1
11.	Mr. District Attorney (Mys.), Ziv-TV	WTMJ-F, 10:30-11:00	21.5	Center Theater, 8.4
12.	I Led Three Lives (Adv.), Ziv-TV	WTMJ-Th, 10:30-11:00	18.8	Center Theater, ---
13.	Ellery Queen (Adv.), TPA	WTMJ-F, 10:30-11:00	18.2	Movie Star Time, ---
14.	Annie Oakley (West.), CBS Film	WTVW-Su, 5:00-5:30	17.9	It's a Great Life, ---
15.	Superman (Adv.), Flamingo Films	WTVW-Th, 6:30-7:00	16.5	Dinah Shore: News, ---
16.	Wild Bill Hickok (West.), Flamingo Films	WTVW-S, 6:00-6:30	14.5	Various, ---
17.	Hopalong Cassidy (West.), NBC Film	uWCAN-Su, 12:00-12:30	13.8	Radio City Cinema, ---
18.	Amos 'n' Andy (Comedy), CBS Film	WTVW-Su, 9:30-10:00	13.3	What's My Line?, ---
19.	Badge 714 (Mys.), NBC Film	uWCAN-T, 7:00-7:30	13.0	Milton Berle, ---
20.	Life of Riley (Comedy), NBC Film	uWCAN-F, 8:00-8:30	12.6	Libeance, ---
21.	Death Valley Days (West.), Pacific Borax	WTVW-Th, 9:30-10:00	10.6	Triangle Theater, ---
22.	Boston Blackie (Mys.), Ziv-TV	uWCAN-S, 6:00-6:30	10.2	Wild Bill Hickok, ---
23.	Range Rider (West.), CBS Film	WTVW-S, 10:30-11:00	8.8	Space Cadet, ---
24.	Paragon Playhouse (Drama), NBC Film	WTMJ-M, 10:30-11:00	8.4	Center Theater, ---
25.	Waterfront (Adv.), MCA-TV	uWCAN-Th, 7:00-7:30	7.1	You Bet Your Life, ---
26.	Front Page Detective (Mys.)			
27.	Consolidated TV	uWCAN-Su, 12:30-1:00	6.5	Radio City Cinema, ---
28.	Gene Autry (West.), CBS Film	WTVW-S, 5:30-6:00	5.9	Cisco Kid, ---
29.	Times Square Playhouse (Drama), Ziv-TV	WTVW-W, 9:00-9:30	5.6	This Is Your Life, ---
30.	The Visitor (Drama), NBC Film	uWCAN-T, 6:00-6:30	4.7	Sports; Sheridan, ---
31.	Inspector Mark Saber (Mys.)	uWOKY-M to F, 6:00-6:30	4.0	Various, ---
32.	Thompson-Koch			
33.	Consolidated TV	uWCAN-W, 6:00-6:30	3.5	Various, ---
34.	Hopalong Cassidy (West.), NBC Film	uWCAN-M, 6:00-6:30	2.0	Various, ---
35.	Janet Dean, R.N. (Drama), UM&M	uWCAN-S, 9:30-10:00	2.0	Saturday Night Theater, ---

## SEATTLE-TACOMA 4 STATIONS

### TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)

1. Disneyland, KING.....52.8
2. You Bet Your Life, KOMO.....49.2
3. This Is Your Life, KOMO.....45.9
4. Dragnet, KOMO.....44.7
5. What's My Line? KINT.....40.7
6. \*Life of Riley, KING.....40.0
7. I Love Lucy, KINT.....40.0
8. \*Annie Oakley, KING.....35.9
9. Jack Benny, KINT.....34.3
10. \*Wild Bill Hickok, KING.....33.8

Rank	Title (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
1.	Life of Riley (Comedy), NBC Film	KING-Th, 7:30-8:00	40.0	Name That Tune, 11.2
2.	Annie Oakley (West.), CBS Film	KING-Th, 6:00-6:30	35.9	Dinner Matinee, 4.7
3.	Wild Bill Hickok (West.), Flamingo Films	KING-W, 6:00-6:30	33.8	Various, 4.5
4.	Death Valley Days (West.), Pacific Borax	KING-Su, 9:00-9:30	31.2	Television Playhouse, 17.6
5.	Superman (Adv.), Flamingo Films	KING-M, 6:00-6:30	30.9	Producers Showcase, 11.7
6.	Gene Autry (West.), CBS Film	KING-T, 6:00-6:30	28.8	Hopalong Cassidy, 7.1
7.	Badge 714 (Mys.), NBC Film	KING-F, 9:30-10:00	26.7	Our Miss Brooks, 21.0
8.	Life With Elizabeth (Comedy)			
9.	Libeance (Music), Guild Films	KOMO-M, 7:00-7:30	26.2	Studio One, 14.1
10.	Range Rider (West.), CBS Film	KING-W, 8:30-9:00	26.1	My Little Margie, 31.2
11.	Mr. District Attorney (Mys.), Ziv-TV	KING-T, 7:00-7:30	24.7	I Led Three Lives, 21.9
12.	Waterfront (Adv.), MCA-TV	KING-F, 9:00-9:30	24.0	Playhouse of Stars, 17.9
13.	I Led Three Lives (Adv.), Ziv-TV	KINT-T, 7:00-7:30	21.9	Range Rider, ---
14.	Cisco Kid (West.), Ziv-TV	KOMO-Th, 7:00-7:30	21.0</	

**FLASH! SOLD IN  
66 MARKETS TO H. J. HEINZ  
VIA MAXON**  
CHOICE MARKETS STILL AVAILABLE

**CAPTAIN  
GALLANT  
of the  
FOREIGN  
LEGION**



*starring*  
**Buster Crabbe**  
*introducing*  
**Cullen "Cuffy" Crabbe**



**The first show of its kind  
in all television . . .**  
**the first sales plan of its kind  
in all advertising!**

By Allah! This program has everything!

The French Foreign Legion! The intriguing and mysterious desert. Native peoples and animals and customs. Unprecedented government cooperation for highest authenticity.

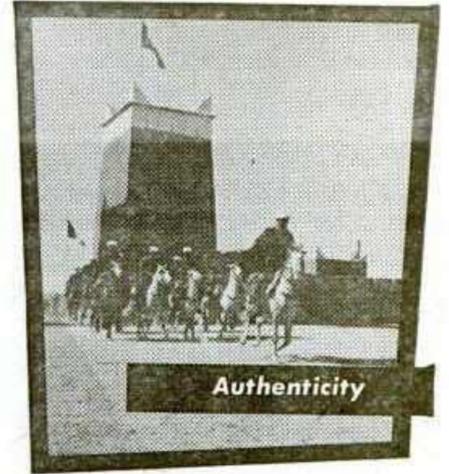
Add a name star like Buster Crabbe . . . and his son "Cuffy", in a role children of all ages will envy . . . and scripts that weave them all into top TV viewing—and you get a glimmer of the tremendous appeal of this program.

**FREE: A complete,  
integrated sales plan!**

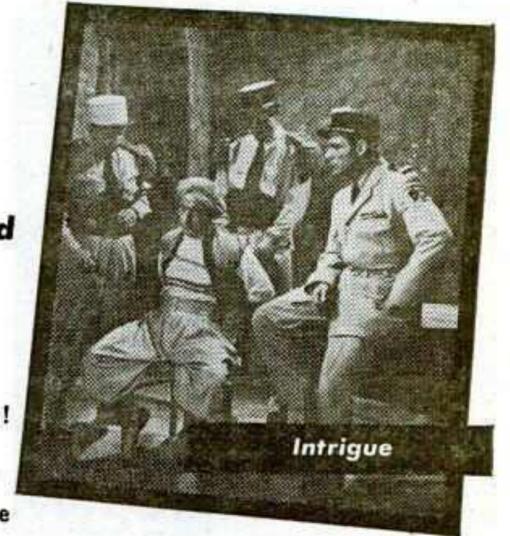
Included in the package is a built-in merchandising program featuring 36,000 free premiums for every market ordered: trading cards . . . autographed photos of Buster and Cuffy . . . comic books . . . membership cards and certificates. Plus free posters and special commercials, also free.

It's all absolutely free—and trouble free, when you buy the show.

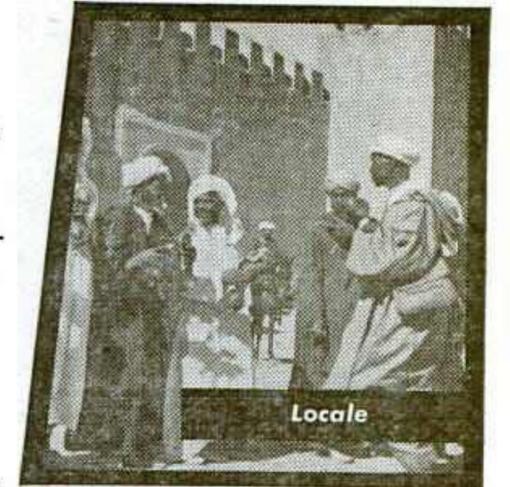
"Captain Gallant" is a show whose performance in the living room and at the cash register will delight every sponsor. For full details and availabilities, call, write or wire—fast!



**Authenticity**



**Intrigue**



**Locale**



**Name star**



**Juvenile "plus"**



*Television Programs of America, Inc.*

477 MADISON AVENUE, N. Y. C. • PLAZA 5-2100



*for adventure in the exciting corners of the world...*

## THEY WATCH "THE FALCON"

Millions of TV viewers are watching Charles McGraw's performance as star of "Adventures of THE FALCON," NBC Film Division's great half-hour film series.

And millions of movie fans are now acclaiming this fast-rising young star as rugged, handsome Commander Wayne Lee in "The

Bridges at Toko-Ri." Many, many more have just met him face-to-face during his triumphal coast-to-coast personal appearance tour.

As THE FALCON, McGraw is an undercover agent for the government. His assignments take him all over the world. Wherever he goes, the action is trigger-fast!

*in every corner of America... against any competition...*

**THEY WATCH "THE FALCON!"** In city after city, "THE FALCON" has won top ratings for his sponsors—even against strong competition. Here are the latest ARB figures:

**In Memphis** "THE FALCON" outrated "Make Room For Daddy" 22.9 to 18.8.

**In St. Louis** "THE FALCON" outrated "Willy" 25.2 to 7.8.

**In Springfield, Mo.** "THE FALCON" outrated "Break The Bank" 30.4 to 27.2.

**In San Francisco** "THE FALCON," featured as a strip show, sold out Monday through Friday at 11 p.m. It topped the feature films previously run at that time by 129%, and rated over 4 times higher than its nearest competitor.

*before you buy a syndicated television program... WATCH "THE FALCON"*

Your NBC Film Division salesman will be glad to arrange a private screening. Call him today.

## NBC FILM DIVISION

*serving all sponsors • serving all stations*

30 Rockefeller Plaza, New York 20, N. Y.  
Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.  
In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

# Official Adds 11 Cities for 'Your Music'

NEW YORK, March 5.—Official Films has sold "This Is Your Music" in 11 new markets, stepping up the exposure of the show considerably. The program is already sponsored in 14 Western cities by the Pacific Telephone Company.

New markets are Minneapolis; Pittsburgh; Dallas; El Paso, Tex.; Lynchburg, Va.; Scranton, Pa.; Steubenville, O.; Las Vegas, Nev.; Phoenix, Ariz., and Roswell and Albuquerque, N. M. The show is produced by Jack Denove.

# 222 Markets Have Cantor

NEW YORK, March 5.—Ziv-TV has now sold the "Eddie Cantor Comedy Theater" in over 222 markets, according to Bud Rifkin, sales vice-president. To some extent the sales increase was accounted for by some of the very first brewery buyers. Griesedieck Bros, which originally bought Cantor for St. Louis and Kansas City, has increased its spread to 12 markets. Drewry's has expanded its spread to 14 markets.

Four  
big  
reasons  
why  
you  
should  
buy



JOHN IRELAND



WALTER SLEZAK



MERLE OBERON



EDMOND O'BRIEN

# PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

52 star-spangled films, paced by top names from Hollywood and Broadway... great scripts... superb direction by Roy Kellino, Ted Post, and others. If you want to make a real impression, this is for you!

ABC FILM SYNDICATION, INC.  
7 West 66th St., N. Y.  
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

# REVOLVING DOOR

Bernard J. Prockter, Prockter Television Enterprises' president, leaves New York today (5) for a three-week stay in Hollywood. . . . Jerry Weiler, producer of the Lincoln series for "Omnibus," is re-joining Richard De Rochemont's Vavin, Inc., next week as business manager after two years in the Army Signal Corps' mobile TV unit. . . . Eugene Shuftan, motion picture pioneer, has joined the staff of Plucer Studios, New York, as veepee in charge of its new motion picture and television divisions. . . . Lance Productions, Inc., have appointed Kevin-Romney Associates to head its newly organized Public Relations department.

Ralph Serpe, Italian Film Export's TV chief, will fly to Rome Sunday (6) for several weeks on business. . . . Lee Francis, ABC Film's advertising promotion director, leaves today (5) for a week's skiing at Stowe, Vt. . . . The Interstate Television Corporation is turning detective in an effort to discover the whereabouts of the child performers who appeared in the "Our Gang" theatrical comedies, which Interstate is now distributing for TV with heavy success. . . . Latest addition to Official Films' expanding salesman staff is Charles Chuck Keilus, former West Coast rep of Studio Films.

The National Association of Manufacturers has been awarded its fifth consecutive Distinguished Service Scroll from Freedoms Foundation for its weekly TV series, "Industry on Parade." . . . Robert F. Metzler, former head of the location department at 20th Century-Fox, has joined the NBC Film division as production chief for its programs produced on the West Coast.

# Vavin to Film Series Based On Paris Novel

NEW YORK, March 5.—Vavin, Inc., which produced the series of Lincoln films that ran on "Omnibus" two years ago, is going to make a half-hour film series for syndication based on the Eugene Sue novel, "The Mysteries of Paris." Richard de Rochemont, president of Vavin, has signed Lois Jacoby to script the show and Norman Lloyd to direct it. Vavin also intends to make a feature film based on material in the book that doesn't get into the TV series.

De Rochemont, who is also a vice-president of J. Walter Thompson, is not sure just when he will be able to start shooting or whether production will take place here, in Paris or both. Part of the financing for the series will come from European sources. French film maker Jean Benoit-Levy is a close associate of de Rochemont's and will probably work with Vavin on this show.

It is understood that Vavin may not be able to use the "Mysteries of Paris" title on the feature film because Sam Katzman's Clover Productions has picture rights to this handle for several more months.

# Screencraft Has New Color Series

NEW YORK, March 5.—Screencraft Pictures is coming up with a new half-hour film series in Eastman color. The stanza, titled "Adventures of Judge Roy Bean," is based on the exploits of a judge who lived in the gun-toting days of the West.

Edgar Buchanan plays the title role in the series, which will be produced at the Jerry Fairbanks lot in Hollywood by Quintet Productions, headed by Russell Hayden and Jack Russell. Thus far, only a pilot film has been shot. Six more scripts, however, are set for production.

# NCP Licenses New Products For 'Superman'

NEW YORK, March 5.—Since National Comics Publications began merchandising "Superman" it has been going well, and new developments are in the offing.

George Reeves, star of the TV film show, will make his first personal appearance as Superman next Saturday (12) in Milwaukee, where he will lead a parade to mark the opening of boys' departments in three branches of the Johnny Walker Stores. Other appearances will be made in Chicago and Los Angeles.

Kellogg's, the sponsor in some 120 markets, has set two new Superman premiums, which will be offered via all five shows it sponsors nationally. During April, May and June the cereal company will offer a plastic figure that flies, which will sell for 10 cents. During October, November and December it will offer a plastic rocket ship, which will liquidate for 50 cents.

In the licensing field, Emmett recently concluded an agreement to get Superman on cellophane packaging used for fruits and vegetables, an area that had been barren of character merchandising until recently.

# TRAFFIC

## Modern Ties Up New Deals

NEW YORK, March 5.—Modern Talking Picture Service, the TV film trafficking agency, has taken on two more nationally spot-booked shows, both of which will debut later this month. Modern will do the shipping on the new Ames Brothers show that will go on 193 stations for Nehi Beverages thru BBD&O. It will also handle "Buffalo Bill Jr.," which goes on 110 stations for Mars Candy and Brown Shoe thru Leo Burnett. Modern is currently servicing 11 of the 20 top ad agencies in TV billings on their spot film shipping.

Meanwhile, Modern's library of sponsored films is growing in leaps. In the past three weeks the TV division has acquired 13 more of these industrials, two of them in color. This brings the total library to 91 subjects, and there are two more coming up.

# WBAL to Air 'Z-RO' Pitch

BALTIMORE, March 5.—WBAL-TV here is going to try what looks like a new angle in TV film selling. Instead of screening the show for each prospective client individually, the station is putting an audition print on the air and asking all likely prospects to take a look at it on their home sets.

The show with which WBAL-TV will try this is "Captain Z-RO," the educational kiddie show distributed by Atlas Television. The on-the-air audition is due to come off Sunday, March 20, probably in a late morning slot. This is a period in which the show is already running in a couple of other markets, as, for example, New York. The station and distributor believe that this will give the potential sponsor a fairer test of the show's values than a private screening, because, among other things, he'll be able to see the picture in actual TV size and he'll be able to get his own kids' reactions to the show.

NEW YORK, March 5.—The review last week of the sales film that Television Programs of America will shortly begin using to pitch "Captain Gallant of the Foreign Legion" failed to mention that it was scripted by Pete Sanphir, TPA's advertising consultant. It was filmed here by QED Productions.

# THE BILLBOARD SCOREBOARD

## Who's Buying What Where-- New Film Sponsors by Industries

This feature is a breakdown by industry category of sponsors who purchased TV film programs during the month preceding this issue. The list is derived from information published during the past month in The Billboard's TV Film Purchases column each week.

Symbols used below are: (R)—renewals; (A)—alternate week sponsorship; (1/2)—split sponsorship.

Sponsor—Program	Distributor	Market	
<b>AGRICULTURAL AND PET FOODS</b>			
Dr. Ross' Dog Food—All Star Theater	Screen Gems	KEY-T, Santa Barbara, Calif.	
Eugene Feed Co.—Badge 714 (Series B)	NBC Film	KCMC, Texarkana, Tex.	
<b>AUTOMOTIVE (Cars, Tires, Accessories)</b>			
Mueller Motors—Secret Files, U.S.A.	Official Films	WOAL, San Antonio	
Kay Packard Dealer—Amos 'n' Andy	CBS Film	WROW, Albany, N. Y.	
Therer Oil Company—Badge 714 (Series A)	NBC Film	WARD, Johnstown, Pa.	
<b>BEER AND WINE</b>			
<b>Olympic Brewing—</b>			
Science Fiction Theater (Alt.)	Ziv-TV	7 West Coast Major Markets	
<b>Progress Brewing—</b>			
Science Fiction Theater	Ziv-TV	Oklahoma City	
Hamm's Brewery—Championship Bowling	Walt Schwimmer	WGN, Chicago	
<b>Griesedieck Brewery—</b>			
Championship Bowling	Walt Schwimmer	St. Louis	
Schlitz Brewing—Championship Bowling	Walt Schwimmer	WHBF, Rock Island, Ill.	
Budweiser Beer—Championship Bowling	Walt Schwimmer	WICS, Springfield, Ill.	
<b>Genessee Brewery—</b>			
Championship Bowling	Walt Schwimmer	All New York State excluding New York City	
Regal Pale Beer—Championship Bowling	Walt Schwimmer	WJMR, New Orleans	
Carling's Beer—Badge 714 (Series A)	NBC Film	WENY, Watertown, N. Y.	
Kroeger Beer—Badge 714 (Series A)	NBC Film	WHAS, Louisville	
Rainier Beer—Badge 714 (Series B)	NBC Film	KOOK, Billings, Mont.; KPBB, Great Falls, Mont.; KGVO, Missoula, Mont.	
<b>Heileman's Old Style Lager Beer—</b>			
Racket Squad	ABC Film	WOW, Omaha	
<b>NON-ALCOHOLIC BEVERAGES</b>			
Dr. Pepper's Bottling Co.—Rin Tin Tin	Screen Gems	KRBC, Abilene, Tex.	
<b>CLOTHING AND ACCESSORIES</b>			
Gallenkamp Shoes—Hopalong Cassidy	NBC Film	KGO, San Francisco	
<b>CONFECTIONS</b>			
Towne Talk Co.—Passport to Danger	ABC Film	Fresno, Calif.; Portland, Ore.; Spokane; Seattle	
<b>DAIRY AND MARGARINE PRODUCTS (Shortenings, etc.)</b>			
Carnation Milk Co.—Annie Oakley	CBS Film	KOFO, Tucson, Ariz.	
Wanzor Milk—Hans Christian Andersen	Intestate TV	WBK, Chicago	
Watson Ice Cream Co.—Rin Tin Tin	Screen Gems	KTLC, Lake Charles, La.	
Long Meadow Farms—Crusader Rabbit	Consolidated TV	WNAO, Raleigh, N. C.	
<b>DRUGS AND DRUGSTORES</b>			
Sav-On Drugs—Amos 'n' Andy	CBS Film	KNXT, Los Angeles	
Katz Drug Company—Inner Sanctum	NBC Film	WDAF, Kansas City, Mo.	
<b>FINANCIAL AND BANKS</b>			
First Trust and Deposit Co.—Badge 714 (Series B)	NBC Film	WSYR, Syracuse	
<b>Household Finance—</b>			
Championship Bowling	Walt Schwimmer	WXYZ, Detroit	
Willis-Cox Insurance Co.—News Review	NBC Film	KRBC, Abilene, Tex.	
<b>BAKERIES</b>			
<b>Merchants Biscuit Company—</b>			
His Honor, Homer Bell (1/2)	NBC Film	Omaha	
<b>OTHER FOODS AND FOOD STORES</b>			
Goodman's Market—Rin Tin Tin	Screen Gems	KVOA, Tucson, Ariz.	
Prince Macaroni—Badge 714 (Series B)	NBC Film	WCSM, Portland, Me.	
Pacific Fruit—Life of Riley	NBC Film	KFBC, Cheyenne, Wyo.	
Kellogg Co.—Superman	Flamingo Films	WBK, Chicago	
Wild Bill Hickok	Flamingo Films	WBK, Chicago	
Jones Sausage Co.—Sherlock Holmes	UM&M	WSJS, Winston-Salem, N. C.	
<b>HOUSEHOLD APPLIANCES, FURNISHINGS, SUPPLIES</b>			
Shepard Roofing Co.—Rin Tin Tin	Screen Gems	KVOA, Tucson, Ariz.	
Medford Furniture Co.—The Falcon	NBC Film	KREX, Medford, Ore.	
<b>Western Furniture Co.—</b>			
Crusade in Europe (1/2)	Unity TV	KTVT, Salt Lake City	
NU-Way Builder's Supply—	Crusade in Europe (1/2)	Unity TV	KTVT, Salt Lake City
<b>Elmer Weber Lumber Co.—</b>			
Walt's Workshop	Reid H. Ray	WKNX, Saginaw, Mich.	
<b>Bardwell-Robinson Lumber Co.—</b>			
Walt's Workshop	Reid H. Ray	WDAY, Fargo, N. D.	
Loonan Lumber Co.—Walt's Workshop	Reid H. Ray	KELO, Sioux Falls, S. D.	
Wheeler Furniture Co.—Amos 'n' Andy	CBS Film	KVVG, Tulare, Calif.	
Smith Bros.' Hardware—Art Linkletter	CBS Film	WBNS, Columbus, O.	
<b>JEWELRY AND ACCESSORIES, WATCHES, CAMERAS, ETC.</b>			
Lane's Jewelry—Amos 'n' Andy	CBS Film	KBAK, Bakersfield, Calif.	
<b>DENTIFRICES, SHAVING CREAMS, MOUTHWASHES, TOOTH BRUSHES</b>			
<b>Shulton Corp. (Old Spice Shaving)—</b>			
Paris Precinct	UM&M	35 markets	
<b>TRANSPORTATION</b>			
<b>Doonan Trucking &amp; Implement Co.—</b>			
Gene Autry	CBS Film	KCKT, Great Bend, Kan.	
<b>Union Pacific Railroad—</b>			
His Honor, Homer Bell	NBC Film	Seattle, Portland, Ore.; Los Angeles, Omaha (1/2)	
<b>UNIDENTIFIED SPONSORS AND MISCELLANEOUS</b>			
Tobin Packing—Science Fiction Theater	Ziv-TV	Rochester, N. Y.	
Best Built Co.—Hollywood Off-Beat	MCA-TV	WBKB, Chicago	
Rogers & Porter—Badge 714 (Series A)	NBC Film	WHAM, Rochester, N. Y.	
Sears, Roebuck—Amos 'n' Andy	CBS Film	KPRC, Houston, Tex.	
<b>Sam McDaniel &amp; Sons—</b>			
Showcase of Stars	TPA	WLVA, Lynchburg, Va.	
Ellery Queen	TPA	WBFC, Greenville, S. C.; WAGA, Atlanta	

# NOW WE'RE ON TV

191 Looney Tunes

featuring:

DAFFY DUCK and PORKY PIG

Available now . . . on a sensational LIBRARY PLAN

that puts all 191 titles on your shelves to program in countless profitable ways: Copyright 1955 Sunset Productions, Inc.

backed by a COMPLETE MERCHANDISING AND EXPLOITATION CAMPAIGN

GUILD FILMS

460 PARK AVENUE, NEW YORK 22, N. Y. • MURRAY HILL 8-5365

# RKO-PATHE NEGOTIATING 2 BERMUDA FILM SERIES

## Firm Holds Talks With John Gibbs; Would Lens 'Sarong' and Wylie Yarns

NEW YORK, March 5.—RKO-Pathé, Inc., the Eastern subsidiary of RKO Pictures Corporation, this week moved closer to its first major TV venture. The film production firm has been holding talks with John Gibbs which will probably result in its being responsible for physical production of two new vidfilm series, "Sarong," starring Dorothy Lamour, and an untitled program based on Philip Wylie's Saturday Evening Post series, Des and Crunch. The NBC Film Division is considering distribution of the properties, but no deal has been signed.

The set-up has further ramifications, for it would revive plans for Bermuda to become an Eastern film production center. Gibbs is acting for a group of Bermuda financiers who invested in the latter series, of which an unsuccessful pilot was made. Their capital was lost when the film turned out badly and, when much of the money allegedly was mishandled.

With Gibbs acting as their representative, for he also had a considerable stake in the initial set-up, the group has revamped its entire operation and has now brought

RKO-Pathé into the picture. The film production firm surveyed the Bermuda studios and equipment and found that it has possibilities. It then agreed to consider the handling of the below-the-line work, which would include the use of its technical crews and technical supervision. Some new equipment will also be furnished by RKO-Pathé. The Bermuda film studio, which is a hangar, is now undergoing soundproofing.

Gibbs will supply the cast of the two properties and scripts, and act as the principal in production. He now has been able to offer the NBC Film Division a functioning film production unit which has necessarily that distributor's interest in the project.

There has been a considerable upbeat in RKO-Pathé TV film activity during the last year. The firm has increased its commercial business in recent months and has also produced a large number of industrial films. Much of its studio space was used to produce short subjects but there has been a cut-back in such production in recent years. RKO-Pathé consequently, has been going after TV business.

Eddie Sutherland has been named to produce "Sarong," which will consist of a great deal of footage from some of the Lamour South Sea island films made for Paramount Pictures. The old foot-

age, of course, will be integrated with new film material shot in Bermuda.

Production in Bermuda was also considered for a series to be centered about "Mandrake, the Magician." This project fell apart at the same time that the Des and Crunch pilot film met with such a bad reception. ABC-TV was to take on distribution and financing. But now that the Bermuda set-up has been reconstituted its chances of becoming an important factor in Eastern production are much better, according to informed trade sources.

### P&W Set 10

Continued from page 6

Circle," published about four years ago. The situation comedy will concern the actress's school days in New York and Philadelphia after World War I. Miss Skinner will introduce and narrate each episode and will be available for commercials.

In about six weeks P&W will start shooting a quarter-hour comedy series which will show what people look like when seen thru the eyes of a basset hound. The dog will have the character of an English gentleman. Titled "Mr. Bascomb," the series was created by Mark Roberts and Allen Melvin, who will also co-produce.

#### Other Series

P&W also dispatched a cameraman to Africa this week to begin shooting background footage for a new adventure series that will be set all over the world. Further details on this one are not yet available.

The firm is also planning to go highbrow with a quarter-hour series in which ballerina Mia Slavenska will dance famous "pas de deux" with three or four different leading male dancers. This one is expected to go before the cameras here April 26.

The firm this week named Anthony Z. Landi executive vice-president. He was formerly with Imperial World Films, Chicago, and Dowling Pictures, Hollywood. Parsonnet, a Hollywood veteran, is producer of the TV film series "Top Secret" (Flamingo Films), "The Visitor" (NBC Film Division) and "Hollywood Offbeat" (MCA-TV). He did virtually all of this TV production here in New York.

### William Morris

Continued from page 7

leases, as well as revenue. But, according to these sources, the top command consistently refused to risk offending the exhibitors.

Some of the more recent Pine-Thomas productions are "Sangaree" with Fernando Lamas and Arlene Dahl, "The Vanquished" with John Payne and Jan Sterling, "Those Red Heads from Seattle" with Rhonda Fleming, "Caribbean" with John Payne and Arlene Dahl, and "The Blazing Forest" with John Payne. All are in Technicolor.

But there was no indication whether or not any of these recent pictures were part of the 37-picture package being peddled by the Morris office. To many it seemed doubtful, since that would get the producers on the hook for considerable talent re-payments.

## Big TV Names Put Lien on Fort Knox

Continued from page 1

started early this season when NBC-TV started throwing its money around and paid Betty Hutton an estimated \$35,000 for her hour-and-a-half appearance in the debut spectacular. From then on actors and performers with names could practically get their own price.

CBS-TV began paying \$7,500 for medium dramatic names to be used in hour shows and has stepped up this figure to \$10,000 for several thespians. "The U. S. Steel Hour" has also given this price to one actor for an appearance on its show, and prices on all dramatic shows have increased commensurately.

#### Godfrey Take

Arthur Godfrey undoubtedly clears \$35,000 for his hour's work on Wednesday night, since the program is priced at \$55,000 and he does not have expensive talent to pay. Marlene Dietrich can also pick up her quota of heavy sugar. The actress has been offered \$50,000 for three appearances on NBC-TV spectaculars, but has resisted the bait up to now. This, of course, does not include rehearsal time that talent puts in for their video stunts, but, at most, it

runs two weeks and for Gleason and Godfrey its only a few days.

Behind all these extravagant salaries, in many cases, are years of toil and struggle. The average pay of an actor on Broadway during the last several years runs to about \$750 annually or 40 cents an hour. The majority of them, of course earn considerably less. But the lure of heavy money and fame is always there, and for the few who make it, the result is worth all the struggle.

### 20th-Fox, ABC

Continued from page 7

shooting one or more new shows for advertisers within the next three months. It's unlikely, however, that any production will be done for first run syndication at this time. To this extent, TCF's policy is similar to Screen Gems in that it wants to shoot only on a firm order for national airing.

Syndication of subsequent runs of these shows would be either turned over to another distributor, or, more likely, syndicated by a TCF sales organization that would be set up later.

### TE FORWARD

## 'Fabian' Gets Publicity Plug, Adds to Staff

NEW YORK, March 5.—Telefilm Enterprises has got another big publicity break for its "Fabian of Scotland Yard," while sales of the series are beginning to show an upbeat and Charles Wick, head of the firm, is beginning to take steps toward expansion.

The latest promotion is a series that started last week in The American Weekly. Titled "Secrets of Scotland Yard," the stories are written by Robert Fabian, on whom the TV film series is based. They will appear in 29 Sunday papers over the next few months.

Last week Wick named Milt Olin national sales manager. Olin joined TE only a couple of months ago, replacing John Alicoate, who has returned to the trade paper business. Olin this week put on two additional salesmen, Bob Gewald in New England and Bill Dagg in the South.

#### "Stamps" Show

TE last week took on the distribution of a second show, "The World Thru Stamps," with Bob Trout, which was previously handled by Sterling Television. The quarter-hour educational series was produced by Storrow-Sard Productions. Ellis Sard indicated that the reason for the switch in distributors was that he felt Sterling's sales approach was not suitable for this particular property, and that the breach was entirely amicable.

Meanwhile, Wick is understood to have been huddling recently on a couple of other production deals.

One of the recent sales of the "Fabian" show was to the First National Bank of Wisconsin for airing over WIKK-TV, Milwaukee. The bank is putting up eight-foot displays of "Fabian" in its eight branches there.

## NARTB Readying Agenda for Annual Convention in May

WASHINGTON, March 5.—No TV film panel has yet been scheduled for the convention of the National Association of Radio & TV Broadcasters, which convenes here May 22. The major part of the agenda was outlined by C. E. Arney Jr., secretary-treasurer, this week.

The TV business session will take place Monday (23) morning. The TV panels will take place Thursday (26), the last day of the convention, which will break up at 3 p.m. There will be a reception and banquet that night.

A number of major TV film distributors were down here this week to take a look at the exhibit space. The convention will be in two hotels, the Shoreham for exhibits and the Sheraton-Park for meetings and dinners.

### Ziv Plots Series

Continued from page 6

ence Fiction" in those three markets plus a few more in the West, 11 in all. PictSweet will co-sponsor with Bromo in Salt Lake City and with Olympia Brewing in a few others. Olympia, meanwhile, has increased its spread on the show from seven to 16, adding Reno and Las Vegas, Nev., and Anchorage and Fairbanks, Alaska.

#### Serutan

Serutan is moving into TV film with this show in Cincinnati, Columbus and Dayton, O. Serutan, thru Edward Kletter, has heretofore gotten its TV exposure via Du Mont, on such shows as "Life Begins at 80."

Ziv further sold "Science Fiction" to banks in Miami and Tulsa, Okla., and to the Wisconsin Oil Company in Milwaukee.

In all, the show is now wrapped up in 58 markets. Its air debut will be the first week in April



JACKIE COOPER



RICHARD CARLSON



JOAN CAULFIELD



EDWARD ARNOLD

## PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

Strictly a top-drawer series... 52 films combining famous stars (like these), great stories, top production in one quality package. No wonder critics call them "outstanding" ... "first class"!

### ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y. CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

It's **KLING** again...

AND THE PROOF IS IN THE REPEAT BUSINESS FOR...

- LEO BURNETT
- CAMPBELL-EWALD
- J. WALTER THOMPSON
- McCANN-ERICKSON
- FOOTE, CONE & BELDING
- MAXON
- RUTHRAUFF & RYAN
- D'ARCY
- CAMPBELL-MITHUN

It's Kling again—scoring high in Billboard's recent TV film awards. Two out of the three top awards in economy, speed and quality—with thanks to the hundreds of advertisers and agencies who use Kling facilities, Kling creative talent, Kling technicians.

Ready to serve you with the same kind of top quality, speed and economy that rated Kling first in the nation. When in Chicago or Hollywood see the nation's finest facilities for motion picture production.

**KLING** film products

CHICAGO  
1058 W. Washington Blvd.

HOLLYWOOD  
1416 N. LaBrea

# 'Judge Priest' Pix Planned

NEW YORK, March 5.—Judge William Pitman Priest, a character created by the late Irvin S. Cobb, will be the basis of a TV film series to be produced by Buff Cobb the TV panelist, who also happens to be the granddaughter of the

humorist. She set up Buff Cobb Enterprises this week with herself as exec producer and Mike Case as producer-director of the show.

One script is completed, and others are in the typewriters. Miss Cobb and Case are scouting for a suitable small town for some location shooting on the situation comedy, which will probably be titled "Judge Priest." No cast or studio has been set yet.

## QUALITY IS OUR BUSINESS

For COMPLETE FILM PROCESSING

in the EAST... it's

# MOVIELAB

Now Celebrating our 25th ANNIVERSARY

ROUND THE CLOCK SERVICES

- Negative Developing
- First Print Department
- Ultra Violet and Flash Patch Printing
- 16 mm and 35mm Release Printing
- Title Department
- 45 Cutting and Editing Rooms

for color it's



**MOVIELAB FILM LABORATORIES, INC.**  
619 West 54th Street, New York 19, N. Y. JUdson 6-0360

## TV FILMS WANTED

by Midwest Distributor

... offering blanket coverage of field with complete sales force operating out of Chicago.

Contact

### Tess McCaul

1780 Broadway, New York, N. Y. COLUMbus 5-7720

**Championship Bowling**

**IN 63 MARKETS A SMASH HIT!**

Presenting champions of the bowling world in match elimination tournament.

**WALTER SCHWIMMER CO.**

75 E. Wacker Drive FRanklin 2-4392 Chicago 1, Ill.

**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 rates). Foreign rate \$20. 939

Payment enclosed  Bill me

Name \_\_\_\_\_

Occupation or Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

# PRODUCTION NOTES

By BOB SPIELMAN

Most directorial talent any TV film show has ever had was used for the Louella Parsons pilot, shot at Filmcraft. Donating their services were Jack Webb, George Cukor and Norman Taurog.

Every studio in Hollywood will have to double its lighting capacity when color TV gets into full swing, opines Jimmy Nasser, head of operations at General Service Studios.

Robert Erlick, producer of the new "Hey, Taxi" show, thinks he has a ready-made audience of half a million in cab drivers and their families.

"Waterfront" producer Ben Fox declares it's easy for the highlights of any program to be good; the critical factor that makes one show better than another is the way the transitions are handled.

Cesar Romero, star of the "Passport to Danger" series, has suddenly been rediscovered by theatrical motion picture companies since his show's been on the air. Romero has had to turn down five offers to do features in the past few weeks.

Veteran writer-director Jack Reynolds has been named production manager for the new Hal Roach commercial division. With business booming Reynolds has his hands full, and has had to shoot commercials in a garage and at RKO-Pathé Studios.

Pressure on both performers and other production personnel is much greater in TV than in the movies, opines Roach V.P. Manny Goldstein, because of the time factor involved.

"CP," pilot film about doctors which will be shot at Hal Roach Studio Monday, will not try to compete with "Medic" but will deal more with human interest stories, according to producer Bruce Fowler. Alex Nichols has been set for the lead.

Producer Tony Miner is hopeful of using Eve Marie Saint in one of his new series after the actress has had her baby. Academy-Award nominee was given her start in TV by Miner and still owes him one show.

Acting personnel are superior in New York, but facilities and technicians are much better in Hollywood, reports Guild Films' executive producer Duke Goldstone, who supervises production in both places.

Actor Don DeFore, a regular on "Ozzie and Harriet," reports he's thinking about doing his own TV show next season.

Story Board commercial for Ford which won one of The Billboard's film service awards has been tabbed by the Los Angeles Art Director Club as the best TV commercial of 1954.

# TV FILM PURCHASES

By CHARLOTTE SUMMERS

Eastern Housing Corporation-Pre Fab purchased Guild Films' "Liberace" series to be shown over WNDP, Binghamton, N. Y., and the Necchi Sewing Machine Company purchased the series for viewing over WTVO, Rockford, Ill. "Life With Elizabeth," another Guild series, picked up five new markets this past week with five sponsors reported. They are KQTV, Fort Dodge, Ia., for North West Iowa Maytag Dealers; KFSD, San Diego, Calif., for Necchi-Ehra Sewing Machine Company; WTVO, Rockford, Ill., for Mitchell's Radio Appliance; KOIL, Kearney, N. H., for the Bi-States Company and Portland, Ore., for U. S. Bakeries.

Other Guild Film sales include: "Conrad Nagel" to WMBT, Burlington, Vt., and KPIX, San Francisco, the latter for Lewis & Lewis Floor Covering. "Florian ZaBach" to WGB, Schenectady, N. Y., for General Electric; WTOG, Savannah, Ga., for Dream House Furniture; WTV, Oklahoma City, for First National Bank and KIEM, Eureka, Calif., for Ten Window Williams Jeweler. Frankie Laine was sold to KOMV, Columbia, Mo., for Curators of the University of Missouri and to CMA, Havana.

The Sterling Television Company sold "Movie Museum" to KRLD, Dallas, for the James Hampton Auto Company, and WNCT, Greenville, N. C., for the State Chemical Company. "Outdoor Camera" was sold to Kenmore Motors over WGR, Buffalo, and "Armchair Adventure" to KDKA, Pittsburgh, for Duquesne Brewing. "TV Quiz" was sold to KCEN, Temple, Tex., for Norge Appliances and KCMC, Texarkana, Tex., for Dillard's Department Store. "Adventures in Sports" was picked up by WNCT, Greenville, N. C., for Smith Dougless Fertilizer.

The Burger Brewing Company contracted with NBC Film for "Badge 714" Series B to be shown over WHIO, Dayton, O., and WTLF, Wheeling, W. Va. "Badge," B, was also sold to WMTV, Madison, Wis.; KDAL, Duluth, Minn.; WPBN Traverse City, Mich.; KPIX, San Francisco, for Ford Dealers, and WNAO, Raleigh, N. C. "Badge 714," Series A, was sold to WTVY, Dothan, Ala.; KNOW, Monroe, La., and WIBN, Topeka, Kan. "Dangerous Assignment" was picked up by KPHO, Phoenix, Ariz., and "The Falcon" by KSWs, Roswell, N. M.

Other NBC Film sales include: "Hopalong Cassidy," Series A, Series B and one hour, to WGR, Buffalo. "Hopalong," A, to WCSC, Charleston, S. C., and "Hopalong" one-hour to KHSL, Chico, Calif.; "Inner Sanctum" was sold to WNAF, Binghamton, N. Y., for Whipple Brothers, and to KPHO, Phoenix, and "News Review" was sold to WJMR, New Orleans.

The Central National Bank & Trust Company will sponsor Screen Gems' "All Star Theater" over WHO, Des Moines, and WSIX, Nashville, will show it on a sustaining basis. "Big Play-back" has been purchased by KELO, Sioux Falls, S. D., and "Rin Tin Tin" by KARK, Little Rock. "Top Plays of '55" have been picked up by KOB, Albuquerque, N. M., on a Screen Gems' Library plan.

The Pepsi-Cola Bottlers of Cleveland and Easy Pop Corn will sponsor CBS-TV Film Sales' "Range Rider" over WEWS, Cleveland, and WOAI, San Antonio, respectively. "Rider" was also sold to WTVY, Dothan, Ala., and WFJZ, Fort Worth. WTVY, Dothan, Ala., also purchased "Amos 'n' Andy" and "The Whistler." Gene Autry was sold to KOVR, Stockton, Calif.; WTTG, Washington, and WINT, Waterloo, Ind. Savings Bank Association of Massachusetts will sponsor "Art Linkletter and the Kids" over WMGT, Pittsfield, Mass. Linkletter was also sold to KVET, Sacramento.

Other CBS-TV Film sales include: "The Whistler" to WCSH, Portland, Me.; "Annie Oakley" to KTVF, Fairbanks, Alaska, and KFJZ, Fort Worth; "Amos 'n' Andy" to KFJZ, Fort Worth, and "The Whistler" to KSWs, Roswell, N. M.

The Award Television Corporation sold "Jimmy Demaret" in five additional markets this past week. They are Houston; Augusta, Ga.; Greenville, S. C.; Amarillo, Tex., and Washington.

# RACKET SQUAD



## RENEWED BY



## NINE OUT OF TEN



## SPONSORS!

It must be good! After just 10 months in syndication, Racket Squad has 90% renewals from a wide variety of big-time advertisers, including brewers, oil companies, appliance manufacturers, chain stores, etc. No wonder... look at the ratings and share-of-audience (ARB, Dec. '54):

Columbus	17.7	47.3% share
Dayton	20.0	59.5% share
Seattle	21.5	31.6% share

First-run markets are still available, too. But act fast!

# RACKET SQUAD

Produced by Hal Roach, Jr.



**ABC FILM SYNDICATION, INC.**  
7 West 66th St., N. Y.  
CHICAGO - ATLANTA - HOLLYWOOD - DALLAS

**HOLLYWOOD ANGELS, INC.**

**COMMON STOCK**

The Company will employ its funds in diversified entertainment enterprises connected with television and Broadway shows.

Price 50¢ a share

**HOLLYWOOD ANGELS, INC.** B-10  
29 West 65th St., N.Y. 23, N. Y.  
TRafalgar 4-1815

Send Free Offering Circular without cost.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

State \_\_\_\_\_ Phone No. \_\_\_\_\_

\$\$\$\$ DOLLARS \$\$\$\$

**FOR YOUR OBSOLETE**

**16mm. TELEVISION FILMS**

Blackhawk will buy your legitimate 16mm. sound prints of your used and obsolete filmed television programs for resale for home and non-theatrical use. Any quantity—one print or a thousand! Let us know exactly what you have by title, length and number of prints. "We even have a market for obsolete commercials!"

**Blackhawk Films, Inc.**  
501 Eastin Pictures Building  
DAVENPORT, IOWA

**THE BILLBOARD** is the only trade paper covering the general showbusiness field with an audited paid circulation.



# Vox Jox

By JUNE BUNDY

JUST FOR KICKS: Rudy Ertis, WTOL, Toledo, O., recently played a medley of songs with the names of food in their titles, then asked listeners if they could add to the list. He received 89 different food titles, the most unique being "Meat Me Tonight in Dreamland."

... Whenever Mike Hener, KMA, Shenandoah, Ia., thinks his record show is getting dull he reads the lyrics of any rhythm and blues number over an instrumental version of "Melody of Love." Mike says this stunt is particularly effective with "Shifty Boom." ... It had to happen, even if the fine hand of press agency engineered it. Joy Loter, KCAE, Salem, Ore., was thrown in jail after playing Joan Weber's "Let Me Go, Lover" disk 28 consecutive times on his early morning show. The station had remote equipment installed in Loter's cell, and he did his program right from there. Listeners were asked to help raise \$500 (which the city offered to donate to local March of Dimes). He spent two-and-a-half days in the hoosegow, during which time fans sent in \$1,350.

**THE SODA SET:** In answer to our recent query about the nation's youngest deejay, Candy Lee of WDOK, Cleveland, Ohio, she says she was nine years old. The pretty blonde, who is 13 now, also sings. ... Meanwhile, 15-year-old Dick Homer of Littlestown, Pa., reports that he started his first regular weekly disk jockey show over WHVR, Hanover, Pa., when he was 14 years old. Dick plans to continue the show in the spring.

**SURFACE NOISES:** Bob Agee, WBIR, Knoxville, wishes record companies "would be more careful and pay more attention to stamping the playing time on all decay releases." ... "So trashy are some of the present crop of records," says Paul Drew, WDET, Detroit, "that I'm giving a good spin to the classics, as well as the pops, and getting a positive response. ... Don Sherman, WLYN, Lynn, Mass., thinks the record distributors would be doing themselves a favor by sending all new LPs to jocks as well as single records. There's a lot of good LP material the jocks would certainly use if they had it."

# DEALER DOINGS

By GARY KRAMER

**EUROPEAN HOLIDAY:** Three Minshall Organ dealers and their wives have won all-expense trips to Europe in a nation-wide sales contest just ended. Mr. and Mrs. A. L. Marech Jr., Cleveland, Mr. and Mrs. James W. Aylor, Memphis, and Mr. and Mrs. E. C. Hooper, Manitowoc, Wis., sail March 12 from New York for Le Havre and will proceed to Paris and Nice in France and Florence and Rome, Italy.

**SELF-SERVICE:** Oliver Martin, Franklin, N. H., thinks it's high time that the larger record companies take a more vigorous lead in helping dealers build up self-service and better display by offering fixtures and racks, etc., at their net cost and help secure time-payment schedules. "That, coupled with the cut prices on LPs, ought to achieve maximum sales of records," he says. Martin's experience with distributors in promoting self-service and buying fixtures has not been satisfactory. "They are asking too much money for them," he says.

From the Niagara Electric Shop in Ciena Falls, N. Y., an interesting observation on current charts was received. "This week The Billboard has four tunes in the top 20 on the Honor Roll of Hits which do not show up on any of the charts," "Blue Mirage," "Unsuspecting Heart" and "I Gotta Go Get My Baby" are examples of what our correspondent is referring to. (See Chart Comments.)

**R.&B. TREND:** The Lucky Penny Shop, Albuquerque, N. M., is finding, like many others, that many "pop style" rhythm and blues records outsell "regular pops." This is true in spite of the fact that there are no local r.&b. disk jockey shows in that territory. ... Miss Rosenfield, of the Somerset Record Shop in Somerville, Mass., takes a dim view of some r.&b. records and feels that they contribute in a subtle way to juvenile delinquency. She feels it is important to establish censorship over these records. If the record companies do not do this, dealers can at least show how they feel by refusing to sell objectionable disks, she advises.

These are times of great change in the business, and Mike Levine, of The Groove Record Shop, Norfolk, believes that "the day has come when the men will be weeded out from the boys." He avers that unless retailers start catering to the consumer and learn what the latter wants and supply him with it, many will be out in the cold. There are great dealer should attempt to discover these.

# JUKE BOX WRAP-UP

Music operators, disk jockeys, radio commentators and recording artists from nearly a dozen diskeries combined forces in Detroit for a benefit of teen-agers. Approximately 2,000 youngsters jam city recreation centers to watch second UMO sponsored event.

Eastern Massachusetts music operators considering dime play move. Talk of easing into switch with EP disks. Estimate about 10,000 juke boxes in the area, about 40 now using the smaller coin.

Sentinel Radio Corporation announces first shipments of new coin-operated 27-inch television-juke box cabinet combination to begin May 1. Sked initial production to hit about 100 sets a week. Distribution to bypass regular channels, going directly to operators and distributors.

Music Operators of America convention to open doors in three weeks. MOA president releases first list of exhibitors. Includes major record companies, juke box manufacturers, needle right legislation to key business sessions.

New York coin machine leaders begin to organize annual dinner for United Jewish Appeal. Money collected to go to the Albert Einstein Medical College. Set goal of \$25,000. Event to take place in main ballroom of the Sheraton-Astor Hotel.

For full details on these stories see Music Machine department beginning on Page 72.

# GOES TO TV

## Travers D. J. 'CROCKETT' IN Show Shifts With Ease

By STEVE SCHICKEL

CHICAGO, March 5.—"Ted Travers Show," new television disk jockey program which premiered here Friday (25), again indicated that the decay can make the transition to TV with ease. The big question in every attempt at a television disk jockey show is how can records be played and still keep viewers glued to the screens.

So far, Chicago has led the field in bowing new TV decay shows, and as many shows that have appeared, a similar number of new techniques have emerged. Not all of them have proved successful. Up to now, the "Howard Miller Show," which uses mobiles, abstract design and whifflings, has been the most successful.

The Ted Travers stanza featured another new set of gimmicks aimed at holding the viewer's attention during record spins. It must be said, however, that if the personal-ty himself does a poor job of projection, no amount of gimmicks will keep the program alive. Travers, in his initial bow, proves his personality is right for the medium. His background as a singer and a disk jockey gives him the plus factor necessary to carry out an intelligent interview. His running gimmick for the full hour is to answer phone inquiries on any phase of the music business.

He has several new gimmicks for record-playing stanzas. One is to show the music of the tune played, including the staff, chords and lyrics in sequence. Another is to air spot news of the music world in story form ala a feature column. Both were highly successful. Other features included an interview in masks, with Travers and the mask maker changing masks and dialects to fill out a story and cast with crite lines. The last record gimmick showed an artist seated at an easel on which he dropped a shoe string. Regardless of which way the string fell, the artist drew a scene around it, utilizing the strings form.

Guest artists on the show were Mark Show is sponsored by Sun-Joyce Bryant and pianist Dick Mark. Show is directed by Roger Productions, and produced by Lakeside Productions.

# AM Stations, Nets Lauded By FCC's Lee

WASHINGTON, March 5.—Federal Communications Commissioner Robert E. Lee lauded radio stations and networks in a talk during Washington's second High-Fidelity Fair today for their roles in boosting the nation's appreciation of good music.

Pointing out that "the American Broadcasting System, along with its human faults" was responsible for this cultural revolution, Lee openly criticized those who think the federal government went in for station ownership or if the FCC "America would be better off if it participated in program activities." Lee also praised FM stations and the development of LP records for their part in making "great classical music accessible to everyone." With AM radio revenues on the down-grade, he suggested that broadcast-ers should reconsider the economic of FM broadcasting. As the audience for good music grows, he indicated there would be need for more FM outlets.

Thousands of hi-fi enthusiasts crowded displays of some 50 lines of phonograph, radio and recording equipment compared with only 20 lines shown at the first hi-fi fair last year. The early crowds indicated that total attendance over the three-day show ending tomorrow (6) will far surpass the 30,000 who visited the fair last year. The fair is sponsored by Station WCMS, Washington.

# CAP PROMOTES FRONTIER STYLE

## Travers D. J. 'CROCKETT' IN Show Shifts With Ease

HOLLYWOOD, March 5.—They do things in a big way down in Texas, and the release of Capitol Records' "Ballad of Davy Crockett" gave ample opportunity for a novel promotion of the record there recently.

In keeping with the spirit of the Davy Crockett legend, Ray Taylor, Jay Swine and George Hays of Capitol's Dallas branch, made delivery of the Ernie record to Dallas and Fort Worth dealers by wagon and team. "Trio donned buckskin garb and coonskin caps, and after appearance on the Jerry Hanes TV show via WFAA, Dallas, were off to deliver the gold.

The outlaws didn't hold up riders camped out overnight on the stage, the Capitol tough-riders camped out overnight before going on to Fort Worth and a TV reception there.

**TREND VIEW**  
**R.&B. Disks Dropped for Miss Gibbs**  
NEW YORK, March 5.—Although Georgia Gibbs is one of the most successful pop singers of rhythm and blues in the record field to date, Mercury's Eastern artist and repertoire men, Hugo Perette and Luigi Creatore, insist that the current r.&b. trend has just about hit its peak and is now on its way down.

Consequently, the execs say they are not scheduling any r.&b. material on future recording dates for Miss Gibbs, the Caytords or Sarah Vaughan. Although other pop artists have made similar pronouncements on r.&b., the Perette-Creatore decision is rather surprising, since Mercury was among the few pop labels to move strongly into the field, via Georgia Gibbs recent disk, "Dance With Me, Henry."

However, the execs report they arrived at the decision on the basis of checks with distributors, dealers, delays and their own artists. Both execs admit the impact of r.&b. in the pop consumer field still appears to be strong, but they are convinced that on a trade level the trend is already on the way out.

**Change of Name**  
BOSTON, March 5.—The Boston Musicians' Union, Local 9, has plans underway to change its name to the Professional Musicians' Association of Boston. The move is designed to make clear the difference between professionals and non-professionals, with the implication that non-members are not professionals and therefore not up to standard. It is no secret that several non-union groups have been in competition with union members, conducting to play at lower rates. The president, says Sam Marcus, new president, is trying to point out to the buying public that professional music is best. He said the union has paid its members more than \$30,000 to play at benefits, civic functions and such like.

**for your Easter programs!**  
**peter**  
Recorded on all labels  
Hill & Range Songs, Inc.

# new BRIGHTS!

## THE INCOMPARABLE EARTH ANGEL

BEST SONG OF 1955

**COMING UP!!!**  
**OOKEY OOK**  
**LOVE WILL MAKE YOUR MIND GO WILD**  
**HEAVEN IN PARADISE**

**Doobie Williams, Inc.**  
9512 So. Central Ave.  
Los Angeles 2, Calif.

**ANOTHER BMI "PIN-UP" HIT**  
**ROCK LOVE**  
FONTANE SISTERS, Dot  
ELAINE GRAY, Decca  
BILLY FARRELL, Mercury  
EDDIE FONTAINE, "X"  
DOLores GRAY, Decca  
LULA REED, King  
Published by  
LOIS MUSIC  
PUBLISHING CO.

**LAZY GONDOLIER**  
**ADDITIONAL MORE**  
**BURLINGTON MUSIC CORP.**  
539 W. 25th St.  
N. Y. C. Oregon 5-6468

**CLOSE YOUR EYES**  
MILLER MUSIC CORPORATION

**"PLEASE DON'T GO SO SOON"**  
**"IT'S YOUR LIFE"**  
**BOURNE, INC.**  
136 W. 52d Street  
New York 19

**"YOU TOO CAN BE A DREAMER"**  
**MILLS MUSIC**  
**PATTI PAGE**  
Mercury

**Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES**  
**What Do You Have To Sell?**  
Write BOX 666  
2160 Patterson St.  
Cincinnati, Ohio



EDITORIAL

# Fact Finding Heats Up

Altho the habits of Congress are a bit difficult to understand—as when a Senator and Congressman introduce one another's conflicting bills—the pattern of events during the past two weeks indicates Fact Finding is gaining strength.

The original advantage enjoyed by the licensing agencies, an advantage derived from the almost unprecedented organized strength behind the Kilgore bill, is slowly being dissipated. The gap is narrowing not so much because of defensive measures on the part of the juke box industry, but because the legislators are becoming more aware of the tremendous complications involved. They are learning that a lot of missing facts must be amassed before conclusions can be drawn.

That such an awareness should crystallize is inevitable. It develops as more and more people become cognizant of the opinions of unbiased copyright experts, such as Prof. Walter J. Derenberg, professor of law at New York University and a member of Attorney General Herbert Brownell's anti-trust committee, and Professor Benjamin Kaplan, of the Harvard University School of Law. (See separate story.)

There's no black or white, right or wrong to the copyright problem. It is not as simple as that. Congress, for over 30 years, has unsuccessfully tried to come up with the answer. The Kilgore bill is exactly the same as those which stymied previous Legislatures.

Let's be done with this time-consuming, misguided effort. Let's get into the basic economics of the problem, the basic economics of the music business. Let Fact Finding go beyond the licensing agencies, beyond the Music Operators of America, to the people who are directly involved—the operators, writers and publishers.

# ASCAP Puts Scrutiny On Background Music

NEW YORK, March 5. — The American Society of Composers, Authors and Publishers is subjecting the entire background music field to close scrutiny in order to arrive at a new formula for performance fees.

It is known that some contracts with background music operators were not renewed upon recent expiration to await buttoning down of the new formula. This formula is not expected to reach final form for a month or more.

ASCAP's new concern with the field stems from the entry of many new firms into background music

through the route of pre-recorded tape. Some of these operators use a combination of tape and wire; others use tape exclusively.

"Tape has made a big change in the business," said Jules Collins, ASCAP sales manager.

Another problem being mullied by ASCAP-ites is posed by the move of the J. P. Seeburg Company into the functional and background music arena. The juke box manufacturer offers users, thru licensed operators, a 100-record, non-coin-operated machine playing specially-recorded material on EP disks. Already in operation in many territories, the Seeburg operation was unable to conclude a performance contract with ASCAP. Material used is either in the public domain or cleared by Broadcast Music, Inc.

Collins said an entirely new basis of licensing may be worked out. This, ASCAP hopes, would accommodate all types of background music users.

# Bethlehem on Talent Spree

NEW YORK, March 5.—Bethlehem Records, indie label with a heavy jazz concentration, has teed off a talent-signing spree and stepped up its release schedule for this month. The diskery also has changed its distribution set-up in two major areas.

In Los Angeles diskery president Gus Wildi has dealt the line to Independent Record Distributors, and in New York to Malverne. Previously, sales in those centers were handled by company representatives.

In a concentrated effort to build catalog strength, the label has scheduled 10 jazz sets for release in March alone, with a similar release contemplated for April.

Bethlehem a.&r. chief Creed Taylor has corralled the following jazz names for exclusive pacts: Kai Winding and Jay Jay Johnson, Sam Most, Oscar Pettiford, Herbie Mann, Joe Puma, Eddie Shu, Conti Condoli, Charlie Mariano, Stan Levey and Max Bennett.

# CLERIC FROWNS ON CHEESECAKE

NOTRE DAME, Ind., March 5. — The clergy here take a rather dim view of the recent rash of cheesecake cover art in the album field. At any rate, Brother Andrew Corsini frowns on the trend.

In a letter to M-G-M Records this month, Brother Corsini congratulates the label on its "truly beautiful cover" for the Ray Charles Singers' album "The Autumn Nocturne." "I sincerely hope there are many more like it in the future," he wrote. "You can well understand my dislike for the seemingly unlimited number of half-dressed females that seem to be 'standard equipment' on record covers these days."

# GETS IN COPYRIGHT ACT

# NYU Prof Suggests Fact-Finding Group Similar to Anti-Trust Org

By BEN ATLAS

WASHINGTON, March 5.—A new wrinkle in the copyright fact-finding issue on Capitol Hill was added this week when Walter J. Derenberg, professor of law at New York University and a member of Attorney General Herbert Brownell Jr.'s anti-trust committee, in a letter to Rep. Frank J. Thompson Jr. (D., N. J.) suggested that possibly a fact-finding group similar to the attorney general's anti-trust committee might perform the task specified by Thompson in his bill for a federal commission to study revision of the copyright law.

Professor Derenberg informed Thompson that proposed legislation for creation of a federal fact-finding commission "has stimulated a great deal of discussion at New York University's Law School

which," Professor Derenberg said, "has done some pioneer work in the field of copyright" and is currently holding a seminar on advanced problems on literary and artistic property.

### Derenberg's Letter

Derenberg's letter went on to state:

"I have been a member of the attorney general's national committee to study the antitrust laws, which is about to submit its report to the attorney general within the next two or three weeks. This committee consists of some 60 experts in anti-trust law, representing both private and public points of view, who were appointed by the attorney general on recommendations made by the co-chairman of the committee, the Hon. Stanley M. Barnes, assistant attorney general and head of the Anti-Trust Division of the Department of Justice, and Prof. S. Chesterfield Oppenheim, of the University of Michigan Law School. No congressional action preceded the appointment of the committee and its work was financed by the appropriation available to the Department of Justice. The committee came into existence simply upon a suggestion by the attorney general to President Eisenhower.

"Some of us believe that a similarly constituted committee to revise our copyright law might best serve to bring about a much-needed revision of our entire statute. In view of the many technical aspects of this field of the law, it may be more advantageous to have a committee appointed under the auspices of the Librarian of Congress which would not consist primarily of congressmen or senators but of copyright experts on both our domestic and international copyright law. Such a national committee might well lay

the necessary groundwork for subsequent congressional action.

"Similar committees of experts have handled similar assignments in Great Britain and Canada with outstanding success, as evidenced by the report of the Copyright Committee (Board of Trade), London, October, 1952. Since I

(Continued on page 72)

# Langer Intros Bill Identical To Thompson's

WASHINGTON, March 5.—The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks indicated that copyright revision will get high priority on the Subcommittee's agenda as Sen. William Langer (R., N. D.) hopped a bill this week, as anticipated (The Billboard, March 5), identical to Rep. Frank J. Thompson Jr.'s (D., N. J.) bill to create a federal copyright fact-finding commission.

The wording of the Langer Bill is unchanged from Thompson's. Practically at the top of the list of the Subcommittee's agenda is the Kilgore Bill to end the present law's exemption of juke boxes from paying copyright royalties.

Langer, in addition to being sponsor of a Senate version of the Thompson Bill, is also a co-author of the Kilgore Bill. Kilgore, chairman of the Senate Judiciary Committee, has nine co-sponsors of this

(Continued on page 24)

# Waters Conley To Low-Priced Phono Field

CHICAGO, March 5.—The Waters Conley Company announced this week that it would enter the low-priced phono field with full-scale production, kick off a national ad campaign, and set up a distributorship of approximately 50 firms.

Gerry H. Rissman Jr., vice-president of the firm, said that the three

(Continued on page 27)

# Gale Sets Tour for 'R&B Show of 55'

NEW YORK, March 5. — The Gale Agency's "Big Rhythm and Blues Show of 1955," follow-up to the same office's "Big R.&B. Show of 1954," has been set up for a six-week tour beginning May 12.

The tour, which will open in Nebraska, will feature such name talent as Roy Hamilton, the Drifters, Erskine Hawkins' ork, Lavern Baker, Willie Mabon and others.

# MILLS IN PUSH ON 'STARDUST'

NEW YORK, March 5. — With Hoagy Carmichael's renewals safely in the Mills Music fold, the publishing firm is planning a big performance drive on "Stardust" in September. The fall of the year is chosen in view of the fact that new radio and TV shows will be fully set then. New recordings will be lined up too.

The Carmichael-Mills deal, covered in The Billboard several months ago when papers were drawn up, has finally been signed and includes "Stardust," "Riverboat Shuffle," "Havana" and nine other tunes.

# ALBUM, POPS

# RCA Snags 'Yankees' Cast Rights

NEW YORK, March 5. — RCA Victor has acquired the original-cast album rights to "Damn Yankees," the new Ross-Adler musical scheduled to open here May 4. The label will plug the score with a series of pop singles by Eddie Fisher, Perry Como, Kay Starr and Dinah Shore.

One of the most ambitious promotions will involve the Dinah Shore waxing of "Whatever Lola Wants," which will be sung by the thrush on a coast-to-coast TV spectacular March 27. Advance plugging and merchandising will place the disk in the hands of dealers the

(Continued on page 24)

# 'RETAILER' PACKAGE

# Col'bia Designs Promotion To Knit Firm, Dealer Ties

NEW YORK, March 5.—Columbia Records next week will launch a new promotion package designed to personalize relations between the company and dealers. The idea, conceived by Columbia's President Jim Conkling, offers one 12-inch LP record packed in a newsy brochure which also contains background articles, merchandising matter and a descriptive listing of new releases. The package was written and produced by Advertising Manager Irving Townsend.

The promotion, entitled "Columbia Retailer," will be released on a monthly basis and will be mailed directly to 5,000 key dealers, according to George Hayes, director of dealer relations for the diskery. In putting the piece together, efforts have been made to be entertaining and at the same time to introduce Columbia personnel and artists thru their words and their works on the recording itself. No

direct attempt, says Hayes, will be made to "sell."

Actually, Columbia points out, it is employing here a procedure it has been selling to other industries thru its own custom pressing department: trade education and public relations messages conveyed via transcriptions. Feeling is that the trade will give such a package its full attention and also that it will not be readily discarded.

Each record will have a different key exec as emcee. President Conkling assumes the honors on the initial issue, and special messages are carried by various department heads and by such artists as conductors Eugene Ormandy and Andre Kostelanetz. Highlights of the entertainment are provided by Executive Vice-President Goddard Lieberman, pop artists and repertoire chief Mitch Miller and by a swingin' jazz band composed of Columbia execs (see review elsewhere in this section.)

# Marks Firm Owns Half of 'Nobody'

NEW YORK, March 5.—In the March 5 issue of The Billboard, in a review of the RCA Victor record "Nobody," cut by Perry Como, Jerry Vogel is listed as publisher. This information was listed on the Victor label. Herbert E. Marks, president of E. B. Marks Music Corporation, states however, that his firm owns one-half the renewal rights of the song. Marks received a renewal from Lavinia Rogers, widow of Alex Rogers, lyricist of the song. This has been duly entered in the Copyright Office. Since neither the estates of Alex Rogers nor Bert A. Williams are members of ASCAP, Marks notes that his share may be cleared thru BMI.

What are the buying habits of the Juke Box Operators who spend \$17,000,000 a year on new records?

You'll find the answers in The Billboard's exclusive 8TH ANNUAL JUKE BOX OPERATOR POLL

featured in the MOA CONVENTION NUMBER

ISSUE DATED MARCH 26

ADVERTISING DEADLINE MARCH 16

## Vox Jox

By JUNE BUNDY

**JUST FOR KICKS:** Rudy Ertis, WTOL, Toledo, O., recently played a medley of songs with the names of food in their titles, then asked listeners if they could add to the list. He received 89 different food titles, the most unique being "Meat Me Tonight in Dreamland." . . . Whenever Mike Heuer, KMA, Shenandoah, Ia., thinks his record show is getting dull he reads the lyrics of any rhythm and blues number over an instrumental version of "Melody of Love." Mike says this stunt is particularly effective with "Shtiggy Boom." . . . It had to happen, even if the fine hand of press agency engineered it. Ray Loter, KCAE, Salem, Ore., was thrown in jail after playing Joan Weber's "Let Me Go, Lover" disk 28 consecutive times on his early morning show. The station had remote equipment installed in Loter's cell, and he did his program right from there. Listeners were asked to help raise \$500 bail (which the city offered to donate to local March of Dimes). He spent two-and-a-half days in the hoosegow, during which time fans sent in \$1,350.

**THE SODA SET:** In answer to our recent query about the nation's youngest deejay, Candy Lee of WDOX, Cleveland, thinks she may merit that tag. Candy has been spinning disks over WDOX since she was nine years old. The pretty blonde, who is 13 now, also sings. . . . Meanwhile, 15-year-old Dick Horner of Littlestown, Pa., reports that he started his first regular weekly disk jockey show over WHVR, Hanover, Pa., when he was 14 years old. Dick plans to continue the show in the spring.

**SURFACE NOISES:** Bob Agee, WBIR, Knoxville, wishes record companies "would be more careful and pay more attention to stamping the playing time on all deejay releases." . . . "So trashy are some of the present crop of records," says Paul Drew, WDET, Detroit, "that I'm giving a good spin to the classics, as well as the pops, and getting a positive response." . . . Don Sherman, WLYN, Lynn, Mass., "thinks the record distributors would be doing themselves a favor by sending all new LP's to jocks as well as single records. There's a lot of good LP material the jocks would certainly use if they had it."

(Continued on page 48)

## DEALER DOINGS

By GARY KRAMER

**EUROPEAN HOLIDAY:** Three Minshall Organ dealers and their wives have won all-expense trips to Europe in a nation-wide sales contest just ended. Mr. and Mrs. A. L. Maresh Jr., Cleveland; Mr. and Mrs. James W. Aylor, Memphis, and Mr. and Mrs. E. G. Hooper, Manitowoc, Wis., sail March 12 from New York for Le Havre and will proceed to Paris and Nice in France and Florence and Rome, Italy.

**SELF-SERVICE:** Oliver Martin, Franklin, N. H., thinks it's high time that the larger record companies take a more vigorous lead in helping dealers build up self-service and better display by offering fixtures and racks, etc., at their net cost and help secure time-payment schedules. "That, coupled with the cut prices on LP's, ought to achieve maximum sales of records," he says. Martin's experience with distributors in promoting self-service and buying fixtures has not been satisfactory. "They are asking too much money for them," he says.

From the Niagara Electric Shop in Glens Falls, N. Y., an interesting observation on current charts was received. "This week The Billboard has four tunes in the top 20 on the 'Honor Roll of Hits' which do not show up on any of the charts." "Blue Mirage," "Unsuspecting Heart" and "I Gotta Go Get My Baby" are examples of what our correspondent is referring to. (See Chart Comments.)

**R.&B. TREND:** The Lucky Penny Shop, Albuquerque, N. M., is finding, like many others, that many "pop style" rhythm and blues records outsell "regular pops." This is true in spite of the fact that there are no local r.&b. disk jockey shows in that territory. . . . Miss Rosenfield, of the Somerset Record Shop in Somerville, Mass., takes a dim view of some r.&b. records and feels that they contribute in a subtle way to juvenile delinquency. She feels it is important to establish censorship over these records. If the record companies do not do this, dealers can at least show how they feel by refusing to sell objectionable disks, she advises.

These are times of great change in the business, and Mike Levine, of The Groove Record Shop, Norfolk, believes that "the day has come when the men will be weeded out from the boys." He avers that unless retailers start catering to the consumer and learn what the latter wants and supply him with it, many will be out in the cold. There are new tastes and different emphases on older ones today, and the intelligent dealer should attempt to discover these.

## JUKE BOX WRAP-UP

Music operators, disk jockeys, radio commentators and recording artists from nearly a dozen diskeries combined forces in Detroit for benefit of teen-agers. Approximately 2,000 youngsters jam city recreation centers to watch second UMO sponsored event.

Eastern Massachusetts music operators considering dime play move. Talk of easing into switch with EP disks. Estimate about 10,000 juke boxes in the area, about 40 now using the smaller coin.

Sentinel Radio Corporation announces first shipments of new coin-operated 27-inch television-juke box cabinet combination to begin May 1. Sked initial production to hit about 100 sets a week. Distribution to bypass regular channels, going directly to operators and distributors.

Music Operators of America convention to open doors in three weeks. MOA president releases first list of exhibitors. Includes major record companies, juke box manufacturers, needle companies and other firms allied with the music industry. Copyright legislation to key business sessions.

New York coin machine leaders begin to organize annual dinner for United Jewish Appeal. Money collected to go to the Albert Einstein Medical College. Set goal of \$25,000. Event to take place in main ballroom of the Sheraton-Astor Hotel.

For full details on these stories see Music Machine department beginning on Page 72.

## GOES TO TV

### Travers D. J. Show Shifts With Ease

By STEVE SCHICKEL

CHICAGO, March 5. — "Ted Travers Show," new television disk jockey program which premiered here Friday (25), again indicates that the deejay can make the transition to TV with ease. The big question in every attempt at a television disk jockey show is how can records be played and still keep viewers glued to the screens.

So far, Chicago has led the field in bowing new TV deejay shows, and as many shows that have appeared, a similar number of new techniques have emerged. Not all of them have proved successful. Up to now, the "Howard Miller Show," which uses mobiles, abstract design and whirligigs, has been the most successful.

The Ted Travers stanza featured another new set of gimmicks aimed at holding the viewer's attention during record spins. It must be said, however, that if the personality himself does a poor job of projection, no amount of gimmicks will keep the program alive. Travers, in his initial bow, proves his personality is right for the medium. His background as a singer and a disk jockey gives him the plus factor necessary to carry out an intelligent interview. His running gimmick for the full hour is to answer phone inquiries on any phase of the music business.

He has several new gimmicks for record-playing stanzas. One is to show the music of the tune played, including the staff, chords and lyrics in sequence. Another is to air spot news of the music world in story form ala a feature column. Both were highly successful. Other features included an interview in masks, with Travers and the mask maker changing masks and dialects to fill out a story and cast with cute lines. The last record gimmick showed an artist seated at an easel on which he dropped a shoe-string. Regardless of which way the string fell, the artist drew a scene around it, utilizing the string's form.

Guest artists on the show were Joyce Bryant and pianist Dick Marx. Show is sponsored by Sunnyside Motors, directed by Roger Coelos, and produced by Lakeside Productions.

### AM Stations, Nets Lauded By FCC's Lee

WASHINGTON, March 5.—Federal Communications Commissioner Robert E. Lee lauded radio stations and networks in a talk during Washington's second High-Fidelity Fair today for their roles in boosting the nation's appreciation of good music.

Pointing out that "the American Broadcasting System, along with its human faults" was responsible for this cultural revolution, Lee openly criticized those who think "America would be better off if the federal government went in for station ownership or if the FCC participated in program activities."

Lee also praised FM stations and the development of LP records for their part in making "great classical music accessible to everyone." With AM radio revenues on the downgrade, he suggested that broadcasters should reconsider the economics of FM broadcasting. As the audience for good music grows, he indicated there would be need for more FM outlets.

Thousands of hi-fi enthusiasts crowded displays of some 50 lines of phonograph, radio and recording equipment compared with only 20 lines shown at the first hi-fi fair last year. The early crowds indicated that total attendance over the three-day show ending tomorrow (6) will far surpass the 30,000 who visited the fair last year. The fair is sponsored by Station WCMS, Washington.

### CAP PROMOTES 'CROCKETT' IN FRONTIER STYLE

HOLLYWOOD, March 5.—They do things in a big way down in Texas, and the release of Capitol Records' Tennessee Ernie disking of "Ballad of Davy Crockett" gave ample opportunity for a novel promotion of the record there recently.

In keeping with the spirit of the Davy Crockett legend, Ray Taylor, Jay Swine and George Hays of Capitol's Dallas branch, made delivery of the Ernie record to Dallas and Fort Worth dealers by wagon and team. Trio donned buckskin garb and coonskin caps, and after appearance on the Jerry Hanes TV show via WFAA, Dallas, were off to deliver the gold.

The outlaws didn't hold up the stage, the Capitol roughriders camped out overnight before going on to Fort Worth and a TV reception there.

### TREND VIEW

#### R.&B. Disks Dropped for Miss Gibbs

NEW YORK, March 5.—Altho Georgia Gibbs is one of the most successful pop singers of rhythm and blues in the record field to date, Mercury's Eastern artist and repertoire men, Hugo Perette and Luigi Creatore, insist that the current r.&b. trend has just about hit its peak and is now on its way down.

Consequently, the execs say they are not scheduling any r.&b. material on future recording dates for Miss Gibbs, the Gaylords or Sarah Vaughan. Altho other pop a.&r. men have made similar pronouncements on r.&b., the Perette-Creatore decision is rather surprising, since Mercury was among the few pop labels to move strongly into the field, via Georgia Gibbs' recent click, "Tweedle Dee," and her new disk, "Dance With Me, Henry."

However, the a.&r. men report they arrived at the decision on the basis of checks with distributors, dealers, deejays and their own artists. Both execs admit the impact of r.&b. in the pop consumer field still appears to be strong, but they are convinced that on a trade level the trend is already on the way out.

### Hub's AFM Plans Change of Name

BOSTON, March 5.—The Boston Musicians' Union, Local 9, of the American Federation of Musicians, has plans underway to change its name to the Professional Musicians' Association of Boston. The move is designed to make clear the difference between professionals and non-professionals, with the implication that non-members are not professionals and therefore not up to standard.

It is no secret that several non-union groups have been in competition with union members, contracting to play at lower rates. The union, says Sam Marcus, new president, is trying to point out to the buying public that professional music is best. He said the union has paid its members more than \$30,000 to play at benefits, civic functions and such like.

for your Easter programs!

**peter cottontail**

Recorded on all labels

Hill & Range Songs, Inc.

## new BIGHTS!

THE INCOMPARABLE

**EARTH ANGEL**

BEST SONG OF 1955

COMING UP!!!

- OOKEY OOK
- LOVE WILL MAKE YOUR MIND GO WILD
- HEAVEN IN PARADISE

**Dootsie Williams, Inc.**

9512 So. Central Ave.  
Los Angeles 2, Calif.

## ANOTHER BMI

"PIN-UP" HIT

### ROCK LOVE

FONTANE SISTERS . . . Dot  
ELAINE GRAY . . . DeLuxe  
BILLY FARRELL . . . Mercury  
EDDIE FONTAINE . . . "X"  
DOLORES GRAY . . . Decca  
LULA REED . . . . . King

Published by  
**LOIS MUSIC PUBLISHING CO.**

## LAZY GONDOLIER

—★—

**ADDIO AMORE**

**BURLINGTON MUSIC CORP.**

539 W. 25th St. N. Y. C.  
Oregon 5-6060

A "HIGHLIGHT" For Every Program

**CLOSE YOUR EYES**

MILLER MUSIC CORPORATION

**"PLEASE DON'T GO SO SOON"**

★ ★ ★

**"IT'S YOUR LIFE"**

**BOURNE, INC.**

136 W. 52d Street New York 19

**PATTI PAGE**  
Mercury

**"YOU TOO CAN BE A DREAMER"**  
MILLS MUSIC

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard.

What Do You Have To Sell?

Write BOX 666  
2260 Patterson St. Cincinnati, Ohio

*an overnight SMASH...*

**"Play Me**

*sweeping  
the Nation*

**Hearts**



**and Flowers"**

*as sung by*

**JOHNNY  
DESMOND**



PHILCO

**On CORAL #61379**

**as introduced  
on the  
PHILCO  
TV Playhouse**

**ADVANCED MUSIC CORP.**

**488 MADISON AVE., NEW YORK 22, N. Y.**

# TALENT TOPICS

## FATHER MacEWEN TO GUEST ON 'TOAST' . . .

Scotland's singing priest, **Father Sydney MacEwen**, will climax his concert tour in the United States with a guest appearance on Ed Sullivan's CBS-TV show Sunday (13). M-G-M is trying to work a tie-in for its "Songs by Father Sydney MacEwen."

## DAMONE CANCELS MILWAUKEE DATE . . .

Vic Damone has canceled his one-week engagement at the Riverside Theater in Milwaukee because of his wife's recent hip injury. There were rumors that he had also canceled out of his Chicago Theater appearance set for March 11. However, the theater reported, he had notified it he would make the date. The Riverside engagement was a one-shot deal, the house was on a non-show policy.

The Chicago Theater has booked an "all-hit" show for the stanza beginning March 25. Headlining will be Georgia Gibbs, whose "Tweedle Dee" is on the charts. Other acts will be Bill Hayes and Johnny Maddox.

**Don Elliott**, who recently obtained his release from RCA Victor, has been inked by Bethlehem Records for an unusual series of four 12-inch LP's. The jazz specialist will play trumpet on one set, mellophone on another, vibraphone on a third and the last will be devoted to his singing.

**Hank Barnett**, new pop singer on the Dot label,

will personally shell out some loot to advertise his new disk in local Stamford, Conn., newspapers in order to stimulate deejay play . . . **Terri Stevens**, featured on Double AA Records, has signed with Mercury Artists. She opens at The Boulevard, Queens, N. Y., next Friday (11).

**Sarah Vaughan** will headline the bill at the Apollo Theater, New York, beginning March 11, then go directly into the Rustic Cabin March 18 for three days. She'll guest on the Ed Sullivan TV seg on March 20. The next day she opens at The Hi-Hat in Boston. . . . **Ella Fitzgerald** will open March 15 at The Mocambo, Los Angeles, for two weeks, while in town to work in the new **Jack Webb** flick. . . . **Charlie (Bird) Parker**, the alto sax star, will open at Storyville, Boston nitery, March 10 for one week. . . . **Bonnemere**, mambo-jazz pianist, opened Monday (7) at the Comedy Club, Baltimore. . . . **Tony Scott**, jazz clarinetist-arranger-conductor, is at Minton's Playhouse, New York, for an indefinite stay.

RCA Victor canary **Betty Johnson** will sing at a Red Cross benefit dinner in Wilkes-Barre, Pa., March 12 to help the label's local distributor, **Dave Press** of D.&H. distributors, promote the drive.

**Eddie Heller**, of Rainbow Records, has signed pianist-chanter **Billy Valentine** to an exclusive disk pact. . . . **Pee Wee King** will guest on the **Perry Como** TV show Wednesday (9). . . . **Rickey Denell**, Benida Records warbler, is currently featured at Sciolla's in Philadelphia.

# Mills' Move Into Disk World

Continued from page 20

stance, established a publisher operation which provides an incentive for the firm's artist and repertory men, Decca is currently reactivating its publishing enterprises, Capitol has an active publishing operation, London Records recently reactivated its publishing affiliates with Irwin Dash as general manager and Creatore and Perette, with Mercury Records, own Favorite Music.

2. Commitments of a.&r. men, publishers feel, similarly reduce the number of available sides. A.&r. men often own firms or are partners in firms.

3. Artists own publishing firms, thus again cutting down the number of sides available for outside publishers. Examples are very numerous, including Harry James, Ray Anthony, Eddie Fisher, Doris Day, Dinah Shore, Perry Como, etc.

The aforementioned are, it's admitted, a flock of irritating factors for publishers to contend with, particularly when a publisher has to face the wrath of writers whose copyrights may be coming up for renewal.

An interesting aspect of the mat-

ter is the current disk-publisher duality in the rhythm and blues field. This segment of the music business, of course, has always had numerous disk firms owning publishing subsidiaries. But the situation is now thrown into sharper focus as a result of the current expanded popularity of r.&b. material.

Atlantic Records has a notably successful publisher operation, with such copyrights as "It May Sound Silly," "Tweedle Dee" and, prior to the latter two, "Sh-Boom." (On the last tune Atlantic subsequently entered into an arrangement with Jean and Julian Aberbach.)

The Chess label with the firms Arc and Regent and Sid Nathan's King, with Lois Music and other subsidiaries, are additional examples.

Several large pop and country publishers headquartered in New York are considering the advisability of getting into the disk business strictly in the r.&b. field. "In this way," one said, "we would not face problems which would plague us in the pop field; that is, maintaining relations with a.&r. men."

# Decca Steps Up Promotion

Continued from page 20

"Dink" set part of a special "Winky Dink" display booth. Decca's subsidiary label Coral also gets in the act this week, with Johnny Desmond's "Philco Playhouse" appearance over NBC-TV, which is tied up with his new release, "Play Me Hearts and Flowers."

In the movie field, Decca recently arranged a deal whereby Bill Haley's "Rock Around the Clock" is played thruout M-G-M's new movie "The Blackboard Jungle." The film opens nationally this month, and extensive tie-up promotions are planned by Decca distributors and theater exhibitors. Decca also is working on promotional campaigns with the Walt Disney studios on Peggy Lee's album of songs, which she sings on the sound track of Disney's forthcoming feature cartoon "The Lady and the Tramp."

Movie studio tie-ups in the past have paid off for Decca on 20th Century-Fox's "No Business Like Showbusiness," Paramount's "White Christmas" and Universal-International's "The Glenn Miller Story." Decca, of course, has made many other tie-ups on talent and

films with its parent company, Universal-International.

## Publication Tie

Decca's biggest tie-up with publications to date has been with The Saturday Evening Post. The current joint promotion effort is behind the Post's series on Ethel Merman, which is patterned after the tie-up Decca made last year when Bing Crosby's "Call Me Lucky" autobiography ran in the magazine.

Of late, Decca has even strayed over into the liquor field, with its current tie with Coro Vermouth on the label's new mood music album, "Very, Very Dry." Decca distributors have arranged for liquor stores thruout the country to plug the LP, via special displays pairing the album with Coro bottles.

## Cap Net Income

Continued from page 20

owned Canadian distributing Company.

On March 2, Capitol Records, Inc., declared a regular quarterly dividend of 15 cents a share on the common stock, payable March 31 to shareholders of record March 21. The directors also declared a regular quarterly dividend of 65 cents a share on the \$2.60 preferred stock, payable April 1 to stockholders of record March 15.

## Piracy Clean-Up

Continued from page 20

publishers, and damaging to legitimate labels whose catalogs include Glenn Miller recordings.

## Arrest Order

The court order to arrest Krug, signed by U. S. District Judge Archie O. Dawson, noted that: Krug failed to deliver to Charles Sylvester, Special Master, for impounding, the parts serving to reproduce mechanically the copyrighted compositions, as per court order of November 23, 1954, and Krug failed to produce pertinent books and records. Krug was ordered to show cause why he should not be punished for contempt of court. The order additionally called for the arrest of Krug, stipulating that he be held on \$3,000 bail. He was arrested and subsequently produced the bail.

A previous default judgment obtained for the plaintiffs in the case stated that: "Each of said plaintiffs shall recover, with respect to each of the copyrighted musical compositions . . . a royalty in the sum of 2 cents on each record manufactured . . . and a further sum of three times such amount by way of damages, making a total sum of 8 cents for each such record manufactured by or for said defendant of each of said copyrighted musical compositions: "In the Mood," "Summertime," "Poinciana," "Great Day," "Tuxedo Junction," "Anvil Chorus," "Song of the Volga Boatman," "American Patrol" and "A string of Pearls."

## Album, Pops

Continued from page 21

morning following the telecast. A feature of the telecast will be a simulated recording session of the show ditty.

Joe Carlton, Victor pop artist and repertoire chief, who is credited with snaring the album rights for his label, is tentatively scheduling the original-cast recording session for May 8. Advance preparation of album covers will permit early delivery to dealers.

The last Ross-Adler score, "Pajama Game," was produced on records by Columbia. Frank Loeser is the publisher of both.

## Langer Bill

Continued from page 21

bill, including Chairman Joseph O'Mahoney (D., Wyo.) of the Senate Judiciary Subcommittee on Patents, Copyrights and Trademarks.

Langer's hopping of a counterpart to the Thompson Bill greatly strengthened the likelihood that both the Kilgore and Langer-Thompson bills will be considered at the same hearing. The Subcommittee's decision on a hearing date, if hearings are decided upon, will be guided largely by the workload of the full Senate Judiciary Committee. At present the full committee has a heavy agenda.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Lillian S. Stone, mother of the late country & western star, **Hank Williams**, was found dead in bed at her home in Montgomery, Ala., February 25, apparently the victim of a heart attack. Mrs. Stone had a host of friends in the c.&w. field from coast to coast and maintained at her Montgomery home an extensive memoria on her late son's equipment and collections relating to the country & western field. The Hank Williams collection attracted many Montgomery visitors to the Stone home. At the time of her death, the deceased was mapping plans to erect a permanent building adjoining her home to house the Williams collection and to serve as a shrine to her late son. According to rumors making the rounds, the Williams collection will pass to the City of Montgomery or one of the local civic organizations for perpetuation. Surviving are Mrs. Stone's daughter, Irene Williams Smith, wife of J. T. Smith, now serving with the Navy in Texas.

**Webb Pierce**, after a two-week rest at his Nashville home, departed March 1 for Toronto for a six-day engagement, to be followed by a seven-day stand in Montreal. During his fortnight's hiatus in Nashville, Pierce hopped to Indianapolis for a one-day showing at Richard Blake's Lyric Theater, where he played to capacity houses at three performances, according to his personal manager, W. E. (Lucky) Moeller. . . . **Pee Wee King** and band will appear with **Julius LaRosa** on the "Perry Como Show" over the CBS-TV network at 6 p.m. Wednesday (9), and

at 9:30 p.m. the same night **Pee Wee** appears as guest panelist on the ABC-TV show, "Who Said That?" featuring **John Daley**, **Bob Considine**, **June Lockhart** and **Pat Carroll**.

**Jimmie Crane** has inaugurated the "TNT Jamboree" as a regular Friday night feature at Memorial Hall, Brownwood, Tex., with **Hank Locklin** the guest star at the opening February 25. **Bob Tanner**, TNT records Company prexy, was another guest at the opener. **Dub Dickerson** was "TNT Jamboree" guest last Friday (4), with **Jimmie Newman** set for March 11. Talent in the area may contact Crane at 610 South Eighth Street, Abilene, Tex. . . . **Red Foley**, during his recent one-day stand at the **Varlen Boy's Ranch** at Harlingen, Tex., borrowed a car and made the hop to Lyford, Tex., to visit the ailing **Boob Brasfield**, brother of **Rod Brasfield**, of "Grand Ole Opry," Nashville. Red even passed up a TV shot to make the trip.

**Fred Stryker** has **Hank Snow's** newest waxing, "Yellow Roses" b.w. "Would You Mind?" due for release any day now by RCA Victor . . . Reported going well on the same label is **Homer and Jethro's** "Let Me Go, Blubber" b.w. "Over the Rainbow." . . . **Ray Yates**, former publicity director for **Darrell Glenn**, is now managing the 17-year-old **Ralph Sanford**, of King Records and the "Country Roadshow," Fort Worth. . . . Just out is **Hill & Range's** Book 4 on "Eddy Arnold's Favorite Songs," containing the lyrics and music on 15 songs made (Continued on page 45)

# RHYTHM & BLUES NOTES

By BILL SIMON

Sax stylist **Earl Bostic** completed a week's engagement March 6 at the Palms Night Club, Hallandale, Fla., and followed with a one-nighter the next day in Jacksonville, Fla. Another showy saxman, tenorist **Illinois Jacquet**, followed **Roy Hamilton** into the Chicago Theater, Chicago, where he has been booked for a two-week stay. The very hot **Hamilton**, meanwhile, is holding forth at the Celebrity Club in Providence, coming into New York Sunday (6) for an appearance on the Ed Sullivan TV show.

**Glenn Covington**, versatile singer now cutting for Roost Records, opens at the Apollo Theater, New York, March 18. The warbler claims to do imitations of "everyone from the Four Ink Spots to **Mario Lanza**." Pianist **Eddie Haywood** is on the same bill, along with the **Drifters**. . . . Blind singer **Al Hibbler**, currently represented by releases on both Original and Decca Records, will precede that package at the Harlem showplace, opening there on March 11. Al opens at the Copa Casino, Buffalo, on March 29.

**Lavern (Don't Steal My Arrangements) Baker** opened March 2 at the Savoy, Los Angeles, for three weeks. When she closes there, she hops to Kansas City, Mo., for a week at the Orchid Room. . . . **Sister Rosetta Tharpe** is due to enter the hospital soon for a throat operation. The Gospel thrush is afflicted with nodes on her vocal chords. **Bing Crosby** and **Ella Fitzgerald** have undergone this

same operation in the past and recovered to sing better than ever.

Tenorman **Gene Ammons**, formerly with the United label, is back recording for Prestige. His first commercial bid there is the instrumental "Blue Roller." Ammons is booked into the Apache Inn, Dayton, O., from March 17, then goes into the Loop Lounge, Cleveland, on March 28 prior to a series of one-nighter jumps. . . . **Buddy Johnson**, Mercury waxer, is currently on tour thru the South and Midwest. . . . **Freddy Mitchell** brought his band into the Savoy Ballroom, Harlem landmark, Friday (4) for a two-week whirl. And while we seem to be on the subject of instrumentalists, pianist **Joe Jones**, formerly with B. B. King, is making a strong bid for recognition as a solo blues star. The Capitol artist is reportedly breaking it up at the Dew Drop Inn, New Orleans.

Bruce Records' the **Harptones** have signed with the **Jimmy Evans** booking office. . . . **Bull Moose Jackson** opens at **Al Green's Flame Show Bar**, Detroit, March 11. Booking for two weeks. . . . The **Larks**, Lloyd label group, will open Monday (7) at the Rainbow Room, York, Pa. . . . **Pauline Rogers**, 19-year-old blues chirp, cutting for Original Records, was discovered by the label's a.&r. head, **Ralph Stein**, who had hired her originally as his baby-sitter. The Caldwell, N. J., gal, daughter of a local pastor, was winner of a Coca-Cola "Spotlight Talent" show. . . . Atlantic's **Ruth Brown** cut four new sides last week.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Coin-ops:

will  
she  
be the girl  
**YOU**  
nominate?



Miss Juke Box '55

**Beat next week's deadline  
with your entries!**

*Rules are simple:*

- 1 Any Coin-Operator may submit entries, which will be judged on the basis of talent and beauty.
- 2 Entries must consist of a photograph (full-length view) and a record or tape (7½" speed) of the contestant singing any pop standard *with piano accompaniment only*. All entries become the property of RCA Victor and none will be returned.
- 3 Any girl 21 or over, either amateur or professional and not under contract to any recording company, is eligible.
- 4 Entries must include the name, address and age of the contestant as well as the name and address of the sponsoring coin-op.
- 5 Entries must be submitted to "Miss Juke Box," RCA Victor Record Division, 630 Fifth Avenue, N. Y. 20, N. Y., not later than March 15, 1955.
- 6 The judges—Paul Ackerman of The Billboard, Bob Austin of The Cash Box, Herm Schoenfeld of Variety and Joe Carlton of RCA Victor—will select three of the contestants as finalists. Their decision will be final.
- 7 The finalists will become candidates for the title "Miss Juke Box of 1955" and will be brought to Chicago at RCA Victor's expense to appear at the MOA Convention, March 28, 29, 30. Finalists will be notified on March 21.
- 8 In the RCA Victor Exhibit at the convention, coin-ops will meet the candidates, hear their recordings and elect a winner.
- 9 "Miss Juke Box of 1955" will win an RCA Victor recording contract, and her sponsor will receive an RCA Victor 21" Color TV set. The other two candidates will be awarded RCA Victor "New Orthophonic" High Fidelity "Victrola" phonographs. Duplicate prizes in case of tie.

**Deadline is March 15!**

**FOUND!** *a new kind of sound!*



**THE BURTON SISTERS**

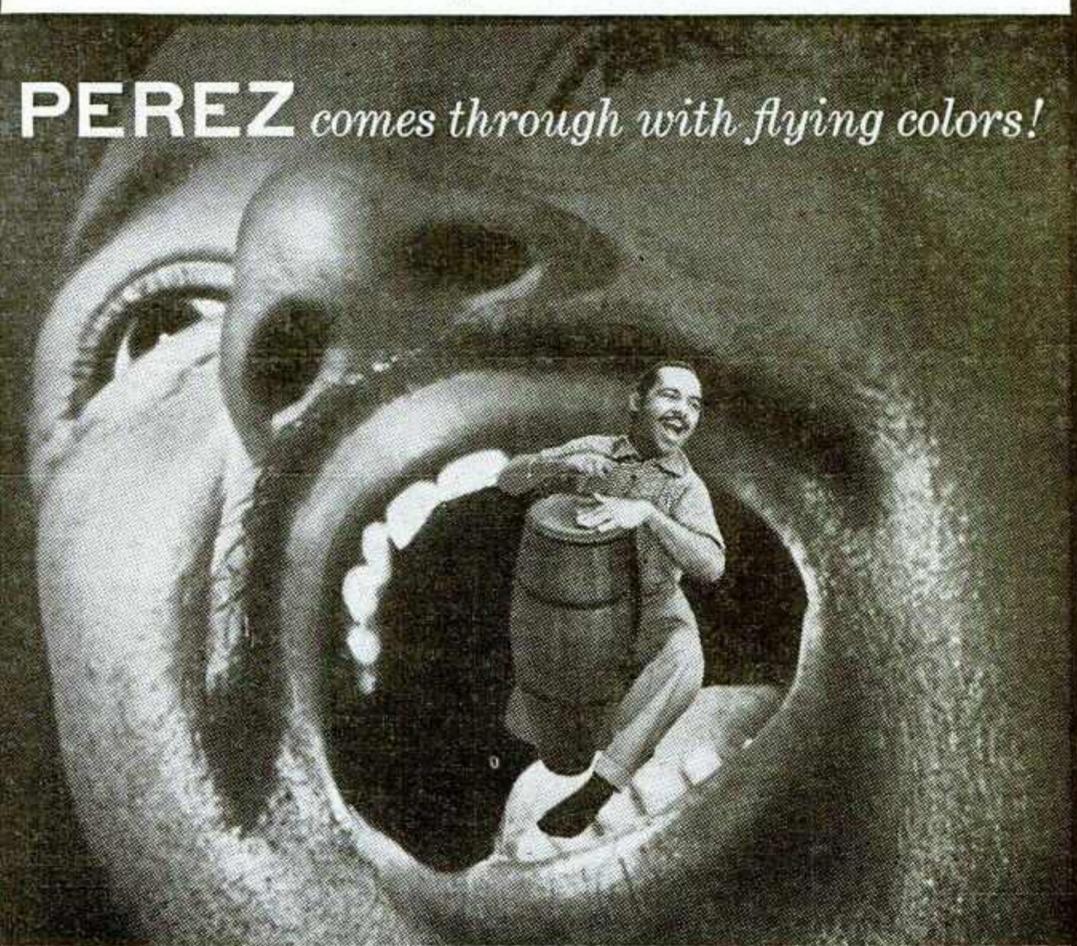
DOIN' THE  
FRENCH CAN-CAN

DIVIDED  
LOVE



20/47-6058

**PEREZ** *comes through with flying colors!*



**PEREZ PRADO**

CHERRY PINK AND  
APPLE BLOSSOM WHITE

c/w  
RHYTHM  
STICKS



20/47-5965

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



# "NOBODY"

but  
nobody  
can  
deliver  
a great performance  
of a great  
song  
like



## PERRY COMO

singing his latest:

# "NOBODY"

20/47-6059

"New Orthophonic" High Fidelity

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



## MUSIC AS WRITTEN

### DEED SETS UP

#### DISTRIBUTION WEB . . .

Ralph Conrad, president of Deed Records, announces that the firm has completed nationwide distribution, with the last of 18 distributors signed last week. Conrad also announced his second release in the pop field, and the signing of two new artists. One is Jack Medell, who formerly recorded for Mercury Records under the name Pancho Medell. Jack's first release was due this week. The second artist signed was Rita Raines, runner-up in the recent "Harvest Moon Festival." Her first release is scheduled for March 15. Medell is signed to go into the Tower Club, Oklahoma City, followed by a six-week engagement at the Phillips Hotel, Kansas City, Kansas.

### NEW LONDON LOCAL

#### ELECTS F. R. FAIN . . .

Francis R. Fain has been elected president of Local 285, New London (Conn.) Musicians' Protective Association, American Federation of Musicians, for his ninth consecutive year. George Holm has been elected to his first term as vice-president and Edward J. Brennan was elected secretary for a third year.

### MAZE RECORDS IS

#### NEW INDIE LABEL . . .

Maze Records, new indie pop label, bowed its first release this week, a disk by Kirby Allan coupling "Don't You Remember" and "My Life, My Love, My All." The Hollywood firm is headed by Sidney Pittman, president of Maze Publications. Current plans call for releases in the pop field only, tho Pittman is considering entering the rhythm and blues field in the future. Distribution is now being set. The label also acquired distribution rights to "This Is New York," previously released on Della Records.

### ABERBACHS ACQUIRE

#### "TWO HEARTS" . . .

Jean and Julian Aberbach have acquired the copyright to "Two Hearts" from Jay & Cee Music. The latter firm is one of Sid Nathan's subsidiaries. The Aberbach freres assigned the copyright to St. Louis Music, a Broadcast Music, Inc., affiliated firm. "Two Hearts" is currently on the r.&b. retail chart via the Charms' record on De Luxe.

### JIMMIE RODGERS

#### DISKS READIED . . .

Steve Sholes, RCA Victor folk exec, is processing a batch of old Jimmie Rodgers etchings for the fourth in the label's memorial albums on the "Singing Brakeman." The 10-inch LP is scheduled for April release. The set will be duplicated on EP. It will be called "Travelin' Blues."

### ZAENTZ HEADS

#### FANTASY SALES . . .

Saul Zaentz has been named national sales manager for Fantasy Records. He formerly held sales and promotion posts with Clef and Norgran. Zaentz' Fantasy duties will also include deejay relations.

### MERIT HAS STAND,

#### STORAGE UNIT . . .

Merit Displays Company of Paterson, N. J., has introduced a combination phonograph stand and record storage unit with a capacity of 100 platters. Made of wood, it is decorated with moppet designs and stands 20 inches high. List price is \$4.95.

### ARNOLD TOPS 9-YR.

#### RECORD IN D. C. . . .

Eddy Arnold broke a nine-year attendance record at the Armory's National Home Show, Washington, last week. During his eight-day stand, total attendance was clocked at 74,330, with a gross box-office take of almost \$60,000.

### FRISCO PRESS CLUB

#### TO HONOR GILBERT . . .

L. Wolfe Gilbert, Coast chairman of ASCAP, will be honored at a special San Francisco Press Club dinner March 10. Event marks the first such accolade tendered a songwriter by the group. Gilbert will be accompanied by writers Sterling Sherwin and Ben Oakland, and singer Bob London.

### New York

Jazz tenorman Lester Young closed with the touring Birdland Show today (5) and opened Sunday at Olivia's in Washington. On March 14 he will go into Pep's in Philadelphia. . . . Mat Mathews, Dutch-born jazz accordionist, has organized a pop trio for a long-run engagement at the Hotel Piccadilly. The room has three Mutual Broadcasting System wires weekly.

Leonard Feather's "Encyclopedia of Jazz," to be published by Horizon Press next spring, will contain more than 1,000 biographies, plus disk information. . . . Jack Mills, of the publishing firm bearing his name, is back at his desk following a vacation in Southern climes.

Jack Lewis, Victor jazz a.&r. staffer, is off to California to try to re-sign Shorty Rogers. It may take some doing, since Atlantic Records claim an exclusive pact with the artist.

Veteran music man Dave Blum, who was stricken last year with a severe heart attack, is returning to the business next week. Blum's legion of friends will be happy to know that he is joining Tommy Valando's Laurel Music firm.

Sid Mills this week sold four masters to Dave Kapp, cut by the Sunnysiders in Hollywood. . . . Decca Records has signed vocalist Anita Gordon.

The American Institute of Graphic Arts has presented an award to Decca for the cover of the album titled "Carl Sandburg Tells His Stories." . . . Coral is planning to release three new 12-inch jazz albums, one by Dick Marx, a second featuring Pee Wee Irwin and a third featuring Mel Torme, as presented by disk jockey Gene Norman. . . . Coral's musical director, Dick Jacobs, leaving on a deejay promotion trip to Philadelphia, Baltimore and Washington.

### Chicago

Station WTAQ, La Grange, Ill., is holding a grand opening of its new studios with record distributors, artists and the press. Don Foreman, one of the top deejays on Station WTAQ, La Grange, Ill., and former publicity man for Capitol Records' Chicago office, begins his all-night "Midnight Jamboree" program March 15. . . . The Four Lads were in town last week on a deejay tour. . . . The Harmonicats have been signed for a three-week engagement at the Cairo beginning April 5.

The Laurie Sisters were in town last week on a deejay junket, winding up a 12-city tour on their latest waxing for Mercury, "Dixie Danny." . . . Janet Brace, Decca Records, opens at Mr. Kelly's March 14. . . . Patti Page was a stopover visitor with the deejays last week on a promotion trip. . . . David Carroll, of Mercury Records, cut a session last week on a pop release. . . . Rudy Austin and the Austinaires go back to the Graemere Hotel for another long-run engagement beginning this week. . . . Jimmy Komack, song-writing comedian, closed at the Black Orchid last week and headed for New York where he is set to go into rehearsal on "Damn Yankee." . . . Pete Hanley, Epic Records, was in town last week plugging "I'll Step Aside."

Carol Mills, of Academy Records, has signed Elena to a record contract. Elena, formerly Elaine Carvel, was at one time on Mercury Records. She will cut four sides in the next two weeks. . . . A party was held last week for RCA Victor artist, Tony Travis. . . . A DJ Night was held Sunday (6) at Keyman's Ballroom. Among those appearing were Bob Drews, Marty Faye, Art Hellyer, Betty Mattson, Jim Mills, Cy Nelson, Ray Rayner and Jay Trompeter. Buddy Laine and orchestra handled the instrumental chores. . . . Laurie Ames and Helen Boice are the new staff performers at the Black Orchid.

### Cincinnati

Harry Carlson, personal manager of baritone Dick Noel, just back from the West Coast, where he went to plug and set distribu-

tion for Noel's newest waxing on the Fraternity label, "When I'm Alone" b.w. "These Are the Things We'll Share." Currently winding up a two-weeker at Hotel Muehlebach, Kansas City, Mo., Noel opens Friday (11) at the Town House, Indianapolis, for a fortnight's stand. GAC made the bookings. Carlson heads back to the Columbia studios in New York next week to put Cathy Carr on four new sides for Fraternity. . . . Eddie Saphier, local song hustler, has just joined up with Spin-It Records, Los Angeles, and is currently pushing the firm's newest release, "Trees," by Mimi Martel, b.w. "Bougalie," by Nick Terry and Miss Martell, in Ohio and the Pittsburgh and Detroit areas. The Spin-It firm is headed by Nick Terry and Eddie LeBaron.

**Hollywood**

Jimmy Boyd has been added to the cast of Universal-International's "The Second Greatest Sex," starring singer Kitty Kallen. . . . Milt Gabler, Decca Records' artist and repertoire exec, in town. . . . Johnny Green, M-G-M Music department head, left for a two-week visit to New York where he will confer with Abe Olman, general manager of Robbins, Feist & Miller. . . . Safe & Sane Records signed singer Lynn Howard to a term recording contract, bowing with "Left-Over Love." . . . Phil Fischer, AFM studio representative, has okayed the use of music in the 20th Century-Fox production of the 1955 United Jewish Welfare Fund film. . . . The Billy May orchestra, with maestro Sam Donahue at the helm, opens at the Palladium this week (8) for a two-week stand. . . . Harry James and company bow at the Crescendo March 17. . . . More than 4,500 payees jammed the Long Beach Municipal Auditorium last week for the two-hour Red Cross benefit fashion show, starring the Lawrence Welk ork. . . . Frank Goodman, for the past eight years with the Richard Maney office, has joined the Arthur Jacobs company to head up their Eastern office. . . . Jerry Lewis guests on the "Peter Potter Juke Box Jury" show, along with Mona Freeman, Connie Boswell and Eileen Barton. . . . Fred Benson inked maestro Dick Stabile to a personal management contract, with immediate plans calling for more activity of the Stabile ork in the band business. . . . Vic Damone has canceled all current engagements pending the recovery of his wife. . . . Nat (King) Cole slated for a musical featurette at Universal-International, with the story based on Cole's rise to fame. . . . Mickey Goldsen's pub firm nabbed the selling rights to "Any Questions."

**Waters Conley**

• Continued from page 21

new models would constitute approximately 40 per cent of the firm's volume for the year. Current business, according to Rissman, is up 15 per cent over last year. He also announced that the company's wood-working plant, which has been making set cases for other firms, would be devoted entirely to its own production.

The national ad campaign will be centered on the Phonola line and will run from April 15 thru Christmas. The Phonola line represents the firm's amplified models. Other trade names in the new set-up include the Melodier (acoustic phonos) and the Musitron (promotional models).

The firm recently canceled contracts with 14 sales reps and plans to name 12 new ones thruout the country. Plans also call for the appointment of regional sales managers in all areas. Rissman noted that the firm hopes to have approximately 50 distributors lined up by June 1.

The three models are:  
A three-speed manual portable, model TK155, has volume and tone controls, two-tube amplifier, and will list at \$29.95.

An automatic 45 r.p.m. table model, TK255, also has a separate volume and tone control, two-tube amplifier, and will also retail at \$29.95.

A three-speed automatic portable. No price has been set by the firm.

**OVER THERE**

**U. S. Names To Invade British Isles**

LONDON, March 5.—If all the contracts currently being discussed work out, Britain will see most of America's top talent this summer. Already booked at the Palladium are Danny Kaye, Eddie Fisher, Bill Eckstine, Don Cornell and the Four Aces.

Norman Payne of the London office of the Music Corporation of America is trying to snare Rosemary Clooney and the Ames Brothers and also arrange a 12-week tour for Dorothy Dandridge. Other engagements being discussed include vaude tours for Capitol's Gordon MacRae and Jack Benny.

Meanwhile, the Lew & Leslie Grade office is pressing on with plans to bring Jeff Chandler, Kay Starr, Dorothy Lamour, and Les Paul and Mary Ford to this country. The Palladium has only two open weeks of top billing—April 11 and 18. Rumor is they are reserving them for a British headliner.

**Coral's 89c 6-Way Disk**

NEW YORK, March 5.—In a move to corral the juke trade, Coral Records is bringing out a six-way disk by the Modernaires, featuring 16 bars each of "Pledging My Love," "I May Sound Silly," "Close My Eyes," "Wedding Bells," "How Important Can It Be" and "I Wanta Hug Ya, Kiss Ya, Squeeze Ya."

Coral's artist and repertoire chief Bob Thiele plans to push the disk with a "six tunes for 89-cents" sales pitch, and if it clicks he'll follow with similar multi-tune disks. The deal was made economically feasible when the publishers involved—Aspen, Progressive, Miller, Mellin and Arc—accepted a special reduced royalty rate and the Modernaires agreed to take a similar reduction.

The disk, tagged "Top 'n' Pops," features the same type arrangement the Modernaires warbled on their medley record of Glenn Miller favorites.

**Newman Signed to Liberty Wax Pact**

HOLLYWOOD, March 5.—Liberty Records, newly formed pop indie label, has signed 20th Century-Fox music director Lionel Newman to a term recording contract. Newman helmed a 20-man orchestra at the new firm's first recording session, cutting "The Girl Upstairs" from "Seven-Year Itch," and "Conquest" from the film "Captain From Castile."

Both tunes were penned by Alfred Newman, head of 20th's music department, and are published by Robbins Music.

Liberty, headed by Si Waronker, ork manager at the studio, and Jimmy Ames, of Sunland Music Sales Company, also signed Wes Hensel, Dom Frontiere and the Hollywood Saxophone Quartet. Firm is currently setting up national distribution, with the first Newman recording scheduled for release this month.

**'KELLY'S BLUES' DISK PROMOSH**

HOLLYWOOD, March 5.—Novel promotion to kick off the Jack Webb theatrical production of "Pete Kelly's Blues" was tried here last week, with the Mark VII firm using acetate pressings of music from the film in local trade paper advertising.

Paper thin disks, produced by Rainbo Records, are similar to those in current use on Wheaties box tops. Music is introduced by Webb and runs one minute. Film will star Peggy Lee, Ella Fitzgerald, Janet Leigh and Edmond O'Brien.

Perry Como opens the "DOOR OF DREAMS"



PERRY COMO sings a great new ballad! "DOOR OF DREAMS"

20/47-6059

"New Orthophonic" High Fidelity

RCA VICTOR  
FIRST IN RECORDED MUSIC



# PHONOS—HI FI

By STEVE SCHICKEL

## COMBINATION PHONO ADDED BY DEWALD . . .

The Jamboree portable radio-phonograph combination, Model J-541, has been added to the Dewald Radio Manufacturing Corporation line. The unit will list for \$39.95 and is available in a luggage carrying case. The firm also announced the availability of a remote speaker attachment, Model J-5410, at a retail price of \$14.95. The unit can be plugged into existing Dewald models and has a jack for pillow speaker or earphones which will retail separately at \$10 extra. The firm also released two radio models, the Classic at \$23.95, and the Symphony at \$59.95.

## TAPE RECORDERS, INC., NOW HAS THREE LINES . . .

Tape Recorders, Inc., which was formed last July, announced this week that the first shipments are being made on two models of its line, the Tri-Fy Dixieland and the Tri-Fy Continental. A third model the Tri-Fy Carousel is hoped to be marketed by April 1. Hugh J. Daly, president of the firm, announced that the Carousel model would be a completely automatic continuous play unit. It will be mounted with one reel behind the other so that as the reel comes to an end, it will reverse and play the other track, an action which can go on indefinitely.

Price on the Carousel will be \$239.95, retail. The unit, without the aid of adaptors, can take a 10-inch reel, thus constituting eight hours of continuous play. Speeds are variable from eight-inches per second down to three-inches per second, which allows pitch control at both standard speeds. The unit also contains separate tone and volume controls, plus fast forward and rewind. It has an eight-inch round speaker and is capable of producing 30 to 12,000 cycles-per-second frequency response.

First models being shipped, are headed for 40 distributors. Daly stated that the firm is currently looking for more distributors to solidify the national marketing set-up. Price on the Dixieland will be \$109.95 retail, while the Continental will retail at \$169.95. The firm is using a two-step distribution set-up.

## NINE NEW UNITS FOR SYMPHONIC'S LINE . . .

The sales staff of the Symphonic Radio & Electronic Corporation was given its first view of the company's nine new phonograph models during the annual sales meeting held at the Drake Hotel in Chicago last week. The line starts at a list of \$19.95 for a three-speed unit, and rises to a high of \$89.95 for a high-fidelity three-speed automatic. Included in the line is a three-speed unit priced at \$49.95, and a three-speed manual radio-phono combination which will list at \$29.95. The theme of the sales

meeting was to introduce the low-priced line for spring and summer dealer promotions. Highlight of the showing was the new battery-operated-portable phonograph which was described earlier in these columns. The portable has a retail price tag of \$69.95.

## NAMM BULLETIN OUTLINES FAIR TRADE DEFENSIVES . . .

According to the recently issued bulletin of the National Association of Music Merchants, the Federal Trade Commission has approved the slashing of prices on "fair trade" goods to meet discount house competition under certain conditions. The clarification noted, that if manufacturer is lax in enforcing his resale price-fixing contracts with all outlets, there is no legal obligation for dealers to observe his fair trade prices. In the case of a manufacturer discriminating in his fair trade contracts or fails to show reasonable diligence in their enforcement, State court decisions make it clear that other sellers have the right to disregard the fixed resale prices. The FTC also advised that fair trading retailers may secure court injunctions to prevent others from selling at less than the fair trade price. According to them, the suing retailer need only show that the discounter knew what the fair trade prices were and wilfully disregarded them.

## NEWS SHORTS OF PEOPLE, PRODUCTS, AND EVENTS . . .

W. E. Laswell has been appointed Motorola regional sales manager for the Southeastern division of the country. Laswell succeeds Dale Andrews who left the firm after 22 years of service to go into business for himself. The new territory takes in sections of Georgia, Alabama, South Carolina and Florida. The appointment is effective immediately. . . . The Graybar Electric Company of Washington, has been appointed as a franchised distributor for the Stromberg-Carlson Company's radio, phonograph, and television lines. This is the fourth branch recently appointed to handle the 1955 line of high-fidelity phonographs, radios, and television sets. . . . The "All Electronic Orchestra," a Pentron Corporation tape recorded display, is showing this week at the Washington Hi-Fi Fair. The display is now using a new recorded tape as done by Buddy Morrow and his orchestra. . . . The Admiral Corporation declared the regular quarterly dividend of 25 cents payable March 31 to stockholders of record March 16. . . . Capitol Records have declared a quarterly dividend of 15 cents payable March 31 to stockholders of record March 21. The firm also voted a dividend of 65 cents on its preferred stock. . . . William S. Peters has been appointed manager of transistor sales in the Chicago territory by the Raytheon Manufacturing Company.

# LINER NOTES

By IS HOROWITZ

## COLUMBIA RENEWS PACT WITH PHILLY SYMPH . . .

Columbia Records has re-signed the Philadelphia Orchestra to a new long-term contract. The new term runs for eight years. The orchestra, meanwhile, is being readied for a new radio series due to kick off on the CBS network next Sunday (13). With the New York Philharmonic a longtime CBS Sunday fixture, the new weekly programming on the net should have still greater impact on movement of Columbia orchestral albums. On Thursday (10) the diskery will mark the Philadelphia ork's 10th year with the label with a special reception in the orchestra's home city.

## NEW BOSTON ORK PACT MAY BE A BATTLE . . .

It's contract time for another major American orchestra. And at this writing it is still in doubt just who will ink the paper. The Boston Symphony has been an RCA Victor staple for more years than most record collectors can remember, but with their current agreement due to run out later this year, a few other manufacturers have approached the ork with bids. Contract talks have been in progress for months, with the decision not yet clear.

It is no secret in serious music circles that London Records has huddled with the ork's management, as has the Music Appreciation Records arm of the Book-of-the-Month-Club. Victor won't let go without a struggle, and so the battle continues.

Should London win out, we can look to an active State-side recording program by the British diskery. It is probable that some European conductorial

talent would be brought over. The label would also be in a better position to attract top American instrumentalists, some of whom run into union difficulties when recorded with orchestras abroad.

## TOSCANINI REVIEWS TAPE FOR POSSIBLE DISKS . . .

Arturo Toscanini, back in the United States for a visit, is knee deep in tapes he's checking for possible release by Victor. There are literally hundreds of tapes in the vault taken from broadcast performances, many of which will be scheduled for disk release from time to time.

## LONDON REPORTED NEAR ON 3-TRACK GROOVE . . .

Tho no official comment is forthcoming from London Records, it is known that the label is nearing the end of technical research that will permit the introduction of LP's capable of producing stereophonic sound in single grooves. Basic work on two and even three-track single grooves (using both side-walls and groove floor) was done many years ago, but mechanical problems could not be overcome sufficiently for practical use.

The London double-track method, it is said, will require special playback equipment for optimum performance, but the disks will also be able to be played on standard phonos. This compatibility is similar to that of color television.

While there is no word as to when the new disks may be introduced, in some quarters it is expected they may make their first appearance before the end of this year.

## Para Wins Appeal On 'Buttons, Bows'

HOLLYWOOD, March 5.—The California District Court of Appeals upheld a Superior Court verdict in favor of Paramount Pictures here last week in the \$600,000 action brought by songwriter Freddie Rich against the song, "Buttons and Bows."

Rich's action alleged plagiarism, contending a passage of "Buttons and Bows" was lifted from a score

## Hoffman Names Mueller N. E. Sales Manager

HOLLYWOOD, March 5.—The appointment of Gordon A. Mueller

he had clefled for the film, "The Wildcat," also a Paramount release. Plaintiff's appeal was based on the contention that the trial court should not have allowed song sleuth Sigmund Spaeth to testify.

Paramount claimed the controversial music phrase was used in folk music.

to the new post of New England regional sales manager for Hoffman Radio, a division of Hoffman Electronics Corporation, was announced this week by Walter L. Stickel, general sales manager.

Mueller has been active in the field for almost a decade, both at the factory and distributor level. He operated his own distributing company in New York from 1943 to 1946 and later owned his own TV sales and service company. He will headquarter in Hartford, Conn.

## Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
2. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
3. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
4. TOSCANINI PLAYS YOUR FAVORITES—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1834
5. CALLAS PORTRAYS PUCCINI HEROINES . . . . . Angel 35195
6. R. STRAUSS: ALSO SPRACH ZARATHUSTRA; DANCE OF THE SEVEN VEILS—Chicago Symphony (Reiner) . . . . . RCA Victor LM 1806
7. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
8. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4879
9. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8271
10. MAHLER: SYMPHONY NO. 1 — New York Philharmonic (Walter) . . . . . Columbia SL 218
11. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) . . . . . RCA Victor LM 1005
12. SCHUBERT: SYMPHONY NO. 7 IN C MAJOR—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1835
13. PUCCINI: LA BOHEME—Albanese, Peerce, NBC Symphony (Toscanini) . . . . . RCA Victor LM 6006
14. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
15. VERDI: OTELLO—Tebaldi, del Monaco, St. Cecilia Academy Orchestra (Erede) . . . . . London LLA 24
16. ANDRES SEGOVIA PLAYS . . . . . Decca DL 9734
17. VERDI: LA TRAVIATA—Albanese, Merrill, NBC Symphony (Toscanini) . . . . . RCA Victor LM 6003
18. BRAHMS: VIOLIN CONCERTO—Oistrakh, Saxon State Orchestra (Konwitschny) . . . . . Decca DL 9754
19. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1768
20. FRANCK: SYMPHONY IN D MINOR—Philadelphia Orchestra (Franck) . . . . . Columbia ML 4939

## Reviews and Ratings of New Classical Releases

### TCHAIKOVSKY: SLEEPING BEAUTY BALLET (1-12) — Andre Kostelanetz Orchestra, Columbia ML 4960 . . . . . 82

One of Tchaikovsky's three major ballets, "The Sleeping Beauty" sparkles with melody and movement, and on this recording it is performed beautifully by one of the most popular conductors. This adds up to a package which will attract a wide range of consumers—not only the classical buyer who seeks the standard warhorses, but also lovers of the more easily understood lighter classical merchandise. The dealer too, might point out that this album rounds out a trio of Tchaikovsky ballets recorded by Kostelanetz—the other two being "The Nutcracker" and "Swan Lake." Intelligent point of sale displays and salesmanship should move additional disks.

### BEECHAM PLAYS WAGNER (1-12) — Royal Philharmonic; Sir Thomas Beecham, Cond. Columbia ML 4962 . . . . . 79

Beecham's talents as a Wagnerian conductor are not often enough acknowledged, but some of the finest Wagnerian recordings of the era before hi-fi were made under his direction. One of his specialties, the Overture to "The Flying Dutchman" makes an appearance here, and it is a dazzling achievement, surging with power. Another high point is reached in the Prelude to Act III and "Dance of the Apprentices" from "Die Meistersinger." Other selections are "Good Friday Spell" from "Parsifal" and the "Funeral Music" from "Goetterdaemmerung." This is a well-chosen program of Wagnerian favorites, beautifully played and recorded, and it should fare well in the market place.

### SAINT-SAENS: CARNIVAL OF THE ANIMALS; BRITTEN: YOUNG PERSON'S GUIDE TO THE ORCHESTRA (1-12)—Geza Anda, Bela Siki, Pianists; Philharmonia Orchestra; Igor Markevitch, Cond. Angel 35135 . . . . . 77

Dealers would have to search far to come across an LP coupling of such apt appeal for young listeners. Amusing and instructive, its class connotations will impel many adults to acquire it as special gift material for their offspring. Performances of the familiar scores are joyful recreations, with pianists Anda and Siki contributing immeasurably to the total effect in "Carnival," and Peter Pears doing a fine job as narrator in "Guide." This set could well develop into a profitable disk standard.

### BEETHOVEN: STRING QUARTETS, VOL. 2 (3-12)—Hungarian Quartet, Angel 3513C . . . . . 73

Dealers who handled Volume One of this series will have a basis for judging the potential of this set, which contains the three "Rasoumovsky" Quartets and the ops. 74 and 95. Collectors of this basic chamber music literature will be struck by the tonal blend, drive and authority of the Hungarian group. This is playing of a high order indeed. Plus factors here are the complete miniature scores provided and the use of three disks for the five quartets in contrast to the four required in the parallel set by the Budapest Quartet. Good prospects in its field.

### DEBUSSY: PELLEAS AND MELI- SANDE (3-12)—Orchestra des Concerts Lamoureux; Jean Fournet, Cond. Epic SC 6003 . . . . . 72

Epic offers here a fine performance of the opera, magnificently recorded. But "Pelleas" is a Debussy masterpiece that is more often talked about than listened to and sales potential would seem to be fairly restricted. Commercial success, aside from quick sales to dedicated Debussyites, is doubtful and dependent on energetic promotion. Soloists include Camille Maurane, Janine Micheau, and Michel Roux, whose projection is in every way admirable. Fournet molds all with skill and warmth.

### ORCHESTRA FAVORITES (1-12)—Inter Solomon, Cond. M-G-M E 3124 . . . . . 71

The third volume in M-G-M's "Orchestral Favorites" series is the usual blend of well-known classical selections with the greatest popular appeal. This LP includes Tchaikovsky's "Waltz of the Flowers," "Dream Fantomime" from Humperdinck's "Hansel and Gretel," Ravel's "Pavane Pour Une Infante Defunte," Grieg's "Heart Wounds," "Valse Triste" by Stibelius, Britten's "Sentimental Sarabande" and Chabrier's "Idylle." The package features thoroughly competent performances, and is a good bet for beginning collectors.

### MOZART: VIOLIN CONCERTO NO. 5 IN A (Turkish); SYMPHONY NO. 32 (1-12)—David Oistrakh, Violin; Saxon State Orchestra; Franz Konwitschny, Cond. Decca DL 9766 . . . . . 71

This German recording of the "Turkish" surpasses other available Oistrakh readings of the work in sound reproduction altho standards even in this respect are nowhere near the best. The short symphony is transferred from an earlier Decca 10-inch in a bright reading by Fritz Lehmann and the Bamberg Symphony. The superb Oistrakh fiddling will sell this package.

### BEETHOVEN: SYMPHONY NO. 8; SYMPHONY NO. 1; (1-12)—Berlin Philharmonic; Vienna Symphony Or- chestra; Paul van Kempen, John Pritchard, Conds. Epic LC 3095 . . . . . 70

It would seem that there is always room for another version of a Beethoven symphony. But the competitive picture is such that most dealers can only stock the cream and take orders on the rest. Good as these readings are, this is the kind of disk on which one waits for customer requests—unless a full stock is expected of the dealer. Recording, packaging, performances are all first-rate.

### VIVALDI: BASSOON CONCERTO IN A MINOR; FLUTE CONCERTO IN F; CONCERTO IN G MINOR; OBOE CONCERTO IN D MINOR (1-12)— Nouvel Orchestre de Chambre de Paris; Andre Jouve, Cond. Westminster WL 5341 . . . . . 69

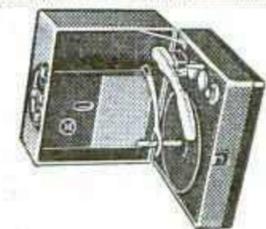
Another attractive Vivaldi bouquet for the growing group of admirers of the once-neglected composer. The prizes here are the beautifully etched performances of the bassoon and oboe concertos, with the others more than competently performed. Tho the orchestra hasn't the following of

(Continued on page 30)

# M tape-o-matic®

... First in the **SOUND-PROFIT** parade!

### PLUS Phono Sales too!



V-M's 990—World's smallest, lightest—and finest—three-speed automatic portable phonograph. Folded Horn Speaker. Famous V-M "Siesta Switch." Two-needle Ceramic Cartridge. At sensational low price.....\$59.95\*



—And Our New V-M Model 210—Destined leader of all low-priced portables! A trim, attractive "small fry" phonograph—with b-i-g phono power! Only \$29.95\*

Sound off for e-x-t-r-a Sound Profits with the Voice of Music tape-o-matic! It's your leader in a parade of follow-up sales... the spark plug that starts your customers wanting MORE!

### Sales are on their way!

#### Here's Why

- 1 The V-M tape-o-matic is by far the most versatile tape recorder on the market today in this and considerably higher price brackets, with:
  - Ten exclusive features (many not found on top-priced recorders).
  - Professional "Response" in an ultra-modern home-styled cabinet. (And it records from ANY source of sound including magnetic cartridge pickups.)
  - Dual input, dual output jacks ... and YOU plug in here for extra sales! Model 700, \$179.95\*

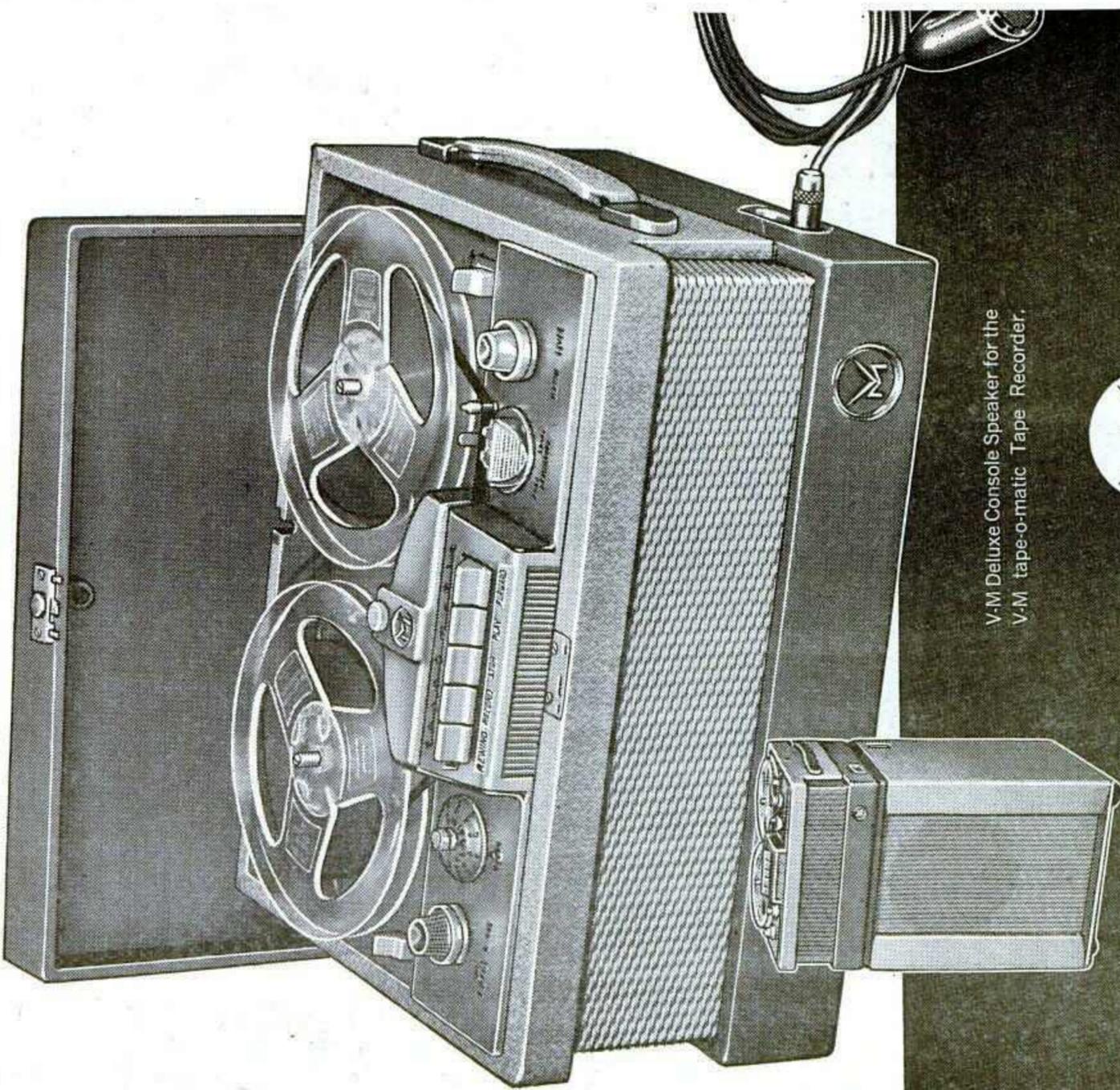
#### 2 Extra Sales Coming Up!

The V-M Deluxe Console Speaker wanted by every V-M tape-o-matic owner! Turns their tape recorder into a matched "floor model" ensemble ... or becomes "number one" in a remote speaker system. A 12" 6½ oz. Alnico 5 permanent magnet speaker matched to bass reflex chamber. With 25' sound cord!.....\$46.50\*



#### 3 Next Sales-Maker

V-M's 936HF tri-o-matic® High Fidelity Record Changer! Plug it in ... let it play through the tape-o-matic amplifier for true hi-fi response—or record through the tape-o-matic for permanent high fidelity taped recordings of the family's favorite records.....\$69.95\*



V-M Deluxe Console Speaker for the V-M tape-o-matic Tape Recorder.

### ... And Away We Go!

Into tape sales ... pre-recorded tape sales ... 33-45-78 rpm record sales—all those "extras" that make cash registers ring up record profits.

**DON'T TAKE OUR WORD FOR IT.** Talk to your V-M Representative. Get in touch with him today—and when you do, ask about the fabulous V-M PLEASURE-LAND Promotion planned for spring. It's '55's f-a-s-t-e-s-t—for extra-fast springtime sales!

\*Slightly higher in the West. U.S. Approved.



**the Voice of Music**  
CORPORATION  
Benton Harbor, Michigan

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS



Another fabulous Hit Medley by

# The MODERNAIRES



6 TOP POP SONGS ON ONE SINGLE RECORD 6

# "Tops 'n Pops"

PARTS 1 and 2

CORAL 61378 (78 rpm) • 9-61378 (45 rpm)

ALL HAVE THAT GREAT MODERNAIRES SOUND

- ★ HOW IMPORTANT CAN IT BE
- ★ (I'm Always Hearing) WEDDING BELLS
- ★ CLOSE YOUR EYES
- ★ I WANNA HUG YOU, KISS YOU, SQUEEZE YOU
- ★ PLEDGING MY LOVE
- ★ IT MAY SOUND SILLY

**CORAL RECORDS**  
 America's Fastest Growing Record Company

## Reviews and Ratings of New Popular Albums

### ARCHY AND MEHITABLE:

**ECHOES OF ARCHY** .....78  
 David Wayne, Carol Channing, Eddie Bracken, George Kleinsinger, Cond. (1-12")

Columbia ML 4963  
 Here's a completely delightful, off-beat package based on stories and vignettes of the late, and great, Don Marquis. Tastefully produced, and performed with remarkable perception and sensitivity, the LP is a musical treatment of Marquis' compassionate little cockroach Archy and his tough-minded feline side-kick Mehitable. The stand-out side is the "back-alley opera" presentation with Eddie Bracken turning in a wistfully lovable job as Archy and Carol Channing alternately purring and snarling her way thru a wonderfully funny interpretation of Mehitable. David Wayne's narration is sincere and warm, and the Joe Darion-George Kleinsinger score strikes the perfect blend of fey frivolity and thoughtful satire. The flip features Wayne alone with some straight narrative tales about Archy—some touching, others merely humorous—but all enormously effective. The cover's sales appeal is enhanced by the original Archy and Mehitable cartoons, and E. B. White's fascinating notes on Marquis (written for the poet-columnist's 1950 book). The LP, of course, is a "must" for all Archy fans, and could easily become a sleeper if Columbia gets behind it with the right kind of promotion.

**THREE FOR THE SHOW** .....75  
 Sound track cast; Morris Stoloff, Cond. (1-10")

Mercury MG 25204 B  
 This album from the new Columbia musical is one of Mercury's first movie-track packages. The LP has plenty of name value and should have particularly strong appeal for movie fans since the film is Betty Grable's first musical in quite a while. Columbia is getting behind the picture with a big promotional push, and Mercury will probably do likewise with distributors and dealers across the country. Of the four people involved—Betty Grable, Marge and Gower Champion, Jack Lemmon—only the blonde star scores vocal-wise, and even her piping is only average. However, the LP's main sales appeal will be to film fans, so the quality of the warbling really isn't critical. The tunes include the familiar oldies "I Got a Crush on You," "Someone to Watch Over Me," "How Come You Do Me Like You Do," and a Hoagy Carmichael ditty "Down Boy." A leggy cheese-cake drawing of Miss Grable on the cover should be a big sales-plus.

**LET'S MAMBO** .....72  
 Sonny Burke Ork (1-12")  
 Decca DL 8090

The market is crowded with mambo packages right now, but this LP should enjoy a brisk sale on the strength of its cover alone; it features a torrid photo of a nude torso, veiled only in strategic shadows. Burke's first Mambo LP did well, and this package should pull its full share of sales. The band leader contributes an excellent blend and a good dance beat to 12 instrumentals, ranging from a mambo version of the oldie "Pick Yourself Up," to his own "Phffit Mambo."

### Jazz

**THE LIONEL HAMPTON QUINTET NO. 2** .....80  
 (1-12")  
 Clef MGC-642

It is hard to think of any recent album in which a group of instrumentalists sound so relaxed and at home with each other's ideas as is the case here. In addition to Hampton on

vibes, the personnel consisted of familiar colleagues like Oscar Peterson on piano, Buddy De Franco on clarinet, Ray Brown on bass, and Buddy Rich on drums. The kicks here are not so much for any startling new ideas, but for the exploration of material that the musicians thoroughly enjoyed and shook down for all its worth. If this is not caviar, it is certainly juicy roast beef and will hit the right spot with plenty of beat-hungry jazz fans.

**BOB BROOKMEYER PLAYS BOB BROOKMEYER AND SOME OTHERS** .....78  
 (1-12")  
 Clef MGC-644

In album after album, particularly those with Stan Getz, trombonist Brookmeyer has taken on increasing stature. Considering how much he has to say, it is appropriate that he should now have an LP exposing not only his well-known abilities as soloist but his considerable talents as composer and arranger as well. His warm tone, clean phrasing and uncommon ability to articulate complex ideas were never more clearly demonstrated. Of his original compositions included here, "Bulldog Blues" stands out for excitement and rhythmic vitality. Brookmeyer gets fine support from Buddy Clark on bass, Jimmy Rowles on piano and Mel Lewis on drums. For anybody to whom West Coast modern jazz means anything at all, this is a must.

**SWEDISH MODERN** .....76  
 Bengt Hallberg and Ensemble (1-10")  
 EmArcy MG-26039

The intense interest of Swedes in modern jazz has helped develop several top-notch instrumentalists, but so far no really outstanding ensemble. The listener will marvel at the highly finished style of pianist Bengt Hallberg in this set, and deplore the inability of any of the other participating musicians to come anywhere near the standard he sets. Trombonist Ake Persson has a close understanding of Hallberg's ideas, but lacks the technique to second him adequately. In two of the four selections Gunnar Bjorksten and his alto sax take part, but he is only along for the ride. Despite these shortcomings, Hallberg's sensitive work here alone makes this a set that modern jazz lovers will find rewarding.

**CRAZY HAMPTON** .....74  
 Lionel Hampton (1-10")  
 EmArcy MG-26038

Here are four selections cut in Paris during Hampton's 1953 tour of France. As expected from Hampton—and denoted in the title—they're wild, swinging performances. Featured on several is Mezz Mezzrow, a Parisian fixture for many years now. Also starred are Buddy Banks on bass, Curley Hamner and Kansas Fields on drums and Andre Persiany on piano. Hampton gives both the drums and vibes heavy workouts. It's a natural item for Hampton, swing or drum fans. Lots of drumming for the latter.

**BUDDY DE FRANCO WITH STRINGS** .....73  
 (1-10")  
 M-G-M E-253

This attractive package offers something for everybody, with one of the sharpest jazz musicians, Buddy De Franco, showcasing his clarinet artistry against a sentimental background of stringed instruments. It's something new in mood music—sentiment with a minimum of schmaltz. The eight tunes—mostly standards—played by Franco and crew include "Summertime," "Over  
 (Continued on page 48)

## Reviews and Ratings of New Classical Releases

Continued from page 28

some Vivaldi specialist groups, it will win fans with this offering.

**PAISIELLO: IL DUELLO (1-12")**—Ugo Rapalo, Cond. Haydn Society HSL 130 .....68

Opera specialists with a hankering after something well off the beaten track will welcome this entry enthusiastically. The comic opera is the first work of the 18th century composer to hit the LP lists. As such it will have interest for those of a musicological turn, tho it is completely enjoyable as casual listening as well. A competent Italian cast performs idiomatically. Complete libretto is included.

**HANDEL: CONCERTI GROSSI, OP. 6, NOS. 1, 2, 6 AND 7 (1-12")**—Vienna Symphony Orchestra; John Pritchard, Cond. Epic LC 3097 .....66

The market for the Handel Concerti Grossi may be limited, but it is steady, for more advanced listeners never seem to tire of these delightful chamber works. Manufacturers appreciate this fact, it would seem, this being the fourth series to become available. Pritchard and his Viennese musicians achieve the warm string tone and free-swinging rhythm desired here, and give generally creditable interpretations.

**BRUCKNER: MASS NO. 2 IN E MINOR (1-12")**—Choir and Orchestra of the Hamburg State Opera; Max Thurn, Cond. Telefunken LGX 66033 .....61  
 This is the first recording of Bruckner's

great choral work, and it is a pity that it gets neither a first-class performance nor sound engineering job here. The loftiness and purity of this other-worldly music is communicated only in part. Those customers who have long wished to own a recording of this Mass might be willing to accept this one until a more satisfactory reading comes along.

**HENKEMANS: VIOLIN CONCERTO; PIJPER: PIANO CONCERTO (1-12")**—Theo Olof, Violin; Hans Henkemans, Piano; Concertgebouw Orchestra; Eduard van Beinum, Cond. Epic LC 3093 .....63

Two modern works illustrative of contemporary Dutch composition. The violin concerto, in a stunning performance by Olof, is a stimulating opus in which some listeners will happily recognize an idiomatic alliance to Prokofiev. The Pijper has a more dated sound, despite its jazzy quotations. Dealers will note that Epic, thru its \$5.95 tag on the package, sees little prospects for this item beyond the hard-core specialist buyer.

**FRANCK: VIOLIN SONATA IN A; BRAHMS: VIOLIN SONATA NO. 3 IN D MINOR (1-12")**—Anatole Kitain, Piano; Roberto Kitain, Violin. M-G-M E 3103 .....50

Whatever reasons M-G-M may have had for releasing this set, they are not likely to be appreciated by collectors. Performances are routine and studded with errors.

# SHAW BUSINESS **Zooming!**

WITH 2 GREAT SIDES BY...

# georgie shaw

**THE WATER  
TUMBLER  
TUNE**

**I'LL  
STEP  
ASIDE**

*America's  
Fastest  
Selling  
Records*



DECCA #29462  
#9-29462



*London*  
RECORDS



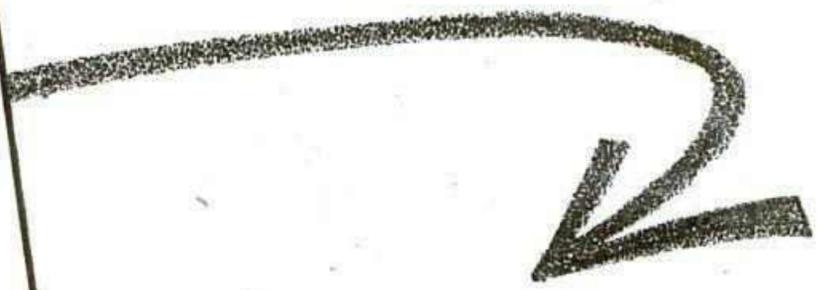
**VERA  
LYNN**

**ADDIO**

**AMORE**

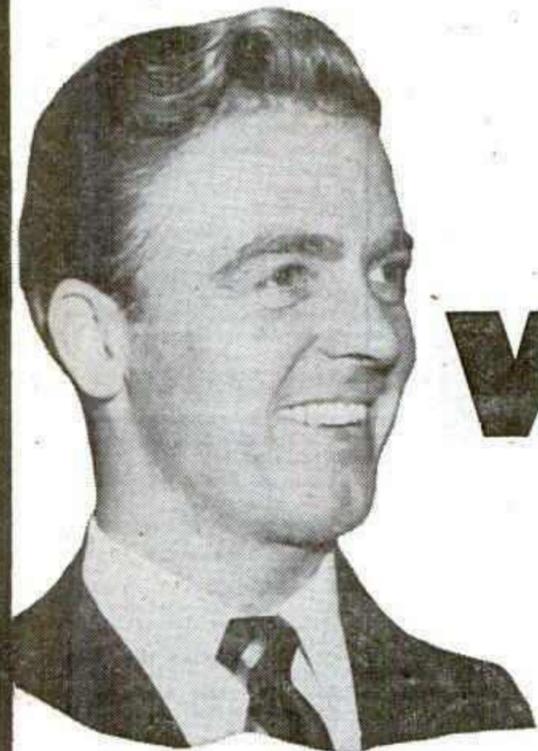
**With the Johnston Bros.  
backed by I DO 1550 & 45-1550**

worth waiting for...  
**DAVID WHITFIELD**  
 singing  
 ?  
 No. 1551 & 45-1551  
**LONDON** RECORDS  
 TRUE HIGH FIDELITY



**HERE IT IS!**

*the same winning combination  
 as CARA MIA*



**DAVID WHITFIELD**

with  
**MANTOVANI**

AND HIS ORCHESTRA

BEYOND THE STARS

and

OPEN YOUR HEART

1551 and 45-1551

**LONDON**  
 RECORDS



**DAVID WHITFIELD**  
 coming to the USA again  
 appearing on  
**ED SULLIVAN SHOW**  
 Two weeks in a row  
 APRIL 10 & APRIL 17

RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

# The Billboard Music Popularity Charts

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

## Chart Comments

From time to time a tune will appear on the "Honor Roll of Hits," yet never make the top 30 best-sellers retail chart. Such is the case with "Unsuspecting Heart," which jumped from No. 20 to No. 14 on the "Honor Roll" this week, while none of three available recordings on the tune have hit the retailers chart to date.

One answer, of course, is that many versions of the same tune are on the market today. As a result records not only fight one another for position on the charts, but are frequently crowded off altogether by an overabundance of versions of another tune. Consequently, a list of the top 30 records may be made up of only 15 different tunes, which makes it possible for a tune to be 16th on the "Honor Roll," while a recorded version of the same song is only 35 on the retail chart, too far down to show.

Right now, for instance, the retail chart's list of 30 top sellers includes three versions of "Melody of Love," and two versions each of "Earth Angel," "Tweedle Dee," "Davy Crockett," "How Important Can It Be," "Ko Ko Mo" and "Crazy Otto," altho, in the last case, the tunes themselves vary. Incidentally, Fess Parker's Columbia recording of "Davy Crockett" was the only newcomer in the top 30 this week.

A situation like this makes it possible for three versions of "Unsuspecting Heart" (by Sunny Gale, Terri Stevens, and Georgie Shaw) to sell well enough for the publisher to grab disk loot, many performances and even get the rack order on the song. "Blue Mirage" is another case in point, where the tune is No. 18 on this week's "Honor Roll," altho none of the five available recordings on the tune (by Guy Lombardo, Ralph Marterie, Percy Faith, Monte Kelly and Frank Chacksfield) have made the retail chart.

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Melody of Love.....	1	9
2. Sincerely .....	2	8
3. Open Up Your Heart. 3	7	
4. Tweedle Dee.....	8	4
5. Mr. Sandman.....	3	7
6. Ballad of Davy Crockett .....	-	1
7. Hearts of Stone.....	5	11
8. That's All I Want From You .....	9	9
9. How Important Can It Be .....	11	4
10. Let Me Go, Lover..	6	14
11. Earth Angel.....	7	7
12. Unsuspecting Heart...12	9	
13. Ko Ko Mo.....	10	6
14. Naughty Lady of Shady Lane .....	12	15
15. Make Yourself Comfortable .....	12	9

# HONOR ROLL OF HITS



## The Nation's Top Tunes

For survey week ending March 2

Week This	Last Week	Weeks on Chart
<b>1. Melody of Love</b>		<b>1 10</b>
By H. Engelmann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; D. Carroll, Mercury 70516; Four Aces, Dec 29395. OTHER RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll (with narration), Mercury 70521; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, V 42-0024; F. McCormick, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, V 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.		
<b>2. Sincerely</b>		<b>2 9</b>
By Harvey Fuqua, Allen Freed—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Chess 1581. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 29421; B. Fields, M-G-M 11917; Johnnie & Jack, V 20-6014; B. Wills, Dec 29432. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.		
<b>3. Ko Ko Mo</b>		<b>4 7</b>
By Forest Wilson, Jake Porter, Eunice Levy—Published by Meridan (BMI) BEST SELLING RECORDS: P. Como, V 20-5994; Crew Cuts, Mercury 70529. OTHER RECORDS AVAILABLE: J. Caldwell, King 1442; Charms, DeLuxe 6080; G. Crosby-L. Armstrong, Dec 29420; B. Darnell-B. Clooney, X X-0087; Dooley Sisters, Tampa 100; Gene & Eunice, Combo 64; A. Griffith, Cap 3057; H. Hawkins, V 47-6022; G. Hill & R. Sovine, Dec 29411; B. & M. Hutton, Cap 3031; Marvin & Johnny, Modern 949; T. Rodriguez, V 47-5998. ELECTRICAL TRANSCRIPTIONS: L. Wells, Standard.		
<b>4. Tweedle Dee</b>		<b>6 17</b>
By Winfield Scott—Published by Progressive (BMT) BEST SELLING RECORDS: G. Gibbs, Mercury 70517; L. Baker, Atlantic 1047. OTHER RECORDS AVAILABLE: Bop-A-Loos, Mercury 70553; D. Collins, Audivox 114; Lancers, Coral 61332; P. W. King, V 20-6005; B. Lou, King 1436; A. Sears, Herald 448; V. Young, Cap 3008.		
<b>5. Hearts of Stone</b>		<b>3 15</b>
By Rudy Jackson, Eddie Ray—Published by Regent (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15265; Charms, DeLuxe 6062. OTHER RECORDS AVAILABLE: R. Foley, Dec 29375; Goofers, Coral 61305; R. Gray, Cap 2946; J. Haskell, Camden 262; L. Innis, King 1392; Jewels, R & B 1301; McGuire Sisters, Coral 61335; R. Wells, V 20-5955; Vicki Young, Cap 3008. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus.		
<b>6. Earth Angel</b>		<b>5 9</b>
By Curtis Williams—Published by Dootsie Williams (BMD) BEST SELLING RECORDS: Crew Cuts, Mercury 70529; Penguins, Dootone 348; G. Mann, Sound 108. OTHER RECORDS AVAILABLE: L. Baxter, Cap 3002; P. O'Day, M-G-M 11904. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.		
<b>7. Ballad of Davy Crockett</b>		<b>13 3</b>
By Tom Blackburn & George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; F. Parker, Columbia 40449. OTHER RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec 29423; R. Draper, Mercury 70555; W. Schumann, V-20-6041; T. Ernie, Cap 3058.		
<b>8. How Important Can It Be</b>		<b>9 5</b>
By B. Benjamin, G. Weiss—Published by Laurel (ASCAP) BEST SELLING RECORDS: J. James, M-G-M 11919; S. Vaughan, Mercury 70534. OTHER RECORDS AVAILABLE: T. Brewer, Coral 61362; C. Boswell, Dec 29412; L. Monte, V 20-5993; J. Smith, Majar 138.		
<b>9. That's All I Want From You</b>		<b>7 15</b>
By M. Rotha—Published by Weiss & Barry (BMI) BEST SELLING RECORDS: J. P. Morgan, V 20-5892. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61260; L. Darnell, Savoy 1151; J. Haskell, Camden 262; D. Washington, Mercury 70537; York Brothers, King 1434. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus.		
<b>10. Open Up Your Heart</b>		<b>11 8</b>
By Stuart Hamblen—Published by Hamblen (BMD) BEST SELLING RECORD: Cowboy Church Sunday School, Dec 29367. OTHER RECORDS AVAILABLE: Lancers, Coral 61332; R. Clooney & Sister Gail, Col 40422; McGuire Sisters, Coral 61334; G. B. Shea, Victor 20-6021.		

## Second Ten

11. MR. SANDMAN .....	10	19
Published by E. H. Morris (ASCAP)		
12. LET ME GO, LOVER.....	8	14
Published by Hill & Range (BMI)		
13. NO MORE.....	12	10
Published by Maple Leaf (BMI)		
14. UNSUSPECTING HEART .....	20	7
Published by Tee Pee (ASCAP)		
15. PLEDGING MY LOVE.....	17	3
Published by Lion (BMD)		
16. MAKE YOURSELF COMFORTABLE.....	14	15
Published by Rylan (ASCAP)		
16. ROCK LOVE .....	16	4
Published by Jay & Cec (BMI)		
18. BLUE MIRAGE .....	18	4
Published by Mills (ASCAP)		
19. NAUGHTY LADY OF SHADY LANE.....	15	16
Published by Paxton (ASCAP)		
20. DARLING JE VOUS AIME BEAUCOUP.....	18	2
Published by Chappell (ASCAP)		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

## Tunes with Greatest Radio-TV Audiences

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

### Radio

A Man Chases a Girl (R) (F)—Berlin—ASCAP	
All of You (R)—Chappell—ASCAP	
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	
Blue Mirage (R)—Mills—ASCAP	
Close Your Eyes (R)—Miller—ASCAP	
Danger, Heartbreak Ahead (R)—Robbins—ASCAP	
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP	
Earth Angel (R)—Dootsie Williams—BMI	
Ever Since You Went Away (R)—Moonlight—BMI	
How Important Can It Be? (R)—Aspen—ASCAP	
Ko Ko Mo (R)—Meridian—BMI	
Let Me Go, Lover (R)—Hill & Range—BMI	
Make Yourself Comfortable (R)—Rylan—ASCAP	
Malaguena (R)—E. B. Marks—BMI	
Melody of Love (R)—Shapiro-Bernstein—ASCAP	
Mr. Sandman (R)—E. H. Morris—ASCAP	
Mobile (R)—Ardmore—ASCAP	
My Own True Love (Tara's Theme) (R) (F) Remick—ASCAP	
Lady of Shady Lane (R)—Paxton—ASCAP	
No More (R)—Maple Leaf—BMI	
Sincerely (R)—Arc—BMI	
That's All I Want From You (R)—Weiss & Barry—BMI	
There Goes My Heart (R)—Feist—ASCAP	
These Are the Things We'll Share (R)—Famous—ASCAP	
Tweedle Dee (R)—Progressive—BMI	
Unsuspecting Heart (R)—Tee Pee—ASCAP	
Wedding Bells (R)—Mellin—BMI	
You Too Can Be a Dreamer (R)—Mills—ASCAP	
Young and Foolish (R)—Chappell—ASCAP	

### Television

A Man Chases a Girl (R) (F)—Berlin—ASCAP	
A Present for Bob (R)—Maple Leaf—BMI	
All of You (R)—Chappell—ASCAP	
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	
City Mouse, Country Mouse (R)—Chappell—ASCAP	
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP	
Hearts of Stone (R)—Regent—BMI	
Heel (R)—World—ASCAP	
How Important Can It Be? (R)—Aspen—ASCAP	
I Wrote a Song for Your Birthday (R)—Flo—ASCAP	
Ko Ko Mo (R)—Meridian—BMI	
Make Yourself Comfortable (R)—Rylan—ASCAP	
Mambo in the Moonlight (R)—Southern—ASCAP	
Melody of Love (R)—Shapiro-Bernstein—ASCAP	
Mr. Sandman (R)—E. H. Morris—ASCAP	
Mobile (R)—Ardmore—ASCAP	
Muskat Ramble (R)—George Simon—ASCAP	
My Hearts Delight (R)—St. Louis—BMI	
No More (R)—Maple Leaf—BMI	
Open Up Your Heart (R)—Hamblen—BMI	
Please Don't Go So Soon (R)—Bourne—ASCAP	
Sand and the Sea (R)—Winneton—BMI	
Sincerely (R)—Arc—BMI	
Song in Blue (R)—Iris-Trojan—BMI	
That's All I Want From You (R)—Weiss & Barry—BMI	
Tweedle Dee (R)—Progressive—BMI	
Unsuspecting Heart (R)—Tee Pee—ASCAP	
Wedding Bells (R)—Mellin—BMI	

## England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

Softly, Softly—Cavendish (Sherwin)	
Mambo Italiano—Campbell, Connelly (Rylan)	
Mr. Sandman—E. H. Morris (E. H. Morris)	
Happy Days and Lonely Nights—Lawrence Wright (Advanced)	
Finger of Suspicion—Pickwick (Pickwick)	
Naughty Lady of Shady Lane—Sterling (Paxton)	
Let Me Go, Lover—Aberbach (Hill & Range)	
Majorca—Mills (Eastwick)	
Mobile—Leeds (Ardmore)	
A Blossom Fell—John Fields (Shapiro-Bernstein)	
No One But You—Robbins (Feist)	
Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)	
Heartbeat—Kassner (Ample)	
If I Give My Heart to You—Robbins (Miller)	
Somebody—Bourne (Bourne)	
I Can't Tell a Waltz From a Tango—Michael Reine (Harman)	
Count Your Blessings—Berlin (Berlin)	
Prize of Gold—Chappell (Shapiro-Bernstein)	
I Still Believe—MacMelodies (MacMelodies)	
Tomorrow—Cavendish (*)	

# New Voices On



# BETTE

# ANNE

# STEELE

# MAMA

(He treats your daughter mean)

# TAKE ME AWAY

RECORD NO. 3073

Bette Anne Steele has been singing since she was two years old. She appeared as a regular member of the kiddy show, "Joe Brown's Radio Gang," from the age of four until she was fourteen. From there she went to another show, "Teen Time." At fifteen she won an amateur talent contest, and then appeared with Horace Heidt when she was sixteen. She was named Radio Queen of Virginia at sixteen. While studying to be an X-ray technician at the Medical College of Virginia, Bette auditioned for the Buddy Morrow band. She was signed immediately and toured with the band, appearing at such famous spots as the Statler Hotel in Buffalo, New York; the Palladium Ballroom in Hollywood and the Peabody Hotel in Memphis, Tennessee. Bette sings in the rhythmic idiom now currently popular, and both sides of this disc, which introduces her, are bright newcomers of exceptional promise.

# Bunny Paul

## PLEASE HAVE MERCY

## THESE ARE THE THINGS WE'LL SHARE

RECORD NO. 3074

A beautiful blond from Detroit steps on the Cap podium with "PLEASE HAVE MERCY" and "THESE ARE THE THINGS WE'LL SHARE." Bunny started her career at the age of four on kiddies' shows. When she was 18 she began acquiring experience with local bands and as a result was handed her own 15-minute television show via the NBC outlet in Detroit, WWJ-TV. The past year she's had two hits on an indie label.

In addition to her distinctive, warm singing style, she is a talented and successful songwriter, having had her tunes recorded by Helen O'Connell, Gaylords, Eileen Barton and Trudy Richards. Her favorite singers are Nat "King" Cole, Peggy Lee, Perry Como, Georgia Gibbs and the Four Freshman. Bunny stands 5' 6", weighs 124, has blond hair and gray-green eyes.



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending March 2

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1.		10	SINCERELY—McGuire Sisters	No More—(31)—Coral 61323—BMI
2.		6	CRAZY OTTO MEDLEY—J. Maddox	Humoresque—Dot 15325—
3.		7	TWEEDLE DEE—G. Gibbs	You're Wrong, All Wrong—Mercury 70517—BMI
4.		14	MELODY OF LOVE—B. Vaughn	Joy Ride—Dot 15247—ASCAP
5.		6	KO KO MO—P. Como	You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI
6.		3	BALLAD OF DAVY CROCKETT—B. Hayes	Farewell—Cadence 1256—BMI
7.		14	HEARTS OF STONE—Fontane Sisters	Bless Your Heart—Dot 15265—BMI
8.		6	EARTH ANGEL—Crew Cuts	Ko Ko Mo—(10)—Mercury 70529—BMI
9.		10	MELODY OF LOVE—D. Carroll	La Golondrina—Mercury 70516—ASCAP
10.		7	KO KO MO—Crew Cuts	Earth Angel—(8)—Mercury 70529—BMI
11.		16	THAT'S ALL I WANT FROM YOU—J. P. Morgan	Dawn—V 20-5896—BMI
12.		4	HOW IMPORTANT CAN IT BE?—J. James	This Is My Confession—M-G-M 11919—ASCAP
13.		12	EARTH ANGEL—Penguins	Hey, Senorita—Dootone 348—BMI
14.		11	OPEN UP YOUR HEART—Cowboy Church Sunday School	The Lord Is Counting on You—Dec 29367—BMI
15.		8	MELODY OF LOVE—Four Aces	There's a Tavern in the Town—Dec 29395—ASCAP
16.		1	BALLAD OF DAVY CROCKETT—F. Parker	I Gave My Love—Col 40449—BMI
17.		2	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole	Sand and the Sea—(23)—Cap 3027—ASCAP
18.		3	PLEDGING MY LOVE—J. Ace	No Money—Duke 136—BMI
19.		2	ROCK LOVE—Fontane Sisters	You're Mine—Dot 8570—BMI
20.		20	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
21.		2	GLAD RAG DOLL—Crazy Otto	Smiles—Dec 29403—ASCAP
22.		2	CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado	Marie Elena Rumba—V 20-5965—ASCAP
23.		2	MAMBO ROCK—B. Haley	Birth of the Boogie—(35)—Dec 29418—ASCAP
24.		2	SAND AND THE SEA—Nat (King) Cole	Darling Je Vous Aime Beaucoup—(17)—Cap 3027—BMI
25.		3	HOW IMPORTANT CAN IT BE?—S. Vaughan	Waltzing Down the Aisle—Mercury 70534—ASCAP
26.		9	TWEEDLE DEE—L. Baker	Tomorrow Night—Atlantic 1047—BMI
27.		15	MAKE YOURSELF COMFORTABLE—S. Vaughan	Idle Gossip—Mercury 70469—ASCAP
28.		15	LET ME GO, LOVER—J. Weber	Marionette—Col 40366—BMI
29.		5	PLANTATION BOOGIE—L. Dee	Birth of the Blues—Dec 29360—BMI
30.		10	NO MORE—DeJohn Sisters	Theresa—Epic 9085—BMI

## This Week's Best Buys

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

### DANCE WITH ME, HENRY (Modern, BMI)—Georgia Gibbs—Mercury 70572

The songstress is hitting a profitable groove in her stylings of rhythm & blues hits. Her latest one moved out this week in a way that suggested "Tweedle Dee" in its initial stages. Good sales reports came in from Boston, New York, Philadelphia, Baltimore, Buffalo, Pittsburgh, Cincinnati, Milwaukee, Detroit, Richmond and Durham. Flip is "Ballin' the Jack" (Jerry Vogel-E. B. Marks, ASCAP). A previous Billboard "Spotlight" pick.

### WHERE WILL THE DIMPLE BE? (Roger, ASCAP)—Rosemary Clooney—Columbia 40434

The sales curve on this disk is also showing a fine upward slope after little more than 10 days in the field. Los Angeles, Atlanta, Pittsburgh, Cleveland, Chicago, Cincinnati, Buffalo and St. Louis were among the territories indicating good action. Flip is "Brahms' Lullaby." A previous Billboard "Spotlight" pick.

## Most Played in Juke Boxes

For survey week ending March 2

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1.		8	SINCERELY—McGuire Sisters	No More—(34)—Coral 61323—BMI
2.		13	HEARTS OF STONE—Fontane Sisters	Bless Your Heart—Dot 15265—BMI
3.		9	MELODY OF LOVE—Four Aces	There's a Tavern in the Town—Dec 29395—ASCAP
4.		4	CRAZY OTTO MEDLEY—J. Maddox	Humoresque—Dot 15325—
5.		5	KO KO MO—P. Como	You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI
6.		5	TWEEDLE DEE—G. Gibbs	You're Wrong, All Wrong—Mercury 70517—BMI
7.		10	MELODY OF LOVE—B. Vaughn	Joy Ride—Dot 15247—ASCAP
7.		12	THAT'S ALL I WANT FROM YOU—J. P. Morgan	Dawn—V 20-5896—BMI
9.		5	EARTH ANGEL—Crew Cuts	Ko Ko Mo—(11)—Mercury 70529—BMI
10.		5	EARTH ANGEL—Penguins	Hey, Senorita—Dootone 348—BMI
11.		4	KO KO MO—Crew Cuts	Earth Angel—(9)—Mercury 70529—BMI
12.		14	LET ME GO, LOVER—J. Weber	Marionette—Col 40366—BMI
13.		4	MELODY OF LOVE—D. Carroll	La Golondrina—Mercury 70516—ASCAP
13.		3	HOW IMPORTANT CAN IT BE?—J. James	This Is My Confession—M-G-M 11919—ASCAP
15.		18	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
16.		6	HEARTS OF STONE—Charms	Who Knows—DeLuxe 6062—BMI
17.		12	LET ME GO, LOVER—T. Brewer	Moon Is on Fire—Coral 61315—BMI
18.		2	ROCK LOVE—Fontane Sisters	You're Mine—Dot 8570—BMI
18.		1	TWEEDLE DEE—L. Baker	Tomorrow Night—Atlantic 1047—BMI
18.		1	BALLAD OF DAVY CROCKETT—B. Hayes	Farewell—Cadence 1256—BMI

## Most Played by Jockeys

For survey week ending March 2

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		9	SINCERELY—McGuire Sisters	No More—Coral 61323—BMI
2.		6	KO KO MO—P. Como	You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI
3.		6	EARTH ANGEL—Crew Cuts	Ko Ko Mo—Mercury 70529—BMI
4.		14	HEARTS OF STONE—Fontane Sisters	Bless Your Heart—Dot 15265—BMI
5.		9	MELODY OF LOVE—B. Vaughn	Joy Ride—Dot 15247—ASCAP
6.		7	TWEEDLE DEE—G. Gibbs	You're Wrong, All Wrong—Mercury 70517—BMI
7.		14	THAT'S ALL I WANT FROM YOU—J. P. Morgan	Dawn—V 20-5896—BMI
8.		3	HOW IMPORTANT CAN IT BE?—J. James	This Is My Confession—M-G-M 11919—ASCAP
9.		8	MELODY OF LOVE—D. Carroll	La Golondrina—Mercury 70516—ASCAP
10.		12	NO MORE—DeJohn Sisters	Theresa—Epic 9085—BMI
11.		5	CRAZY OTTO MEDLEY—J. Maddox	Humoresque—Dot 15325—
12.		8	MELODY OF LOVE—Four Aces	There's a Tavern in the Town—Dec 29395—ASCAP
13.		7	EARTH ANGEL—Penguins	Hey, Senorita—Dootone 348—BMI
14.		6	KO KO MO—Crew Cuts	Earth Angel—Mercury 70529—BMI
15.		3	HOW IMPORTANT CAN IT BE?—S. Vaughan	Waltzing Down the Aisle—Mercury 70534—ASCAP
16.		1	BALLAD OF DAVY CROCKETT—B. Hayes	Farewell—Cadence 1256—BMI
17.		2	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole	Sand and the Sea—Cap 3027—ASCAP
18.		20	MR. SANDMAN—Chordettes	I Don't Wanna See You Cryin'—Cadence 1247—ASCAP
19.		1	PLEDGING MY LOVE—J. Ace	No Money—Duke 136—BMI
20.		1	DANGER, HEARTBREAK AHEAD—J. P. Morgan	Softly, Softly—V 20-6016—ASCAP

IT'S BIG AND GETTING BIGGER!

# "CRAZY OTTO RAG"

BY

## HUGO and LUIGI

AND THEIR SO CALLED ORCHESTRA

coupled with a medley of  
"NOBODY'S SWEETHEART" and "SOMEBODY STOLE MY GAL"

MERCURY 70563 • 70563X45



IT'S BEAUTIFUL!

HIS BEST TO DATE

# 'WORDS OF LOVE'

## EDDY HOWARD

coupled with

"FOREVERMORE"

MERCURY 70566 • 70566X45



### HIT PARADE

1. "Tweedle Dee"  
**GEORGIA GIBBS**  
MERCURY 70517 • 70517X45
2. "Earth Angel"  
**CREW CUTS**  
MERCURY 70529 • 70529X45
3. "Kokomo"  
**CREW CUTS**  
MERCURY 70529 • 70529X45
4. "Melody Of Love"  
**DAVID CARROLL**  
MERCURY 70516 • 70516X45
5. "How Important Can It Be"  
**SARAH VAUGHAN**  
MERCURY 70534 • 70534X45
6. "Foolishly"  
**VIC DAMONE**  
MERCURY 70545 • 70545X45
7. "Dance With Me Henry"  
**GEORGIA GIBBS**  
MERCURY 70572 • 70572X45
8. "Blue Mirage"  
**RALPH MARGERIE**  
MERCURY 70535 • 70535X45
9. "Crazy Otto Rag"  
**HUGO and LUIGI**  
MERCURY 70563 • 70563X45
10. "Ballad Of Davy Crockett"  
**RUSTY DRAPER**  
MERCURY 70555 • 70555X45
11. "No Chance"  
**LAURIE SISTERS**  
MERCURY 70548 • 70548X45
12. "Words Of Love"  
**EDDY HOWARD**  
MERCURY 70566 • 70566X45
13. "Misty"  
**RICHARD HAYMAN**  
MERCURY 70550 • 70550X45
14. "It May Sound Silly"  
**BILL FARRELL**  
MERCURY 70539 • 70539X45
15. "Make Yourself Comfortable"  
**SARAH VAUGHAN**  
MERCURY 70469 • 70469X45



**JONI JAMES**

Biggest Hit of them all

**HOW IMPORTANT CAN IT BE**



Orchestra conducted by **DAVE TERRY**

THIS IS MY CONFESSION

HOT! WHEN WE COME OF AGE 11865

MGM 11919 78 rpm  
K11919 45 rpm

**HANK WILLIAMS**

PLEASE DON'T LET ME LOVE YOU  
FADED LOVE AND WINTER ROSES

MGM 11928 78 rpm • K 11928 45 rpm

**DEBBIE REYNOLDS**

NEVER MIND THE NOISE IN THE MARKET

and CAROLINA IN THE MORNING  
MGM 11939 78 rpm • K 11939 45 rpm

**TOMMY MARA**

PLEDGING MY LOVE

and HONEY BUNCH  
MGM 11931 78 rpm • K 11931 45 rpm

**JAMES BROWN**

Lt. Rip Masters of the Rin-Tin-Tin ABC-TV Show

**THE BALLAD OF DAVY CROCKETT**

HE'S A ROCKIN'-HORSE COWBOY

MGM 11941 78 rpm  
K11941 45 rpm

**RUBY MURRAY**

**SOFTLY, SOFTLY**

and HE'S A PAL OF MINE

MGM 11940 78 rpm  
K11940 45 rpm

**FRAN WARREN**

I NEED YOUR LOVE  
IF YOU LOVE ME  
Why Don't You Tell Me So

MGM 11942 78 rpm  
K11942 45 rpm

**BETTY MADIGAN**

**A SALUTE TO THE WHEELS OF LOVE**

MGM 11950 78 rpm • K 11950 45 rpm

A SURE-FIRE CLICK

**TOMMY EDWARDS**

SERENADE TO A FOOL  
IT COULD HAVE BEEN ME

MGM 11932 78 rpm • K 11932 45 rpm

**ART MOONEY**

**HONEY BABE**

and NO REGRETS

MGM 11900 78 rpm • K 11900 45 rpm

**ROCK 'N' ROLL HIT!**

**CLAUDE CLOUD and the Thunderclaps**

featuring SAM (The Man) TAYLOR on Tenor Sax

**CLOUDBURST**

and ONE BONE

MGM 55003 78 rpm • K 55003 45 rpm

**LEROY HOLMES**

**THE BRIDGES OF TOKO-RI**

MGM 11914 78 rpm • K 11914 45 rpm

**IT'S A BIG WIDE WONDERFUL WORLD**

**KAY ARMEN**

**WONDER WHY BY CANDLELIGHT**

MGM 11934 78 rpm • K 11934 45 rpm

**ALAN DEAN**

TOO MUCH IN LOVE TO CARE  
THE LADDER OF LOVE

MGM 11920 78 rpm • K 11920 45 rpm

**ROSALIND PAIGE**

I THINK I'LL CRY AGAIN  
(I Found You Out) WHEN I FOUND YOU IN SOME-BODY ELSE'S ARMS

MGM 11924 78 rpm • K 11924 45 rpm

**THE STUARTS**

EVERYONE IS SAYING I'LL ALWAYS LOVE YOU (Stay Close to People)

MGM 11929 78 rpm • K 11929 45 rpm

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 26, N. Y.

**The Billboard Music Popularity Charts POPULAR RECORDS**

**Territorial Best Sellers**

For survey week ending March 2

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

**Atlanta**

1. How Important Can It Be? J. James, M-G-M
2. Sincerely, McGuire Sisters, Cor.
3. Ballad of Davy Crockett, F. Parker, Col.
4. That's All I Want From You J. P. Morgan, V.
5. Sand and the Sea, Nat (King) Cole, Cap.
6. Melody of Love, B. Vaughn, Dot

**Balti.-Wash.**

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Tweedle Dee, G. Gibbs, Mer.
3. Sincerely, McGuire Sisters, Cor.
4. Glad Rag Doll, Crazy Otto, Dec.
5. Ko Ko Mo, Crew Cuts, Mer.
6. Ko Ko Mo, P. Como, V.
7. Crazy Otto Medley, J. Maddox, Dot
8. How Important Can It Be? J. James, M-G-M
9. Melody of Love, B. Vaughn, Dot
10. Sand and the Sea, Nat (King) Cole, Cap.

**Boston**

1. Crazy Otto Medley, J. Maddox, Dot
2. Tweedle Dee, G. Gibbs, Mer.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. How Important Can It Be? J. James, M-G-M
5. Ko Ko Mo, Crew Cuts, Mer.
6. Cherry Pink and Apple Blossom White P. Prado, V.
7. Melody of Love, B. Vaughn, Dot
8. Sincerely, McGuire Sisters, Cor.
9. Melody of Love, D. Carroll, Mer.
10. Ko Ko Mo, P. Como, V.

**Buffalo**

1. Tweedle Dee, G. Gibbs, Mer.
2. Ko Ko Mo, P. Como, V.
3. Darling Je Vous Alme Beaucoup Nat (King) Cole, Cap.
4. Sincerely, McGuire Sisters, Cor.
5. How Important Can It Be? J. James, M-G-M
6. Earth Angel, Crew Cuts, Mer.

**Chicago**

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Crazy Otto Medley, J. Maddox, Dot
3. Melody of Love, B. Vaughn, Dot
4. Sincerely, McGuire Sisters, Cor.
5. Earth Angel, Penguins, Dtn.
6. Ko Ko Mo, Crew Cuts, Mer.
7. Tweedle Dee, G. Gibbs, Mer.
8. Open Up Your Heart Cowboy Church Sunday School, Dec.
9. Song of the Barefoot Contessa H. Winterhalter, V.
10. Rock Love, E. Fontaine, X

**Cincinnati**

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Tweedle Dee, G. Gibbs, Mer.
3. Earth Angel, Crew Cuts, Mer.
4. Melody of Love, B. Vaughn, Dot
5. Sincerely, McGuire Sisters, Cor.
6. Ko Ko Mo, Crew Cuts, Mer.
7. That's All I Want From You J. P. Morgan, V.
8. Ko Ko Mo, P. Como, V.
9. How Important Can It Be? S. Vaughan, Mer.
10. Man Chases a Girl, E. Fisher, V.

**Cleveland**

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Pledging My Love, J. Ace, Duk.
3. Plantation Boogie, L. Dee, Dec.
4. Ko Ko Mo, P. Como, V.
5. Melody of Love, B. Vaughn, Dot
6. How Important Can It Be? J. James, M-G-M
7. Mambo Rock, B. Haley, Dec.
8. Ko Ko Mo, Crew Cuts, Mer.
9. Earth Angel, Penguins, Dtn.

**Dallas-Fort Worth**

1. Hearts of Stone, Fontane Sisters, Dot
2. Sincerely, McGuire Sisters, Cor.
3. Crazy Otto Medley, J. Maddox, Dot
4. How Important Can It Be? S. Vaughan, Mer.
5. Melody of Love, Four Aces, Dec.
6. Melody of Love, B. Vaughn, Dot
7. Earth Angel, Crew Cuts, Mer.
8. Ko Ko Mo, P. Como, V.
9. Tweedle Dee, L. Baker, Atl.
10. Darling Je Vous Alme Beaucoup Nat (King) Cole, Cap.

**Denver**

1. Sincerely, McGuire Sisters, Cor.
2. Tweedle Dee, G. Gibbs, Mer.
3. Melody of Love, B. Vaughn, Dot
4. Ko Ko Mo, Crew Cuts, Mer.
5. Hearts of Stone, Fontane Sisters, Dot
6. Earth Angel, Penguins, Dtn.
7. That's All I Want From You J. P. Morgan, V.
8. Ko Ko Mo, P. Como, V.
9. Crazy Otto Medley, J. Maddox, Dot
10. Open Up Your Heart Cowboy Church Sunday School, Dec.

**Detroit**

1. Melody of Love, D. Carroll, Mer.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Crazy Otto Medley, J. Maddox, Dot
4. Ballad of Davy Crockett F. Parker, Col.
5. Cherry Pink and Apple Blossom White P. Prado, V.
6. Mambo Rock, B. Haley, Dec.
7. Plantation Boogie, L. Dee, Dec.
8. Sincerely, McGuire Sisters, Cor.
9. How Important Can It Be? J. James, M-G-M
10. Two Hearts, Charms, Del.

**Kansas City**

1. Crazy Otto Medley, J. Maddox, Dot
2. Earth Angel, Penguins, Dtn.
3. How Important Can It Be? J. James, M-G-M
4. Pledging My Love, J. Ace, Duk.
5. Darling Je Vous Alme Beaucoup Nat (King) Cole, Cap.
6. Tweedle Dee, Lancers, Cor.
7. Rock Love, E. Fontaine, X
8. Mambo Rock, B. Haley, Dec.
9. Glad Rag Doll, Crazy Otto, Dec.
10. Tweedle Dee, G. Gibbs, Mer.

**Los Angeles**

1. Crazy Otto Medley, J. Maddox, Dot
2. That's All I Want From You J. P. Morgan, V.
3. Melody of Love, L. Diamond, V.
4. Sincerely, McGuire Sisters, Cor.
5. Ballad of Davy Crockett, W. Schumann, V.
6. Ballad of Davy Crockett F. Parker, Col.
7. Melody of Love, D. Carroll, Mer.
8. Ko Ko Mo, P. Como, V.
9. Unsuspecting Heart, T. Stevens, AA
10. Tweedle Dee, L. Baker, Atl.

**Milwaukee**

1. Crazy Otto Medley, J. Maddox, Dot
2. Open Up Your Heart Cowboy Church Sunday School, Dec.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. Ballad of Davy Crockett F. Parker, Col.
5. Sincerely, McGuire Sisters, Cor.
6. Lazy Gondolier, Mantovani, Lon.
7. Melody of Love, D. Carroll, Mer.
8. How Important Can It Be? J. James, M-G-M
9. Tweedle Dee, G. Gibbs, Mer.
10. Rock Love, Fontane Sisters, Dot

**Mpls.-St. Paul**

1. Melody of Love, B. Vaughn, Dot
2. Crazy Otto Medley, J. Maddox, Dot
3. Sincerely, McGuire Sisters, Cor.
4. Ballad of Davy Crockett F. Parker, Col.
5. Ballad of Davy Crockett, B. Hayes, Cdc.
6. Open Up Your Heart Cowboy Church Sunday School, Dec.
7. Mr. Sandman, Chordettes, Cdc.
8. Ballad of Davy Crockett, T. Ernie, Cap.
9. Hearts of Stone, Fontane Sisters, Dot
10. Ko Ko Mo, P. Como, V.

**New Orleans**

1. Sincerely, McGuire Sisters, Cor.
2. Ko Ko Mo, P. Como, V.
3. Melody of Love, B. Vaughn, Dot
4. Crazy Otto Medley, J. Maddox, Dot
5. Blue Mirage, P. Faith, Col.
6. Dim, Dim the Lights, B. Haley, Dec.
7. Melody of Love, Four Aces, Dec.
8. Song of the Barefoot Contessa H. Winterhalter, V.
9. Tweedle Dee, G. Gibbs, Mer.
10. Earth Angel, Crew Cuts, Mer.

**New York**

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Melody of Love, B. Vaughn, Dot
3. Crazy Otto Medley, J. Maddox, Dot
4. Sincerely, McGuire Sisters, Cor.
5. Ko Ko Mo, P. Como, V.
6. Open Up Your Heart Cowboy Church Sunday School, Dec.
7. Earth Angel, Penguins, Dtn.
8. Hearts of Stone, Fontane Sisters, Dot
9. Cherry Pink and Apple Blossom White P. Prado, V.
10. Let Me Go, Lover, J. Weber, Col.

**Philadelphia**

1. Crazy Otto Medley, J. Maddox, Dot
2. Ko Ko Mo, P. Como, V.
3. Tweedle Dee, G. Gibbs, Mer.
4. Ballad of Davy Crockett F. Parker, Col.
5. Melody of Love, B. Vaughn, Dot
6. Earth Angel, G. Mann, Son.
7. How Important Can It Be? J. James, M-G-M
8. Melody of Love, Four Aces, Dec.
9. Sincerely, McGuire Sisters, Cor.

**Pittsburgh**

1. Ko Ko Mo, P. Como, V.
2. Cherry Pink and Apple Blossom White P. Prado, V.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. Melody of Love, B. Vaughn, Dot
5. Tweedle Dee, G. Gibbs, Mer.
6. Danger, Heartbreak Ahead J. P. Morgan, V.
7. Sincerely, McGuire Sisters, Cor.
8. Darling Je Vous Alme Beaucoup Nat (King) Cole, Cap.
9. Melody of Love, D. Carroll, Mer.
10. Darlin', Hilltoppers, Dot

**St. Louis**

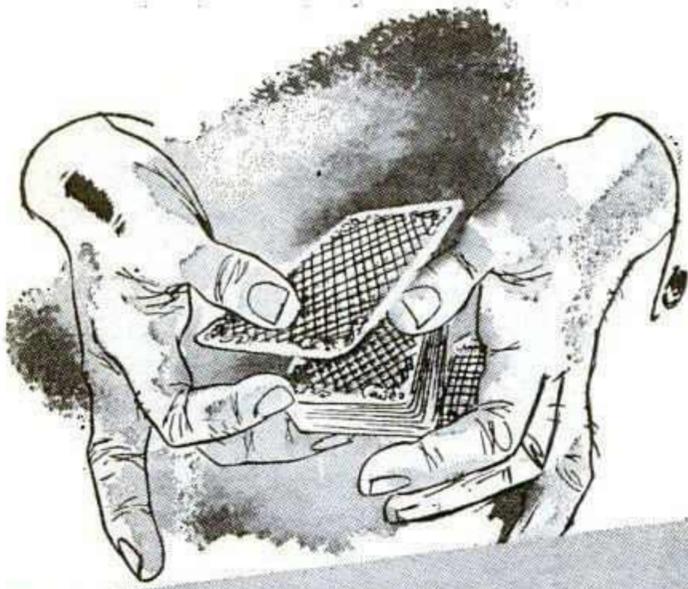
1. Crazy Otto Medley, J. Maddox, Dot
2. Tweedle Dee, G. Gibbs, Mer.
3. Ko Ko Mo, Crew Cuts, Mer.
4. Sincerely, McGuire Sisters, Cor.
5. Earth Angel, Crew Cuts, Mer.
6. Ballad of Davy Crockett, B. Hayes, Cdc.
7. Darling Je Vous Alme Beaucoup Nat (King) Cole, Cap.
8. Melody of Love, B. Vaughn, Dot
9. Mambo Rock, B. Haley, Dec.
10. How Important Can It Be? J. James, M-G-M

**San Francisco**

1. Hearts of Stone, Fontane Sisters, Dot
2. Ko Ko Mo, P. Como, V.
3. Sincerely, McGuire Sisters, Cor.
4. That's All I Want From You J. P. Morgan, V.
5. Melody of Love, Four Aces, Dec.
6. Melody of Love, B. Vaughn, Dot
7. Crazy Otto Medley, J. Maddox, Dot
8. Tweedle Dee, G. Gibbs, Mer.
9. Melody of Love, D. Carroll, Mer.
10. Ballad of Davy Crockett F. Parker, Col.

**Seattle**

1. Tweedle Dee, G. Gibbs, Mer.
2. Glad Rag Doll, Crazy Otto, Dec.
3. Sincerely, McGuire Sisters, Cor.
4. Hearts of Stone, Fontane Sisters, Dot
5. Melody of Love, B. Vaughn, Dot
6. Melody of Love, D. Carroll, Mer.
7. I Love You Madly, Four Coins, Epl.
8. That's All I Want From You J. P. Morgan, V.
9. No More, DeJohn Sisters, Epl.
10. Ko Ko Mo, P. Como, V.



*right off  
the  
top of the deck---*

# JO stafford

with Paul Weston  
and his Orchestra

*in two natural smashes*

i  
got  
a



please  
don't  
go

Sweetie

SO SOON

(Wenn Die Liebe Will)

*a dazzling Stafford  
performance in  
rock-and-roll style!*

*one of Jo's finest—  
a smooth ballad with  
a beat!*



"Columbia" and  Trade Marks Reg. U.S. Pat. Off. Marcas Registradas.



HAVING  
**RECORD TROUBLES?**  
GET THE HITS NOW  
USE

**ONE STOP SERVICE**

**OPERATORS & DEALERS**

Buy From One Source—Save Freight Charges.  
We Ship Same Day Order Is Received.  
Special Requests Promptly Handled.

**COMPLETE STOCKS**

VICTOR—DECCA—COLUMBIA—CAPITOL  
AND ALL OTHER LABELS. 78's & 45's

**RECORDS**

**5<sup>c</sup>** Over  
Regular  
Wholesale

Albums, Etc.—10% Over

Write or Telephone for Further Information

**ONE STOP RECORD SERVICE**  
**2626 OLIVE, ST. LOUIS, MO.**

Phone: (Jefferson 5-4172)

Order From Billboard Hit Parades



**THE ORIGINAL!**

The Record That Raised a storm in the Midwest and soon will be the talk of the country

**JOE BARRETT'S**

**I'M SINCERE**

Arranged and conducted by George Siravo

Decca #29450  
9-29450

**WHY DID YOU BREAK MY HEART**



**The Billboard Music Popularity Charts**  
**POPULAR RECORDS**

**Review Spotlight on... RECORDS**

**DAVID WHITFIELD**

Beyond the Stars  
Open Your Heart—London 1551—The big-voiced tenor has scored with similar efforts and either side could continue his string. "Beyond the Stars" gets a slight nod over the flip on the basis of meatier content. Backing by the Mantovani ork adds name power to the slicing.

**DeMARCO SISTERS**

Two Hearts (St. Louis, BMI)  
Dreamboat—Decca, no number available—Both barrels are loaded here. The gals could ride high in the current girl-group market with either or both of these sides. Their rocking version of "Two Hearts," the tune launched initially by the Charms on DeLuxe and covered by Pat Boone on Dot, could grab a good slice of the pop action. "Dreamboat" is an old-fashioned lilter a la "Mr. Sandman."

**TALENT**

**ANITA GORDON**

Thrush, a discovery of writer and country warbler Stuart Hamblen, displays firm potential as a pop artist. She has two good pieces of material for her Decca debut disk (29440), both clefted by Hamblen. "His Hands," an effective religioso effort, is her strongest bid, and could break thru. Flip is "Lonesome Like Nobody Knows." (Both sides published by Hamblen, BMI)

**Reviews of New Pop Records**

**FERRY COMO**

Nobody ..... 88  
RCA VICTOR 6059 — A Billboard "Spotlight" 3-5-'55. (Jerry Vogel, ASCAP)  
Door of Dreams... 86  
A Billboard "Spotlight" 3-5-'55. (Rocom, ASCAP)

**VICTOR YOUNG**

Theme From "The Medic" ..... 78  
DECCA 29433—Victor Young composed the TV film series, "The Medic's" theme, and now he's cut it for Decca. The label and the NBC-TV show have an extensive tie-up promotion ready on the disk; so it should get plenty of spins, particularly on the deejay level. A moving instrumental performance of a melancholy theme. (Victor Young, ASCAP)  
Bella Noite... 74  
A haunting instrumental arrangement of a lovely tune from Walt Disney's "Lady and the Tramp." However, flip is stronger, because of big promotion behind it. (Walt Disney, ASCAP)

**RICHARD MALTRY**

Begin the Beguine March ..... 77  
"X" 94—The Cole Porter evergreen is reworked in a sparkling march arrangement which the Maltry ork pounds across powerfully. A good band waxing that will attract many jockey spins. (Harms, ASCAP)  
Six Flats Unfurnished... 70  
Happy little opus, penned by Maltry himself, gives the big ork a chance to show its versatility. (Regent, BMI)

**LIBERACE**

The Finger of Suspicion ..... 77  
COLUMBIA 40454—Liberace takes a fling at thesping and comes up with a fairly credible take-off on Jack Webb's deadpan delivery a la "Dragnet." Both the imitation and the vocal are wrapped up in his usual "cute" style, and the ladies should flip per schedule. (Pickwick, ASCAP)  
I'll Get By... 77  
A more restrained vocal by the pianist on the oldie, with nice backing by George Liberace. Should get spins. (Bourne, ASCAP)

**VERA LYNN**

Addio Amore ..... 76  
LONDON 1550—The English thrush has a good commercial piece of material in this sentimental Italian tune. She sings out in her usual dynamic manner and makes a strong impression. Watch this.  
I Do... 74  
Another telling performance with great emotional appeal. The tenderness and nostalgia with which the singer invests the material are guaranteed to pay off in many spins and plays.

**THE GALLAHADS**

Careless ..... 76  
CAPITOL 3060—There's a fetching, hammy quality to the Gallahads' reading. The arrangement has a full sound and beat. Lead singer shows good promise on this side. (Bourne, ASCAP)  
Ooh Ah... 73  
Same full sound and beat. Ditty has some novelty appeal and will get jockey spins. (Moon Mist, BMI)

**THE KING SISTERS**

Love Me-Love Me-Love Me ..... 76  
JUBILEE 5187—Here's a retentive melody coupled with a neat arrangement, and it's belted out with assurance by the King Sisters. Plenty of beat here. Good exposure likely. (Village, BMI)  
No Chance... 73  
This novelty rides on the current r.&b. trend. Interesting, tho not as strong as the flip. (Jubilee, ASCAP)

**JOE BARRETT**

I'm Sincere ..... 76  
DECCA 29450—Barrett's vocal has plenty of moxie on this side, and he's backed with a full-sounding ork and

chorus. Tune could be a big one. (San Cella, BMI)

Why Did You Break My Heart?... 70  
Barrett belts out this ballad with sincerity. Side lacks the appeal of the flip. (San Cella, BMI)

**THE FOUR TUNES**

I Hope ..... 75  
JUBILEE 5183—The Tunes are a personable foursome in this liting, prettily harmonized tune. Their following will enjoy this leisurely paced opus. (Wemar, BMI)  
I Close My Eyes... 74  
Another solid side in similar style. (Wemar, BMI)

**THE BURTON SISTERS**

Divided Love ..... 75  
VICTOR 6058—Victor's new sister team sings a country and western type ditty in r.&b. style with pleasant results. The girls have a warm, appealing vocal blend. (Bregman, Vocco and Conn, ASCAP)  
Doing the French Can-Can... 72  
A bouncy novelty with amusing lyrics is wrapped up nicely by the sisters. Tune was penned by the girls and Bob Merrill. (Valyr, ASCAP)

**PETE HANDY**

Dardanella ..... 74  
MERCURY 70567—The standard in a souped-up piano version a la Crazy Otto, that should have good going while this fad is still at its height. (Fred Fisher, ASCAP)  
Red Wing... 73  
Another oldie styled similarly. Juke boxes are especially good bets for a disk like this. (Shawnee, ASCAP)

**PEE WEE HUNT**

Roll on Mississippi, Roll On ..... 74  
CAPITOL 3061—The ork performs in characteristic style, and that should be enough for most anyone. A happy waxing that will bring pleasure to many listeners. (Shapiro-Bernstein, ASCAP)  
The Bump "T" Bump... 72  
Here's a cute instrumental by the Pee Wee Hunt crew. It's real nice to listen to, and it's also sure to please. (Johnson-Montel, BMI)

**RAY CONNIFF ORK**

B. R. Boogie ..... 74  
CORAL 61371 — Conniff gets drive and excitement playing around with these riffs. The backing included crowd sounds. It's in the rhythm and blues groove. This instrumental will set the youngsters dancing. Good for boxes and jocks. (Regent Music, BMI)  
Super Chief... 71  
Another in the rhythm and blues groove. It's an instrumental, with backing simulating the sound of a train, and occasional lyrics adding to that impression. Good musicianship by Ray Conniff's band. (Regent Music, BMI)

**DENISE LOR**

Butterfingers ..... 74  
MERCURY 70573—Cute patter ditty is bounced along gracefully in this bright reading by the thrush. Side seems certain to win deejay exposure, and it could pull some coin if pushed. (Tannen, BMI)  
The Man I've Been Looking For... 70  
Ballad is showcased prettily by Denise Lor. (Laurel, BMI)

**POPPA JOHN GORDY**

Poppa John ..... 73  
VICTOR 6035—The ragtime melody, with its easy beat and chanted choruses, will appeal to jocks looking for novelty programming. (Hill & Range, BMI)  
(Oh Suzanna) Dust Off  
That Old Panna... 72  
The old novelty ditty, with suitable honky-tonk piano accompaniment.  
(Continued on page 42)

**DAVE BRUBECK**  
**CAL TJADER**  
**PAUL DESMOND**  
**RED NORVO**  
**GERRY MULLIGAN**

DJs, Write for Free Copies

**Fantasy** RECORDS  
654 NATOMA ST.  
SAN FRANCISCO 3  
CALIFORNIA

**HIGH FIDELITY**

**BEN LIGHT'S**  
Greatest  
Over 200 titles  
to choose from  
10" and 12" Microgroove  
45's and EP45's  
78's

**TEMPO**  
RECORD CO. OF AMERICA  
8340 Sunset Boulevard, Hollywood 46, California

**Essex**  
**RECORDS**

**THE LABEL WITH A FUTURE...**

3208 So. 84th St.  
Philadelphia 42, Penna.

**WRITE FOR OUR FREE**

**16 PG. CATALOG**

33 1/2-45-78 RPM-EP-LP

**NEW POP RECORDS**

TOP LABELS—TOP TUNES

Victor, Decca, Coral, Mercury, etc.

45 RPM

**\$13.00 per 100**

78 RPM—\$12.00 per 100  
(500 different numbers)

1/3 with order, balance C.O.D.

**VEDEX COMPANY**

734 Tenth Ave., New York 19, N. Y.

CI 7-3494

Over 1,000 Satisfied Customers

Watco 111-11

**WATCO** Records

1074 BROADWAY  
NEW YORK 19, N. Y.

Heading for No. 1

**JOHNNY MADDOX**

"CRAZY OTTO MEDLEY"

Dot 15325

PAT BOONE

"TRA-LA-LA"

"TWO HEARTS"

Dot 15338

DOT RECORDS Gallatin, Tenn.

Phone: 1600

Country-Wide Tremendous Reaction

...over

**JOHNNY HAS GONE**

b/w

After the Lights Go Down Low

Josie #774

by **PATTI JEROME**

JOSIE RECORD CO., INC.

315 West 47th St., New York, N. Y.

when answering ads...

**SAY YOU SAW IT IN THE BILLBOARD!**

from the prolific pen of Stuart Hamblen, who gave us  
OPEN UP YOUR HEART, THIS OLE' HOUSE and many other great hits!

# HIS HANDS



recorded by...

# Anita Gordon

b/w LONESOME LIKE  
NOBODY KNOWS

DECCA #29440 • 9-29440

*America's Fastest Selling Records*



**DECCA**  
RECORDS

# NEW STUFF

**THE CHARMS**  
TWO HEARTS  
THE FIRST TIME WE MET  
DE LUXE 6065

**BONNIE LOU**  
TWEEDLE DEE  
THE FINGER OF SUSPICION  
KING 1436

**A RUSTY OLD HALO**  
DANGER! HEARTBREAK AHEAD  
KING 1445

**THE MIDNIGHTERS**  
ASHAMED OF MYSELF  
RING A-LING A-LING  
FEDERAL 12210

**EARL BOSTIC**  
MELODY OF LOVE  
SWEET LORRAINE  
KING 4776

**TINY BRADSHAW**  
STOMPING ROOM ONLY  
CAT NAP  
KING 4777



**GUARANTEED HIT**  
RECORD CO.'S ARTISTS  
★ YOU CAN'T KEEP LOVE  
IN A BROKEN HEART  
A & R'S—ARTISTS' COPIES, \$1.00.  
SOLI MUSIC PUB.  
4741 LeDuc St. Louis, Mo.

## The Billboard Music Popularity Charts

### POPULAR RECORDS

#### Reviews of New Pop Records

Continued from page 40

gets a pleasant reading by Gordy. (Irving Caesar, ASCAP)

**MOLLY BEE**  
False Alarm .....72  
CORAL 61357—That's what he turned out to be, chants Molly Bee. Some cute lines in this novelty lyric. (Nutmeg)

**I Won't Grow Up....72**  
Molly Bee does nicely with the cute "Peter Pan" tune. (E. H. Morris, ASCAP; Meridian, BMI)

**AL HIBBLER**  
Daybreak .....72  
DECCA 29441—A handsome reading of a lovely tune based on a theme from Ferde Grofe's "Mississippi Suite." Hibbler fans will be pleased with the singer's smooth styling. (Feist, ASCAP)

**Unchained Melody....70**  
One of the few vocal versions of the flick tune available so far. Could do well in both pop and r.&b. markets if the tune takes off. (Frank, ASCAP)

**MICKI MARLO**  
Prize of Gold .....72  
CAPITOL 3062—The ballad that conveys the thought that only love is important is rendered sympathetically by Miss Marlo. Some spins due here. (Shapiro-Bernstein, ASCAP)

**Foolish Notion....70**  
There's a happy beat behind the thrush as she takes the ditty thru a pleasant run-thru. (Sayder, ASCAP)

**LORRY RAINE**  
Show Me the Way to Forget You .....71  
DOT 1204—Slow-tempo item, with attractive repeating figure in the instrumentation. Fair vocal by Lorry Raine. (Tim Gayle, ASCAP)

**Talk It Over With Your Heart....70**  
Another slow-paced ditty with a good lyric idea. Adequate vocal. (Tim Gayle, ASCAP)

**JOHNNY SPARROW**  
Sparrow's Nest .....70  
"X" 103—A tasteful instrumental treatment of a tuneful theme. (Spring Valley, BMI)

**Keyhole Special....70**  
Same comment. (Spring Valley, BMI)

**SUNNY SKYLAR**  
Sometime .....70  
DECCA 29414—Routine ballad, adequately sung, with pleasant orchestral backing. (Paco, ASCAP)

**I Do, I Do....69**  
A tender, slow waltz. Adequately done, but lacks brightness as a side. (Cromwell, ASCAP)

**CHARLIE APPLEWHITE**  
Prize of Gold.....70  
DECCA 87405—A nice warbling job

on a pretty ballad from the Columbia picture of the same title. (Shapiro-Bernstein, ASCAP)

**Mister Publisher....69**  
The sub-title to this ditty is "Have I Got a Song for You," and the rest of the lyrics are in keeping with this line of thinking. Applewhite warbles the ballad in okay fashion, and the title alone should assure the disk of some spins. (MHS, ASCAP)

**KITTY WHITE**  
Give Me This Night .....70  
MERCURY 70576—A debut disk that could have been more auspicious if the talented young singer had been given material better suited to her voice and in a less pretentious arrangement. (Brandon, ASCAP)

**I Can't Change....66**  
Again, poor material does not mask the possibilities that Miss White's voice has of being used for some future exciting disks. (Brandon, ASCAP)

**JOHNNY PARKER**  
I'll Never Know .....69  
CORAL 61356—Pretty ballad about the certainty of his love is chanted gently by Parker. Easy listening. (Mountank, BMI)

**One....68**  
Bright little love ballad is sung warmly by Parker, with ork and chorus performing brightly behind him. (Trinity Music, BMI)

**STEWART ROSE**  
How Much Do I Love You? .....69  
"X" 99—Rose uses his resonant baritone to good effect in a soaring reading of the romantic ballad. (Wildwood, BMI)

**We Doodle-do-do Have Love....67**  
Bouncy ballad is produced strongly, with chanter, ork and chorus all contributing well. (Wildwood, BMI)

**POLLY BERGEN**  
Apple on a Pear Tree .....69  
JUBILEE 5181—The singer, who is familiar to TV audiences, comes thru with a whimsical ditty here with nonsensical lyrics. The bouncy beat and novel lyrics make this cute programming material. (Raphael, ASCAP)

**Don't Let**  
Our Love Die on the Vine....66  
Another listenable waxing on the melancholy side. (Lear, ASCAP)

**ANITA BOYER**  
Turn the Lights Down Low .....68  
COLUMBIA 40453—Miss Boyer re-voices an older r.&b. bit that makes quite apt material for her. The backing and beat are relaxed and make for a good dance side. (Harvard, BMI)

**I'll Step Aside....66**  
Another r.&b.-styled tune read with warmth and with a firm grasp of this kind of material. (Laurel, ASCAP)

**JUNE BRUNER**  
Say You'll Be Mine .....68  
MASTER 377—The canary warbles a ballad with clear-voiced charm. (Amer. Music, BMI)

**Who's Gonna Be Sweet to You?....66**  
Miss Bruner wraps up a rhythm-ballad with a personable vocal. (Amer. Music, BMI)

**LORRY RAINE**  
Laugh, Laugh, Laugh .....66  
DOT 1206—An encouragement to be happy and carefree is the message, and Miss Raine sends it loud and clear. The zip and bounce of this tune ought to recommend itself easily to many deejays. (Gillo, BMI)

**Gl, Gl, Gira Coa Me....62**  
Another happy extrovert ditty with a brisk waltz tempo but less than inspired lyrics. It would take more than Miss Raine's enthusiasm to sell this material. (Gillo, BMI)

**ROMA (SYMPHO-POP) ORK**  
Blue Parakeet .....65  
KAPP 110—This instrumental version of the oldie has plenty of sparkle and zip, with fiddles and flutes merrily leading each other a chase. (Bregman, Vocco & Conn, ASCAP)

**A Star Will Fall....62**  
Another lush instrumental that also has the kind of romantic coloring that makes good background music. (Bregman, Vocco & Conn, ASCAP)

**MOLLY DUNCAN**  
Let's Go (Cajun Mambo) .....64  
CARNIVAL 3000A—The infectious rhythm is the main attraction here, altho Molly Duncan does okay by the Calypso-type lyrics. (Lavinac, BMI)

**The Lady From New Orleans....60**  
Bright performance is superior to the material. Little more than local play on this. (Lavinac, BMI)

**CHARLES DICKENS ORK**  
Marie's Wedding .....63  
SANDEE SR-310—Phil Whelan shows himself a resonant warbler in this spirited reading of a brisk novelty. (Sande, BMI)

**Together My Love....58**  
New ballad is show-cased sympathetically by Phil Whelan and the Dickens ork. Potential is small. (Sande, BMI)

**THE STORM TRIO**  
Cause You're My Lover .....50  
THERON 107—The girls try to generate some interest in a routine ditty with only moderate success. (Roxbury, ASCAP)

**You're Mine Again....50**  
Same comment. (Toole-House, BMI)

#### Other Records Released This Week

**Popular**

At Once; Only in Heaven—Hank Barnett, Dot 15326

'Cause I Love You; The Mambo Reminds Me of You—Larry Dexter-Betty Jo Foster, Republic 7107

The Dipsy Doodle Mambo; Lost Chords—Kelly Owens Quartet, Guyden 101

Do You Know?; Look for the Silver Lining—Don Miller, Dem 408

Empty Promises; Seven Long Years—Norma Ellis, M-G-M 11936

Guitar Mambo; Bobbysox Jamboree—The Squires, Guyden 714

Gumbo Mambo; Um Ga Wa—The Larke Sisters, Rama 60

How Important Can It Be?; Only One You—Jack Smith, Majar 138

I Made a Mistake; Ooh Ya Gotta—Frank Virtuoso, Arcade 135

Is Mary There?; Foolishly—Vic Damone, Mercury 70545

It's a Big Wide Wonderful World; While We're Young—The Unitones, London 1521

Rosie; You'll Cry for Me—Buddy Blake, River 499

The Shah of Nimruddah; Mary-Anne—Blus Barron Ork, M-G-M 11937

Smoke From Your Cigarette; I Wanna Hug You, Kiss You, Squeeze You—Billy Williams Quartet, Coral 61363

September Song; Over the Rainbow—Harris Martin, Republic 7100

This Time; The Gondola Man—Johnny Corvo, Haven 102

Tonight I Am in Heaven; I Do—De Castro Sisters, Tico 1094

The Mambo Reminds Me of You; The Day Before the Night That I Cried—Ruby Lee, Republic 7110

Waltzing Down the Aisle; I Had a Heart When I Came In—Betty Ann Grove, Majar 141

The Woodpecker Song; Don't Cry Little Girl, Don't Cry—Joe Pica, Original 516

#### Country & Western

Dear Eileen; Fly Little Sparrow—The Pickard Family, Coral 61351

Charlie My Boy; Sonny's Look—Chuck Cabot 1030

If You'll Only Smile; Parking Worries—Ted West, Republic 7098

Lonely; What This Old World Needs—Biff Collie, Starday 178

Mean, Mean Mama; My Hungry Heart—Charlie Brown, Rose 101

No One Knows; These Blues Over You—Jimmy Williams Ork, M-G-M 11938

Summer and Smoke; Querido—B. J. Baker, Kwik 1006

That's All I Want From You; Making Believe—Audrey Williams, M-G-M 11935

The Billy Goat Boogie; C. N. R. Special—McCormick Brothers, Hickory 1021

There Ain't No Use in Dreamin'; Little Cowboy Suit—Uncle Bob Hardy, Dot 1238

Wait a Little Longer, Please Jesus; Let the Light Shine Down on Me—Bill Monroe, Decca 29436

#### Rhythm & Blues

Crazy, Crazy Love; Whadaya Want?—The Charms, De Luxe 6082

Write Me a Letter; Old Man River—The Ravens, Mercury 70554

#### Spiritual

Death Gonna Straighten Him; Travelling Shoes—The Trumpeteers, Score 5056

Many Little Angels in the Band; Take My Hand Precious Lord—Jewell Gospel Trio, Nashboro 550

Travelin' Down This Road; God Is Alright—Sons of the South, Excello 2050

I Want to Go Home; Come Over Here—The Zion Travelers, Score 5058

#### Sacred

Dear Mom, I'm Thinking of You; The Farmer and the Lord—T. Tommy & Jim Wilson, Mercury 70571

Filled With the Spirit of God; Don't You Want to Go to Heaven—The Masters Family, Columbia 21357

There'll Be Joy, Joy in Heaven; Jesus Saved Me Anyway—T. Tommy & Jim Wilson, Mercury 70570

Way Up in Glory Land; My Thanks to Him—The Stamps Quartet, Columbia 21363

#### Children's

The Sorcerer's Apprentice (Parts 1 and 2)—Hugo Peretti Ork, Mercury MC-46

#### Number of Releases This Week

Label	Pop	C&W	R&B
ALADDIN	1	1	3
APOLLO	1	1	1
CAPITOL	3	2	1
CARNIVAL	1	1	1
CHECKER	1	1	1
CHESS	1	1	1
COLUMBIA	2	4	1
CORAL	3	2	1
DECCA	5	2	1
DOT	2	1	1
JUBILEE	3	1	1
KAPP	1	1	1
KING	1	2	2
LONDON	2	1	1
MAR-VEL	1	1	1
MERCURY	4	1	1
RCA VICTOR	3	1	1
SANDEE	1	1	1
SPECIALTY	1	1	3
THERON	1	1	1
TNT	1	2	1
"X"	3	1	1
TOTAL	34	16	12

### RECORD DEALERS! Make Extra Dollars in Record Sales at less than 25c a Week

1,052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real go-getter for extra record sales and profits—and at a low cost of only \$12.00 per year, payable in advance—which is less than 25c a week.

You get an eye-catching, attention-getting full color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the top ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple... easy to handle... low in cost... a real extra salesman who really sells.

Try the Honor Roll of Hits Poster Service right now! You find yourself using them in all your record booths, on your counter and even in your show windows because they pay off and PAY OFF BIG!

**USE THE COUPON TODAY**

**YERMIE STERN** 545 FIFTH AVENUE NEW YORK, N. Y.

Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my check for \$12.00, which I understand covers my subscription for 52 weeks.

NAME .....  
 STORE .....  
 ADDRESS .....  
 CITY ..... STATE.....

**DREAM ROSES**  
DICK CAROOZA IntraState 21  
b/w HOW MUCH I LOVE YOU

**Ethelbert**  
MUSIC ASSOCIATES  
136 Marsden St. Springfield 9, Mass.

**SEMI-FLEX 10" or 45 RECORDS**  
PRESSED-15c-INCLUDING labels, carton sleeves, etc.

Write for full particulars  
**BEST PRESSING DEAL ANYWHERE**

**ROYAL PLASTICS CORP.**  
1540 Browster Ave., Cincinnati 7, Ohio

**NEW—ORIGINAL—TUNES**  
ARTIST'S COPY \$1.00 ea.

Full Performance Rights.  
4 titles (not yet recorded) available now.

**R. K. EMERSON CO.**  
EAST ROCHESTER, N. Y.

**Promotion Men Wanted**

To promote records and talent. Prefer experienced men but will consider others. One to travel. Good proposition: Salary, expenses paid.

**BOX D-102**  
c/o The Billboard Cincinnati 22, O.

**TAPE DUPLICATION**

Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality.

**RECORDED PUBLICATIONS LABS.**  
1558-70 Pierce Avenue Camden, N. J.  
Cam.: WO 3-3000 Phila.: WA 2-4649

**45 RPM RECORDS**  
New and used, but all perfect. Rhythm and blues only—assorted titles and artists—all well known. No lists available. Minimum quantity 100. All orders C.O.D. and F.O.B. Baltimore.

**JALEN AMUSEMENT CO.**  
14 E. 21st St. Baltimore 18, Md.

**RECORD PRESSINGS**  
Shellac—Vinylite—Flex  
78 RPM—45-33 1/2  
Test Pressings Free

Small or Large Quantity.  
Labels—Processing—Masters.

**SONG CRAFT, INC.**  
1650 Broadway New York 19, N. Y.

One reason why advertisers in THE BILLBOARD get all they pay for.



Getting Bigger . . . the Original  
Frankie Lester's "WEDDING BELLS"

**Eddie Fontaine** **Roberta Lee**  
**ON BENDED KNEE** **PLEASE HAVE MERCY**

and and

**I MISS YOU SO** **TAKE A LOOK AT ME**

X-0108 (4X-0108) X-0105 (4X-0105)

**X RECORDS** a product of Radio Corporation of America  
**RECORDS MARK THE HITS!**

"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

**John Gale Barker**  
Barker Music Center  
McLellan's Store  
Tucson, Arizona

**SUBSCRIPTION ORDER FORM**

The Billboard 936  
2160 Patterson St. Cincinnati 22, Ohio

Please enter my Billboard subscription for one year (52 issues) at \$10—to start with the next issue. Payment enclosed.  
(Foreign rate, one year, \$20.00)

Name .....  
 Address .....  
 City ..... Zone ..... State .....

Occupation .....



Cole Porter's  
**"ALL OF YOU"**  
 from the Broadway musical "SILK STOCKINGS"

**"YOUNG AND FOOLISH"**  
 By ALBERT HAGUE and ARNOLD HORWITT  
 from the Broadway musical "PLAIN AND FANCY"

Nat "King" Cole's  
 Capitol smash . . .  
**"DARLING, JE VOUS AIME BEAUCOUP"**

2 Great Recordings on the Nation's  
 NEW POP HIT . . .  
**"CHERRY PINK"**  
 (AND APPLE BLOSSOM WHITE)  
 Perez Prado . . . . . RCA Victor  
 Alan Dale . . . . . Coral



# A FOLLOW-UP TO "IF YOU AIN'T LOVIN'"



# FARON YOUNG

"LIVE FAST—  
LOVE HARD—  
DIE YOUNG—"

(AND LEAVE A BEAUTIFUL MEMORY)

B/W

"FORGIVE ME DEAR"

Capitol #3056



Exclusive Management:  
**HUBERT LONG**

319 Seventh Ave. N.

NASHVILLE, TENNESSEE, 42-2005 or 2-6635

## The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

### • Best Sellers in Stores

For survey week ending March 2

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throught the country with a high volume of sales in country and western records. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW—W. Pierce.....	1	6
I'm Gonna Fall Out of Love With You—Dec 29391—BMI		
2. LOOSE TALK—C. Smith.....	2	19
More Than Anything Else—Col 21317—BMI		
3. IF YOU AIN'T LOVIN'—F. Young.....	3	16
If That's the Fashion—Cap 2953—BMI		
4. MORE AND MORE—W. Pierce.....	4	23
You're Not Mine Anymore—Dec 29252—BMI		
5. I'VE BEEN THINKING—E. Arnold.....	6	6
Don't Forget—(19)—V 20-6000—BMI		
6. KISSES DON'T LIE—C. Smith.....	5	8
No I Don't Believe I Will—Col 21340—		
7. HEARTS OF STONE—R. Foley.....	8	10
Never—Dec 29375—BMI		
8. ARE YOU MINE?—G. Wright & T. Tall.....	7	6
I've Got Somebody New—Fabor 117—BMI		
9. LET ME GO, LOVER—H. Snow.....	9	12
I've Forgotten You—V 20-5960—BMI		
10. AS LONG AS I LIVE—K. Wells & R. Foley.....	15	2
Make Believe—Dec 29390—BMI		
11. THAT'S ALL RIGHT—M. Robbins.....	10	4
Gossip—Col 21351—BMI		
12. MAKING BELIEVE—J. Work.....	—	1
Just Like Downtown—Dot 1221—BMI		
13. I DON'T HURT ANYMORE—H. Snow.....	—	41
My Arabian Baby—V 20-5698—BMI		
13. IF LOVIN' YOU IS WRONG—H. Thompson.....	12	3
Annie Over—(15)—Cap 3030—ASCAP		
15. MAKING BELIEVE—K. Wells.....	—	1
Whose Shoulder Will You Cry On?—Dec 29419—BMI		
15. ANNIE OVER—H. Thompson.....	—	1
If Lovin' You Is Wrong—(13)—Cap 3030—BMI		

### • Most Played in Juke Boxes

For survey week ending March 2

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country. Results are based on The Billboard's weekly survey among operators throught the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW—W. Pierce.....	1	5
Dec 29391—BMI		
2. LOOSE TALK—C. Smith.....	2	15
Col 21317—BMI		
3. MORE AND MORE—W. Pierce.....	3	22
Dec 29252—BMI		
4. HEARTS OF STONE—R. Foley.....	6	6
Dec 29375—BMI		
5. IF YOU AIN'T LOVIN'—F. Young.....	4	13
Cap 2953—BMI		
6. LET ME GO, LOVER—H. Snow.....	5	9
V 20-5960—BMI		
7. I'VE BEEN THINKING—E. Arnold.....	7	3
V 20-6000—BMI		
8. MAKING BELIEVE—J. Work.....	—	3
Dot 1221—BMI		
9. ARE YOU MINE?—G. Wright & T. Tall.....	9	4
Fabor 117—BMI		
10. I DREAMED OF A HILLBILLY HEAVEN—E. Dean.....	—	1
Sags Sand 180—BMI		
10. ARE YOU MINE?—M. Lorrie & B. DeVal.....	—	1
Abbott 172—BMI		
10. UNTIED—T. Collins.....	—	1
Cap 3017—BMI		

### • Most Played by Jockeys

For survey week ending March 2

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW—W. Pierce.....	1	6
Dec 29391—BMI		
2. LOOSE TALK—C. Smith.....	2	19
Col 21317—BMI		
3. ARE YOU MINE?—G. Wright & T. Tall.....	3	9
Fabor 117—BMI		
4. HEARTS OF STONE—R. Foley.....	4	9
Dec 29375—BMI		
5. LET ME GO, LOVER—H. Snow.....	5	12
V 20-5960—BMI		
6. IF YOU AIN'T LOVIN'—F. Young.....	6	17
Cap 2953—BMI		
7. I'VE BEEN THINKING—E. Arnold.....	7	7
V 20-6000—BMI		
8. MORE AND MORE—W. Pierce.....	10	23
Dec 29252—BMI		
9. THAT'S ALL RIGHT—M. Robbins.....	14	5
Col 21351—BMI		
10. AS LONG AS I LIVE—K. Wells & R. Foley.....	9	3
Dec 29390—BMI		
11. I GOTTA GO GET MY BABY—J. Tubb.....	8	4
Dec 29401—BMI		
11. ARE YOU MINE?—M. Lorrie & B. DeVal.....	12	10
Abbott 172—BMI		
13. MAKING BELIEVE—K. Wells.....	—	1
Dec 29419—BMI		
14. IF LOVIN' YOU IS WRONG—H. Thompson.....	—	1
Cap 3030—ASCAP		
15. NO, I DON'T BELIEVE I WILL—C. Smith.....	—	1
Col 21340—BMI		

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

This Week's Best Buys

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

LIVE FAST, LOVE HARD AND DIE YOUNG (Central, BMI)—Faron Young—Capitol 3056

Each new disk of the young singer seems to get automatic acceptance. With few exceptions, all country sources from Los Angeles to New England reported strong sales from the time of release, and predicted it would catapult into the charts shortly. Flip is "Forgive Me, Dear" (Starrite, BMI). A previous Billboard "Spotlight" pick.

KANSAS CITY BLUES (Tubb, BMI)—Ernest Tubb—Decca 29415

Tubb is enjoying one of his best records in quite a while. "Kansas City Blues" appears on the Memphis territorial chart this week, and is also selling well in Richmond, Atlanta, Durham, Nashville and in most Midwestern markets. In some areas the flip side "The Woman's Touch" (Tubb, BMI) is also seeing good action.

Review Spotlight on...

RECORDS

JIM REEVES

Drinking Tequila (Dandelion, BMI)—Abbott 178—Rancheros have long paid off for Abbott and this one should be big for Reeves, who has been successful with similar material in the past. He warbles the tune's amusing lyrics (about the pleasures to be found south of the border) with a lusty sincerity and a happy insistent beat. Flip is "Red Eyed and Rowdy" (Dandelion, BMI).

Reviews of New C & W Records

BONNIE LOU Danger! Heartbreak Ahead...75 KING 3942—A country and western cover of the pop ballad sung warmly and well by the canary. The gal's style is semi-pop, and King is pushing the platter in both markets. Should get spins. (Robbins, ASCAP) A Rusty Old Halo...75 Another c.&w. cover of a pop-religious tune sung with spirit and feeling by Bonnie Lou. Good spin possibilities here. (Ryan, ASCAP)

THE KARROLL SISTERS Hillbilly Leprechaun...74 DECCA 29437—Here's a neat programming item. It's a country novelty with a Continental touch, and the Karroll Sisters yodel several choruses. A happy side, and deejays will like it. Three-beat time, incidentally. (Meadowbrook, BMI) Square Dance in the Park...73 Like the flip, this is not in the ordinary groove. The Karroll Girls chant a love story to a backing that has a repetitive, melodic figure. (Blue Grass, BMI)

BLUE VALLEY BOYS Little White Horse...74 KING 3861—The boys warble a sacred weeper with plenty of feeling, and an outstanding monolog bridee. Lyric theme concerns a boy reading letters left to him and his father by a dead mother. (Jay & Cee, BMI) When We See Him Face to Face...73 An okay group vocal on a stirring sacred item. (Lois, BMI)

THE MADDOX BROS. AND ROSE A Rusty Old Halo...74 COLUMBIA 21375—Rose Maddox sings with appealing simplicity on a c.&w. cover of the pop spiritual. Good juke wax. (Ryan, ASCAP) I Gotta Go Get My Baby...72 A good cover vocal on Marvin Rainwater's bouncy little ditty. (Four Star Sales, BMI)

ONIE WHEELER Little Mama...73 COLUMBIA 21371—This hilarious material with good reception from the deejays. The fine harmonica and throbbing guitar in the backing are an added attraction. (Driftwood, BMI) She Wiggled and Giggled...70 Another zany, but less original, side, with Wheeler cutting up and having a lot of fun. (Peer, BMI)

ROY ACUFF The Thief Upon the Tree...72 CAPITOL 3064—A good religious side. Roy Acuff's vocal carries considerable intensity and conviction. Lyrics carry a moral message. (Acuff-Rose, BMI) Don't Judge Your Neighbor...70 "Clean out your own house," sings Roy Acuff. He's accompanied by the Smoky Mountain Boys and a strident chorus. Side is a good pairing for the flip, for it has a similar religious quality. (Acuff-Rose, BMI)

GLENN REEVES The Blues Are Out Tonight...72 TNT 120—Glenn Reeves' vocal has a distinctive sound, and the tune is folk-flavored and bluesy. Will attract some attention. (TNT, BMI) I'm Johnny on the Spot...69 Lively country novelty, and a change of pace from the flip. (TNT, BMI)

LESTER FLATT, EARL SCRUGGS You Can Feel It in Your Soul...70 COLUMBIA 21370—A spirited sacred ditty receives a sincere vocal treatment. (Golden West Melodies, BMI) The Old Fashioned Preacher...70 Same comment. (Golden West Melodies, BMI)

FOLK TALENT AND TUNES

Continued from page 24

popular by the well-known c.&w. troubadour as well as a series of illustrations on Arnold and his family. Book bears a 75-cent price tag.

Charles Wright, representative in the Dallas territory for Fairway Music, Hollywood, has moved to more spacious music offices at 5513 1/2 East Grand Avenue in the Texas city. This will in no way interfere with his duties as personal manager for Dub Dickerson. Incidentally, Dub's new Capitol release, "Must Have Drove My Mules Too Hard," is slated for release next week. . . . Goldie Hill was in Kerrville, Tex., last Saturday (5) to serve as maid of honor at her cousin's wedding. She remained over in the Lone Star State for several personals, including an appearance at the Barn, San Antonio. She's due back in Nashville late this week.

Anita Carter, of the Carter Sisters and Mother Maybelle, and Don Davis, of George Morgan's Candy Kids, celebrate their wedding anniversary March 31. . . . Cowboy Copas will be the star of the network portion of "Grand Ole Opry" over WSM, Nashville, Saturday (12), with Tommy Collins as guest. On March 19, Faron Young is the feature, with the Carlises as guests, and March 26 finds Carl Smith in the star slot, with Martha Carson the guest. . . . Mel Price and His Santa Fe Rangers, heard on Blue Hen Records, are now heard Monday thru Friday, 12:30-1:30 p.m., on a New Kensington, Pa., station.

Tommy Lloyd, also heard on the Blue Hen label, is now broadcasting over WTOP, Toledo. . . . Harvie June Van is reported to have cut loose from her manager, Mrs. Louise Webb, of Nashville. Harvie's newest on King is "The Lights Are Growing Dim." . . . The Pee Wee King show, with Eddie Dean, hit a bonanza recently at the Lake Theater, Erie, Pa., pulling a capacity house the first show and some 600 on the second show. It was the first time the theater had housed a stagershow. . . . Bill Lowery has left WGST, Atlanta, to take up new radio duties at WEAS in the same city. His latest Capitol waxing, "Hillbilly Heaven," is reported clicking handily in the Atlanta sector. . . . Roy Drusky, new on the Starday label, slated for an early promotion swing thru Georgia, accompanied by his tub-thumper, Bill Martin.

Joe (Cannonball) Lewis recently made the New York Sunday News as the subject of a piece which explained his train-whistle gimmick which he employs in his waxings on M-G-M records. Lewis made a personal at the Hough 79th Street Theater, Cleveland, February 18, in the last of a series of Friday night shows at that house. His latest release on M-G-M was "Railroad Engineer" backed with "I Wonder If I Can Lose the Blues." . . . Donn Reynolds and his western combo have signed to work out of Station WTOP, Washington, with Ernest Hall handling. His crew is being redubbed the W Top Rangers and is slated for a five-State tour along the Eastern shore.

"Despite one of the worst blizzards of the season, with temperatures as low as 35 degrees below zero and with snow, sleet and winds up to 60 miles an hour, we have enjoyed one of the best tours ever," wires Hubert Long, personal manager to Faron Young, from Pocatello, Idaho. According to Long, the "Grand Ole Opry" unit, with Minnie Pearl, Faron Young and band and the Wilburn Brothers, drew the following paid admissions: February 20, Waterloo, Ia., 3,800; 21, Minneapolis, 8,400, a new house record, and with temperature at zero; 22, Fargo, N. D., 3,650; 23, Grand Forks, N. D., 3,975; 24, Minot, N. D., 6,800, a new house record, with the temperature 15 below zero. The figures are those of promoter

C & W Territorial Best Sellers

For survey week ending March 2 City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

- Birmingham 1. If You Ain't Lovin', F. Young, Cap. 2. More and More, W. Pierce, Dec. 3. In the Jailhouse Now, W. Pierce, Dec. 4. Hearts of Stone, R. Foley, Dec. 5. Let Me Go, Lover, H. Snow, V.

- Charlotte 1. In the Jailhouse Now, W. Pierce, Dec. 2. Making Believe, K. Wells, Dec. 3. Kisses Don't Lie, C. Smith, Col. 4. As Long As I Live K. Wells & R. Foley, Dec. 5. More and More, W. Pierce, Dec. 6. If You Ain't Lovin', F. Young, Cap. 7. Daydreaming, B. Deckleman, Mtr. 8. I've Been Thinking, E. Arnold, V. 9. Loose Talk, C. Smith, Col. 10. Are You Mine? G. Wright & T. Tall, Fab.

- Cincinnati 1. In the Jailhouse Now, W. Pierce, Dec. 2. If You Ain't Lovin', F. Young, Cap. 3. Are You Mine? G. Wright & T. Tall, Fab. 4. I've Been Thinking, E. Arnold, V. 5. Cattle Call, S. Whitman, Imp. 6. I Dreamed of a Hillbilly Heaven E. Dean, S & S

- Dallas-Fort Worth 1. In the Jailhouse Now, W. Pierce, Dec. 2. Annie Over, H. Thompson, Cap. 3. Loose Talk, C. Smith, Col. 4. One by One, K. Wells & R. Foley, Dec. 5. That's All Right, M. Robbins, Col. 6. If You Ain't Lovin', F. Young, Cap.

- Houston 1. Making Believe, J. Work, Dot 2. In the Jailhouse Now, W. Pierce, Dec. 3. Daydreaming, J. Newman, Dot 4. Are You Mine? G. Wright & T. Tall, Fab. 5. I've Been Thinking, E. Arnold, V. 6. Don't Forget, E. Arnold, V. 7. Making Believe, L. Frizzell, Col. 8. What This World Needs, B. Collie, Sdy. 9. Loose Talk, C. Smith, Col. 10. More Than Anything Else, C. Smith, Col.

- Memphis 1. In the Jailhouse Now, W. Pierce, Dec. 2. If You Ain't Lovin', F. Young, Cap. 3. Kansas City Blues, E. Tubb, Dec. 4. Hearts of Stone, R. Foley, Dec. 5. Let Me Go, Lover, H. Snow, V. 6. Are You Mine? G. Wright & T. Tall, Fab. 7. Loose Talk, C. Smith, Col. 8. Daydreaming, B. Deckleman, Mtr.

- Nashville 1. In the Jailhouse Now, W. Pierce, Dec. 2. That's All Right, M. Robbins, Col. 3. If You Ain't Lovin', F. Young, Cap. 4. Kisses Don't Lie, C. Smith, Col. 5. As Long As I Live K. Wells & R. Foley, Dec. 6. I Feel Better All Over, F. Huskey, Cap.

Bill Plantz, Minot, N. D., Long says.

Sonny James (Capitol) is now a regular on "Big D Jamboree," Dallas. He started there February 26 and, with the Davis Sisters and Darrell Glenn sharing guest honors, drew over 3,000. Last Saturday's (5) guest on "Big D" was Tommy Duncan, with Freddy Hart coming in next Saturday (12). On the February 26 show, "Big D" talent made their CBS tape for March 5, and three of the turns sang a side of their new and first Coral releases. The Belew Twins, 15-year-old perfectionists, came out with "Speedy Gonzales" and "She Waded in the Water." Helen Hall did "Honky-Tonk Husband" and "Wasted Life." The Stompers, eight-piece band, a combination of two KRLD staff crews, did their instrumental recording of "The Double-Eagle Stomp." The disks went on sale this week.

Kenny Smith, of WLW Promotions, Inc., reports that the station's "Midwestern Hayride" will be telecast by the NBC-TV network this summer. The show clicked sharply on its initial network run a year ago. Mary Jane Johnson, "Hayride" singer, is leaving the unit to try her luck in Hollywood. . . . Carl Smith and his band, the Tunesmiths, pulled a full house for Casey Clark in Toledo February 27.

The York Brothers, Sonny James, Leon Payne, and Bob Shelton are featured acts, along with Neal Jones, WBAP, Fort Worth, on the "Country Road Show," held at North Side Coliseum, Fort Worth, each Saturday night.

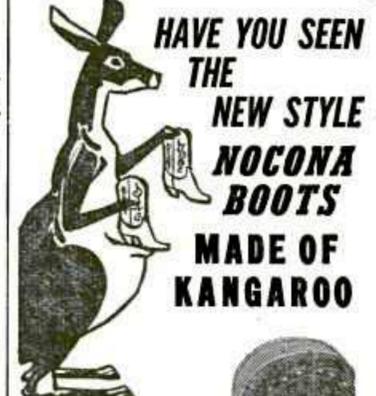
With the Jockeys

Gene Condon, program director of KCSM-FM, operated by San Mateo Junior College, San Mateo, Calif., writes: "Read your column the other day and was really pleased with all the info contained therein. Not too much in the habit of picking up trade papers, but will (Continued on page 48)

- New Orleans 1. In the Jailhouse Now, W. Pierce, Dec. 2. I Feel Like Cryin', W. Fairborn, Cap. 3. Kisses Don't Lie, C. Smith, Col. 4. As Long As I Live K. Wells & R. Foley, Dec. 5. More and More, W. Pierce, Dec. 6. If You Ain't Lovin', F. Young, Cap. 7. Daydreaming, B. Deckleman, Mtr. 8. I've Been Thinking, E. Arnold, V. 9. Loose Talk, C. Smith, Col. 10. Are You Mine? G. Wright & T. Tall, Fab.

- Richmond, Va. 1. In the Jailhouse Now, W. Pierce, Dec. 2. Loose Talk, C. Smith, Col. 3. Let Me Go, Lover, H. Snow, V. 4. I've Been Thinking, E. Arnold, V. 5. That's All Right, M. Robbins, Col. 6. I Gotta Go Get My Baby, J. Tubb, Dec. 7. Making Believe, J. Work, Dot 8. Annie Over, H. Thompson, Cap. 9. Ballad of Davy Crockett M. Wiseman, Dot

- St. Louis 1. In the Jailhouse Now, W. Pierce, Dec. 2. If Lovin' You Is Wrong H. Thompson, Cap. 3. I've Been Thinking, E. Arnold, V. 4. Cattle Call, S. Whitman, Imp. 5. I Dreamed of a Hillbilly Heaven E. Dean, S & S 6. As Long As I Live K. Wells & R. Foley, Dec.



HAVE YOU SEEN THE NEW STYLE NOCONA BOOTS MADE OF KANGAROO

Your feet will enjoy the soft comfort of Kangaroo Leather fashioned in the exclusive lasts and colorful patterns of NOCONA BOOTS

Mail this coupon for new catalog including Nocona Boots made of Kangaroo. Enid Justin, President NOCONA BOOT COMPANY, Inc. (Dept. 88) NOCONA, TEXAS Please send Catalog to: NAME ADDRESS CITY AND STATE I buy my boots from: DEALER ADDRESS CITY AND STATE

JIMMY WORK singing "MAKING BELIEVE" Dot 1221

IN PERSON Elvis PRESLEY SCOTTY and BILL The Blue Moon Boys For Dates—Write—Wire—Call BOB NEAL Exclusive Personal Management 160 Union Ave. Memphis, Tenn. Phone: Office 8-3667; Home 4-4029

**SAVOY SENSATIONS**

#1 Across the Nation  
**"JOHNNY HAS GONE"**

VARETTA DILLARD Savoy 1153

Tops in R & B Pops  
**"DEEP FREEZE"**

THE ROAMERS Savoy 1147

Mr. Heart and Soul  
**"WHO SHOWED MY BABY"**

LARRY DARNELL Savoy 1151

New Smash Release  
**"DON'T BE ANGRY"**

HAPPY BROWN Savoy 1155

The Little Guy With the Big Soul  
**"EVERYBODY NEEDS SOMEBODY"**

JIMMY SCOTT Savoy 1154

A Rock and Roll House Rocker  
**"RAIN OR SHINE"**

BIG MIKE Savoy 1152

**SAVOY RECORD CO., INC.**  
 58 Market St., Newark, N. J.

Chess #1589  
**"MOST OF ALL"**  
 by  
 THE MOONGLOWS  
**CHESS RECORD CO.**  
 4750 S. Cottage Grove Ave.  
 Chicago 15, Ill.  
 Phone: Kenwood 8-4342

Keep Your Eyes on This One!  
**SHE'S MINE, ALL MINE**  
 b/w  
**YOU ARE DOIN' ME WRONG**  
**ARTHUR GUNTER**  
 Excello 2053  
 Available on 45 and 78 RPM.  
 Western trade, order from Monarch.  
**NASHBORO RECORD CO., INC.**  
 177 3rd Ave. N. Nashville 3, Tenn.  
 Phone 42-2215

A SMASH!  
**"WALLFLOWER"**  
 by **ETTA JAMES**  
 Modern #947  
**Modern RECORDS**  
 9317 W. Washington Blvd., Culver City, Calif.

Take a Good Listen to  
**JOE "Papoose" FRITZ'S**  
 first ballad  
**"CERELLE"**  
 b/w  
**"If I Didn't Love You So"**  
 Peacock #1640  
**PEACOCK RECORDS, Inc.**  
 2809 Erastus St. Houston 26, Texas

**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:

- CLOSE YOUR EYES** (Berkshire, BMI)—Five Keys—Capitol 3032  
 The group smashed thru to the national retail chart this week and was reported strong in almost every area checked thruout the country. Flip is "Doggone It, You Did It" (Roosevelt, BMI). A previous Billboard "Spotlight" pick.
- FLIP FLOP AND FLY** (Progressive, BMI)—Joe Turner—Atlantic 1053  
 Turner's latest is a stand-out among the newer records and is gaining momentum. Among the territories where action has been good from the outset are Philadelphia, Pittsburgh, Buffalo, Cincinnati, Cleveland, Nashville, Richmond, Durham and Baltimore. Flip is "Ti-Ri-Lee" (Progressive, BMI). A previous Billboard "Spotlight" pick.
- JOHNNY ACE'S LAST LETTER** (Aladdin, BMI)—Johnny Fuller—Aladdin 3278  
 While action on this disk has been spotty, from a national point of view, the intense excitement it has generated in a few territories could easily touch off a quick drive to the charts. The best areas for the disk so far have been Philadelphia, Baltimore, Washington, Pittsburgh, Richmond, Cincinnati and Nashville.

**• Review Spotlight on . . . RECORDS**

**MOONGLOWS**  
 Most of All (Arc, BMI)  
 She's Gone (Arc, BMI)—Chess 1589—The boys are still riding high on the charts with "Sincerely," so dealers should have no trouble moving their new record. The disk has plenty of merit on its own, with "Most of All," a lovely ballad, accorded a showmanly vocal arrangement with a fine beat. "She's Gone" is a wild novelty with some unusual sound gimmicks in the boys' vocal treatment.

**• R & B Territorial Best Sellers**

For survey week ending March 2

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta**
1. Pledging My Love, J. Ace, Duk.
  2. Wallflower, E. James, Mod.
  3. I've Got a Woman, R. Charles, Atl.
  4. My Babe, Little Walter, Che.
  5. Earth Angel, Penguins, Dtn.
  6. Hearts of Stone, Charms, Del.
  7. Tweedle Dee, L. Baker, Atl.
  8. Boogie in the Dark, J. Reed, VJ.
  9. Two Hearts, Charms, Del.
  10. Johnny Has Gone, V. Dillard, Sav.
- Balti.-Wash.**
1. Pledging My Love, J. Ace, Duk.
  2. Johnny Has Gone, V. Dillard, Sav.
  3. Wallflower, E. James, Mod.
  4. I've Got a Woman, R. Charles, Atl.
  5. Johnny Ace's Last Letter, J. Fuller, Ala.
  6. Earth Angel, Penguins, Dtn.
  7. Close Your Eyes, Five Keys, Cap.
  8. If You Love Me, Clovers, Atl.
  9. Hearts of Stone, Charms, Del.
  10. Ling Ting Tong, Five Keys, Cap.
- Charlotte**
1. Pledging My Love, J. Ace, Duk.
  2. Wallflower, E. James, Mod.
  3. I've Got a Woman, R. Charles, Atl.
  4. Tweedle Dee, L. Baker, Atl.
  5. Johnny Has Gone, V. Dillard, Sav.
  6. Ling Ting Tong, Charms, Del.
  7. Earth Angel, Penguins, Dtn.
  8. Two Hearts, Charms, Del.
  9. My Babe, Little Walter, Che.
  10. Ling Ting Tong, Five Keys, Cap.
- Chicago**
1. Earth Angel, Penguins, Dtn.
  2. You Don't Have to Go, J. Reed, VJ.
  3. That's All I Want From You, D. Washington, Mer.
  4. My Babe, Little Walter, Che.
  5. Pledging My Love, J. Ace, Duk.
  6. Wallflower, E. James, Mod.
- Cincinnati**
1. I've Got a Woman, R. Charles, Atl.
  2. Pledging My Love, J. Ace, Duk.
  3. That's All I Want From You, D. Washington, Mer.
- Detroit**
1. Pledging My Love, J. Ace, Duk.
  2. Wallflower, E. James, Mod.
  3. I've Got a Woman, R. Charles, Atl.
  4. Earth Angel, Penguins, Dtn.
  5. Tweedle Dee, L. Baker, Atl.
  6. Sincerely, Moonglows, Chs.
  7. Johnny Has Gone, V. Dillard, Sav.
  8. My Babe, Little Walter, Che.
  9. Ko Ko Mo, Gene & Eunice, Cbo.
  10. That's All I Want From You, D. Washington, Mer.
- Los Angeles**
1. You Don't Have to Go, J. Reed, VJ
  2. Pledging My Love, J. Ace, Duk.
  3. I've Got a Woman, R. Charles, Atl.
  4. Sincerely, Moonglows, Chs.
  5. Ko Ko Mo, Gene & Eunice, Cbo.
  6. Earth Angel, Penguins, Dtn.
- New Orleans**
1. Pledging My Love, J. Ace, Duk.
  2. Earth Angel, Penguins, Dtn.
  3. Tweedle Dee, L. Baker, Atl.
  4. I've Got a Woman, R. Charles, Atl.
  5. Sincerely, Moonglows, Chs.
  6. Strange, Fats Domino, Imp.
  7. Close Your Eyes, Five Keys, Cap.
  8. Ling, Ting, Tong, Five Keys, Cap.
  9. Ling, Ting, Tong, Charms, Del.
  10. My Babe, Little Walter, Che.
- New York**
1. Pledging My Love, J. Ace, Duk.
  2. Earth Angel, Penguins, Dtn.
  3. Tweedle Dee, L. Baker, Atl.
  4. Wallflower, E. James, Mod.
  5. Johnny Has Gone, V. Dillard, Sav.
  6. That's All I Want From You, D. Washington, Mer.
  7. Lonely Nights, Hearts, Btn.

(Continued on page 47)

**NEW RELEASES!**  
 Vee-jay 127

**"ONE MORE CHANCE"**  
 by  
**THE EL DORADOS**  
 ★ ★ ★  
 Vee-jay 129

**"I REALLY DO"**  
 by  
**THE FIVE ECHOES**  
 ★ ★ ★  
 Vee-jay 128

**"I THANK YOU, LORD"**  
 by  
**THE RAYMOND RASBERRY SINGERS**  
 ★ ★ ★  
 Vee-jay 130

**"TRUST HIM TODAY"**  
 by  
**THE BOYER BROTHERS**

**VEE-JAY Records, Inc.**  
 4747 Cottage Grove Ave. Chicago  
 Phone: WAgnor 4-2828

**A SOLID HIT!**  
**FATS DOMINO**  
**DON'T YOU KNOW**  
 b/w  
**HELPING HAND**  
 #5348  
**Imperial Records**  
 4425 Hollywood Blvd.  
 Hollywood 28, Calif.

**CLYDE**  
**RIDES AGAIN!**  
**WHAT 'SHA GONNA DO!**  
 Atlantic 1055  
**CLYDE McPHATTER**  
 The Drifters  
**Atlantic RECORDING CORP.**  
 354 WEST 56th STREET NEW YORK 19, N. Y.

**RHYTHM & BLUES RECORDS**

**• Best Sellers in Stores**

For survey week ending March 2

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position is occupies on the chart.

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	8
No Money—Duke 136—BMI		
2. I'VE GOT A WOMAN—R. Charles.....	3	7
Come Back—(16)—Atlantic 1050—BMI		
3. EARTH ANGEL—Penguins.....	2	13
Hey, Senorita—Dootone 348—BMI		
4. WALLFLOWER—E. James.....	5	4
Hold Me, Squeeze Me—Modern 947—BMI		
5. TWEEDLE DEE—L. Baker.....	4	9
Tomorrow Night—Atlantic 1047—BMI		
6. JOHNNY HAS GONE—V. Dillard.....	7	3
So Many Ways—Savoy 1153—BMI		
7. SINCERELY—Moonglows.....	6	15
Tempting—Chess 1581—BMI		
8. THAT'S ALL I WANT FROM YOU—	11	4
D. Washington.....		
You Stay on My Mind—Mercury 70537—BMI		
9. LING, TING, TONG—Charms.....	8	8
Bazoom (I Need Your Lovin')—DeLuxe 6976—BMI		
10. KO KO MO—Gene & Eunice.....	10	6
You and Me—Combo 64—BMI		
10. TWO HEARTS—Charms.....	14	2
First Time We Met—DeLuxe 6065—BMI		
10. MY BABE—Little Walter.....	—	1
Thunder Bird—Checker 811—BMI		
13. LING, TING, TONG—Five Keys.....	12	11
I'm Alone—Cap 2945—BMI		
14. CLOSE YOUR EYES—Five Keys.....	—	1
Doggone It, You Did It—Cap 3032—BMI		
15. YOU DON'T HAVE TO GO—J. Reed.....	13	2
Boogie in the Dark—Vee Jay 119—BMI		

**• Most Played in Juke Boxes**

For survey week ending March 2

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	6
Duke 136—BMI		
2. EARTH ANGEL—Penguins.....	2	12
Dootone 348—BMI		
3. SINCERELY—Moonglows.....	3	18
Chess 1581—BMI		
4. I'VE GOT A WOMAN—R. Charles.....	5	7
Atlantic 1050—BMI		
5. WALLFLOWER—E. James.....	8	2
Modern 947—BMI		
6. TWEEDLE DEE—L. Baker.....	4	9
Atlantic 1047—BMI		
7. KO KO MO—Gene & Eunice.....	6	3
Combo 64—BMI		
8. RECONSIDER, BABY—L. Fulson.....	9	14
Checker 804—BMI		
9. YOU DON'T HAVE TO GO—J. Reed.....	10	2
Vee Jay 119—BMI		
10. HEARTS OF STONE—Charms.....	7	18
DeLuxe 6062—BMI		

**• Most Played by Jockeys**

For survey week ending March 2

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	8
Duke 136—BMI		
2. EARTH ANGEL—Penguins.....	2	8
Dootone 348—BMI		
3. WALLFLOWER—E. James.....	4	4
Modern 947—BMI		
4. SINCERELY—Moonglows.....	3	8
Chess 1581—BMI		
5. TWEEDLE DEE—L. Baker.....	8	8
Atlantic 1047—BMI		
6. I'VE GOT A WOMAN—R. Charles.....	5	8
Atlantic 1050—BMI		
7. COME BACK—R. Charles.....	7	6
Atlantic 1050—BMI		
8. HEARTS OF STONE—Charms.....	6	8
DeLuxe 6062—BMI		
9. JOHNNY HAS GONE—V. Dillard.....	9	2
Savoy 1153—BMI		
10. CLOSE YOUR EYES—Five Keys.....	14	2
Cap 3032—BMI		
11. LING, TING, TONG—Charms.....	12	8
DeLuxe 6976—BMI		
12. LING, TING, TONG—Five Keys.....	10	7
Cap 2945—BMI		
13. MY BABE—Little Walter.....	—	1
Checker 811—BMI		
14. SNEAKIN' AROUND—B. B. King.....	—	3
RPM 421—BMI		
15. YOU DON'T HAVE TO GO—J. Reed.....	—	1
Vee Jay 119—BMI		

**The Billboard Music Popularity Charts  
RHYTHM & BLUES RECORDS**

**• Reviews of New R & B Records**

**GENE AND EUNICE**  
This Is My Story .....86  
ALADDIN 3282—A Billboard "Spotlight" 3-5-'55. (Aladdin, BMI)  
Move It Over, Baby....79  
Another fine job by the duo that should make lots of noise on its own. (Aladdin, BMI)

**THE DODGERS**  
Cat Hop .....77  
ALADDIN 3271—The lead singer describes a wild new dance step that ought to intrigue the young people. This bright material has a solid beat and ought to do well in juke boxes. (Aladdin, BMI)  
Drip Drop....76  
This side has a gloomier message, but the easy-going, groovy beat should make of this a good money-grabber too. (Aladdin, BMI)

**AMOS MILBURN**  
Why Don't You Do Right? .....75  
ALADDIN 3281—The blues oldie is awarded a sensitive reading by the chanter. A quality waxing that figures to pull lots of air play. Milburn fans will like. (Mayfair, ASCAP)  
I Love You Anyway....72  
Story ballad has a good beat, and projection by the chanter is effective. (Aladdin, BMI)

**BOBBY LESTER**  
Hug and a Kiss .....74  
CHECKER 813—Happy item is handed a gay reading by Lester and the group, and the ork does its part rhythmically. Good dance wax. (Arc, BMI)  
New Gal....70  
The boys do another good job, but material is only so-so. (Arc, BMI)

**DOLORES WARE**  
There's a Whole Lot of Fish in the Sea .....74  
MERCURY 70559—Tho by now this is a stereotyped riff, the novel lyrics and the excitement that this new singer puts into them gives this material more than average commercial potential. (Munson, BMI)  
If I'm Wrong...68  
There is little in this routine material to sustain listener interest. Miss Ware gives it everything she's got, but it never comes alive. (Munson, BMI)

**LOLA DEE**  
Ookey-ook .....73  
MERCURY 70556—The r.&b. tune in a bright styling that ought to gain new fans for the singer. The solid beat is provided by the David Carroll ork. (Dootsie Williams, BMI)  
Huk Huk....70  
A cheery tune, also called the "Teakettle Song," gets an engaging reading here. Miss Dee's warmth and ability to handle material like this with a light touch could also swing it. (Pure, BMI)

**THE (5) ROYALES**  
How I Wonder .....73  
KING 4785—The Royales have a relaxed, effective delivery on this r.&b. ballad. (Franklin, BMI)  
Mohawk Squaw....72  
This one's different, anyway. There's a tom-tom touch to this story of the Mohawk gal who could only say "Ugh." (Franklin, BMI)

**BILL DOGGETT**  
Wild Oats .....73  
KING 8477—Good instrumental r.&b. wax, with Doggett contributing nicely on Hammond organ. His fans will insure adequate sales action. (Billace, BMI)  
I'll Be Around...70  
Quiet instrumental, mostly Hammond organ, but little excitement or inventiveness. (Regent, BMI)

**PERCY MAYFIELD**  
The Voice Within .....72  
SPECIALTY 544—Mayfield does an r.&b. vocal take-off on Hoagy Carmichael's blues-singing style on inter-

esting blues ditty. Should get juke play. (Venice, BMI)  
Baby, You're Rich....71  
A bouncy vocal treatment of a happy-sounding rhythm tune. (Venice, BMI)

**ROY MILTON**  
Baby, Don't Do That to Me .....72  
SPECIALTY 545—A personable warbling stint by Milton on an infectious rhythm novelty. (Bar Music, BMI)  
What Can I Do?...70  
Same comment. (Bar Music, BMI)

**THE DUKES**  
Oh Kay .....72  
SPECIALTY 543—An effective group vocal on a catchy rhythm novelty with pleasing solo work by the lead singer. (Venice, BMI)  
Ooh Bop She Bop....69  
Same comment. (Venice, BMI)

**THE GENTLEMEN**  
Baby, Don't Go .....68  
APOLLO 470—An okay vocal treatment of a jaunty-paced ballad. (Bess, BMI)  
Don't Leave Me, Baby....68  
The boys are in a rut title-wise, with both sides of this disk carrying a stay-with-me-baby lyric line. Warbling job is personable. (Bess, BMI)

**• R & B Territorial Best Sellers**

• Continued from page 46

- 8. Close Your Eyes, Five Keys, Cap.
- 9. I've Got a Woman, R. Charles, Atl.
- 10. Sincerely, Moonglows, Chs.

**Philadelphia**

- 1. Pledging My Love, J. Ace, Duk.
- 2. Mr. Sandman Mambo, C. Powell, Gra.
- 3. Come Back, R. Charles, Atl.
- 4. Johnny Has Gone, V. Dillard, Sav.
- 5. Ko Ko Mo, Gene & Eunice, Cbo.
- 6. Wallflower, E. James, Mod.
- 7. I've Got a Woman, R. Charles, Atl.
- 8. Earth Angel, Penguins, Dtn.
- 9. Sincerely, Moonglows, Chs.
- 10. That's All I Want From You, D. Washington, Mer.

**St. Louis**

- 1. Pledging My Love, J. Ace, Duk.
- 2. I've Got a Woman, R. Charles, Atl.
- 3. Wallflower, E. James, Mod.
- 4. Tweedle Dee, L. Baker, Atl.
- 5. Everyday I Have the Blues, B. B. King, RPM
- 6. That's All I Want From You, D. Washington, Mer.
- 7. My Babe, Little Walter, Chs.
- 8. Sincerely, Moonglows, Chs.

**Cap Execs to Hit Road for Confabs In Field, Gotham**

HOLLYWOOD, March 5.—Capitol Records executives are scheduled to take to the road during the next two weeks in a series of conferences with field sales managers and top brass in the company's New York offices.

Lloyd Dunn, vice-president in charge of advertising and merchandising, is scheduled to leave for New York on March 14 for a period of approximately two weeks. Fred Rice, Capitol's display manager, will accompany him.

Gordon Fraser, national sales promotion manager, leaves for an extended tour of approximately one month March 7. He will visit with key sales personnel in Chicago, Pittsburgh and Cleveland en route to New York, and is scheduled to attend the Music Operators of America convention in Chicago, along with Cap's newly appointed sales manager, Mike Maitland, on March 28.

Dan Bonbright, Cap's vice-president in charge of finance, leaves

**Freed Mum About Coral Negotiations**

NEW YORK, March 5.—"Rock and Roll" deejay Alan Freed (WINS) wasn't talking at press time, but reports continued to fly concerning his pending diskery artist and repertoire affiliation.

Actually, Freed appears set to sign up with Coral, but is holding up until negotiations are completed for his projected network TV show. The package, to feature live rhythm and blues talent, would be launched in the summer. In view of the various web-diskery links, and the possibility of a last-minute, round-robin deal, Freed is holding back on an exclusive disk tie.

Willard Alexander is representing Freed in the TV dealings.

**MERCURY  
ROCKS 'N ROLLS WITH  
2 SMASH HITS!**



**"That's All I  
Want From You"**

and

**"YOU STAY ON MY MIND"  
DINAH WASHINGTON**

MERCURY 70537 • 70537X45



**"Rock 'n Roll"**

and

**"LITTLE JAMIE"  
RED PRYSOCK**

MERCURY 70540 • 70540X45

**PLUS 3 MORE COMING UP...**

**"There's A Whole Lot Of  
Fish In The Sea"**

AND

**"IF I'M WRONG"**

**DOLORES WARE**

MERCURY 70559 • 70559X45

**"Sing To Me"**

AND

**"I SWEAR BY ALL THE STARS ABOVE"**

**THE GRIFFINS**

MERCURY 70558 • 70558X45

**"Too Bad"**

AND

**"SOMEWHERE, SOMETIME, SOMEDAY"**

**THE HONEYTONES**

MERCURY 70557 • 70557X45



8508 Sunset Blvd. Hollywood 46, Calif.

**Sensational Act  
THE DIABLOS**

Available for bookings—packing in the crowds on their personal appearances. Their hit records are:

- THE WIND — BABY, BE MINE
- ADIOS MY DESERT LOVE
- Their new two-sided hit!
- HOLD ME b/w ROUTE 16
- Fortune #514
- Personal Manager:
- JACK BROWN**
- Fortune Records
- 11629 Linwood Detroit 6, Mich.
- Phone: Townsend 7-3077

# Vox Jox

Continued from page 22

In reference to The Billboard's recent box about deejays not spinning Nat Cole's recording of "Darling, Je Vous Aime Beau Coup," Tommy Dunn, WSIY, Pekin, Ill., asks "What is a guy that can't pronounce it (the title) doing with a mike?" . . . Leo Higham, KID, Idaho Falls, Idaho, wants the record companies to "get together and standardize the labels as to color. It would be a tremendous help to glance at a disk and know whether it's pop, western, instrumental, etc. And would somebody please tell me how to number a black label with

something other than white ink? The darn stuff wears right off."

**JOX TRIX:** Carroll Hardy, WKBW, Buffalo, staged a unique marathon interview with Stan Kenton last month. Kenton and Hardy chatted from 11:15 on a Wednesday night to 5 a.m. the next morning. In between yaks, Hardy played the entire "Kenton Era" album. . . . Three New York City deejays—Rhoda Brown, WMGM; Brad Phillips, WINS, and Bill Williams, WNEW—acted as judges for a "Miss Exquisite Form" (the bra firm) contest this month, staged in conjunction with a promotion of United Artists' "Vera Cruz" movie. . . . Bob Bartl, WFMD, Winchester Hall, Frederick, Md., invites three high school girls to appear on his show each week and read record requests. The girls are called "Spinerettes," and a different trio appears each week.

Ervin Siemoneit, KAWL, York, Neb., engineered a special stunt last month in conjunction with the 45th anniversary of the Boy Scouts, wherein 80 local scouts—ranging in age from eight to 16—took over the station from 8 a.m. to 5:30 p.m. The programming was a bit unusual that day says Siemoneit—e.g. "They even had Liberace warbling 'That's All I Want From You'—but it went over big with the listening audience." . . . Joe Hill and Jerry Gross, of WMGR, Bainbridge, Ga., are currently vying with each other for the biggest mail pull. The deejay who pulls the lesser amount of requests has to wash the dishes of the listener who wins a contest both deejays are running for the best letter on—what else?—dish washing. . . . Don Frost, WLPO, La Salle, Ill., has started a new series of programs tagged "Singers of Note," designed "to center attention on the lesser known vocalists."

Ted Crays has joined KRMD, Shreveport, La., which programs about 10 hours a day of pop and r.&b. disks. . . . Eddie Carvin's "Spinning Cross-Country Show" over WMSA, Massena, N. Y., has moved to a new time slot and is now heard from 4 to 4:25 p.m. Thursdays. . . . Peter Farrell has started a new two-hour disk show across the board over WPPA, Williamsport, Pa. . . . Bob Adkins, formerly with WIBC, Indianapolis, has joined WTVN, Columbus, O. . . . Al Davis, who formerly conducted the "Early Bird Show" over WTSA, Brattleboro, Vt., is now spinning them at WNIX, Springfield, Vt. . . . Magician-violinist Ernie Heldman has started a daily hour deejay show over KSD, St. Louis, in addition to his weekly magic show over KSD-TV.

John Kelly was appointed manager of KRBC, Abilene, Tex., with Steve Cowan taking his place as station program director. . . . Neil Sargent, formerly with KVAS, Astoria, Ore., joins KPDQ, Portland, Ore., March 1 as program director and deejay, while another KVAS staffer, Don Wildenson, also joins KPDQ as chief engineer and deejay. . . . New York City station W W R L launched Manhattan's first all-night foreign language deejay show

## Reviews and Ratings of New Popular Albums

Continued from page 37

the Rainbow" and "I'm Getting Sentimental Over You."

**I GOT RHYTHM** .....72  
Ralph Sutton, Piano Solos (1-10")  
Decca DL-5498

Sutton's keyboard style is marked by deftness and precision. His technique is facile, and he keeps the music swinging. There are four numbers on each side, including "I Got Rhythm" by the Gershwins, "Sneakaway," by Willie (The Lion) Smith, "Jeepers Creepers," by Warren and Mercer and other numbers which lend themselves to his light pianistic style. Dealers whose jazz trade looks askance at the more progressive developments should stock this.

**DANCING ON THE CEILING** .....71  
Red Norvo Trio (1-10")  
Decca DL-5501

One of the distinguished jazz instrumentalists, Red Norvo on this 10-inch disk offers eight sophisticated readings. Making up the trio with Red on vibes are Red Mitchell, bass, and Tal Farlow and Jim Raney (alternately) on guitar. Tunes are old standards, as the Rodgers-Hart "Dancing on the Ceiling," Romberg-Hammerstein II "Lover Come Back to Me," Hoagy Carmichael's "Skylark," and such jazz pieces as the Cameron-Basie "Good Bait," etc. This is quiet, tasteful jazz wax for the connoisseur.

**CLAMBAKE ON BOURBON ST.** .....70  
Tony Almerico's Paritarian Room Band (1-10")  
Cook 1085

The label, as usual, attempted to come up with something unusual. This time, again as usual, it was fairly successful. Here's Tony Almerico's New Orleans two-beat combo—but with pianist Red Camp added on all eight selections and with bugler Sam DeKemel added on two. It's Kemel's jivin' on an Army bugle (sans plunger). The sound, as expected from Cook, is excellent. The feeling is happy, lively and fun-real. The result is some good two-beat music, tho it won't floor the Dixieland students.

### Children's

**CHILDREN CHILDREN CHILDREN** ...  
**LADY AND THE TRAMP** .....80  
Original Cast (1-EP)  
Capitol EAXF 3056

When this latest Walt Disney cartoon features goes on national release there's certain to be a good market for this kiddie version of the story and songs. Cast here includes some of the original movie cast voices. In addition, the moppets will love the picture book which is part of the LP package. This figures to be a strong seller.

February 7 with a Monday thru Saturday series, "Spanish Night Patrol." The show, aired from midnight to 6 a.m., features the latest Spanish and Latin-American disks and interviews with artists featured on same, and a new disk jockey team, Los Chicos, handling the program.

**CHANGE OF THEME:** Johnny Edwards is subbing for Tim Nolan, KXYZ, Houston, while Nolan recuperates from a serious illness. . . . Another KXYZ deejay, Bill Crable, has just acquired a five-hour show, which he airs from the front window of Standard Brands in downtown Houston. . . . Ned Lukens, WAOK, Atlanta, is now doing a three-hour Sunday afternoon pop-rhythm and blues session, tagged "Sunday Special."

### YESTERYEAR'S TOPS—

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

- MARCH 10, 1945
1. Rum and Coca-Cola
  2. Ac-cent-tchu-ate the Positive
  3. Don't Fence Me In
  4. Cocktails for Two
  5. Candy
  6. I'm Beginning to See the Light
  7. A Little on the Lonely Side
  8. I Wanna Get Married
  9. Saturday Night (Is the Loneliest Night in the Week)
  10. The Three Caballeros

MARCH 11, 1950

1. Chattanooga Shoe Shine Boy
2. Music! Music! Music!
3. Rag Mop
4. There's No Tomorrow
5. I Said My Pajamas
6. The Cry of the Wild Goose
7. Dear Hearts and Gentle People
8. It Isn't Fair
9. Daddy's Little Girl
10. Bibbidi-Bobbidi-Boo

## FOLK TALENT AND TUNES

Continued from page 45

undoubtedly be a steady cash customer from here on in. I spin disks on this small FM college station. Altho we are small, we cover the San Francisco Bay area and have many, many listeners. We feature a variety of programs, including a very popular hillbilly-country show. Since we are a school station, non-commercial and supported by the taxpayers, we are often without funds with which to purchase up-to-date recordings by top stars. This hurts us, for we'd like to play new records by the top names. Last week alone I received over 200 cards in the mail requesting tunes which we don't have on file. I would appreciate very much if you would appeal to the various artists to send me copies of their new releases. I can guarantee that they all will be played and previewed on our station with a maximum of plays to follow."

Lloyd Webb, station sales manager and disk jockey at WAIT, Chicago, is trying a new experiment in Sunday morning programming. He has started a country & western show to be aired from 7-8 a.m. Webb claims there is a ready audience for this type of show, and especially on Sunday mornings when ordinarily no c.&w. music is played. . . . New hillbilly jock at KTXC, Big Spring, Tex., is Wild Bill Callahan, who also serves in a similar capacity at KJBC, Midland, Tex., and KXOX, Sweetwater, Tex. For any artists passing thru Big Spring, Callahan can put in the fix for an appearance on the "Big Spring Jamboree," held each Saturday night at City Auditorium there.

Don Sherman, now doing a three-hour western record show over WLYN, Lynn, Mass., on Saturday afternoons, is anxious to receive c.&w. releases from the various labels. . . . Chuck Thompson, pop spinner and news man at WALA, Mobile, Ala., is now devoting 30 minutes daily to country & western disk fare. . . . Bob (Sleepy Bob) Jackson has started two new shows on KLYN, Amarillo, Tex., "Hayloft Jamboree" daily at 3 p.m., and "Western Mail Bag" daily from 10:15-10:45 p.m. Bob says he'd like to hear from the artists on top and those coming up, and promises that he'll give 'em all a whirl.

"I have been informed by Grelun Landon, of Hill & Range, Inc., to contact you in regard to my programs on WPMC, Goldsboro, N. C.," writes deejay Gene Ryan. "I have two c.&w. programs which I have patiently built thru requests over a period of six months. I receive about 400 requests, to say nothing of phone calls, thruout the day. The two segs, "Carolina Mailbag," from 10-11 a.m., and "Western Star Time," from 2:30-4 p.m., are the results of patience and my knowledge of this type of music. On Saturdays, I have an extra half hour for each, and recently the management gave me an extra half hour thru the week for "Western Star Time," because of the requests. Our coverage is terrific here in the coastal plains." Ryan is anxious to get on the list of the various artists and labels.

Smoky Miller, jockey on "Cowbell Jamboree," heard on KGLC, Miami, Okla., posts that he pulled 67 requests in one day recently for the new Jim Edwards-Maxine Brown release on Fabor, "Your Love Is as Wild as the West Wind." . . . KWFR, San Angelo, is a new all-deejay station serving West Texas, with the platter spinning being done by Ray McFarland, Joe Martin, Gene Weed, Walt Foster, Max Gurrero and Art Henderson. "We want all of you at The Billboard to know that we really depend on your magazine to give us the latest on records and artists," typewrites McFarland, chief announcer. McFarland until recently was with KGKO, Dallas, and Martin recently came over from KCNC, Fort Worth. . . . Tex and Glen have left WDOK, Cleveland, and this week begin a new disk show over WEOL,

Elyria, O. "New records will be welcomed," they write.

Cal Shrum, WMAV, Springfield, Ill., is slated for an April 15 shot on "Mr. Deejay, U.S.A.," over WSM, Nashville. He has also signed to do 25 dates for Tatum Bros.' Shows in the Springfield area. Shrum's western films, which co-starred his wife, Alta Lee, are presently making the rounds on television. . . . Mike Michael, who airs over KDMS, El Dorado, Ark., is doing a sponsored 15-minute show three times a week, featuring songs by Eddy Arnold. Elvis Presley's "You're a Heartbreaker" and "Milk-Cow Blues Boogie" going strong in Michael's area, he says. . . . Cousin Johnny Small is now doing a 3-3:45 afternoon seg, Monday (Continued on page 49)

## ASCAP Mails Out Ballots to Elect Board of Directors

NEW YORK, March 5.—Members of the American Society of Composers, Authors and Publishers have been mailed ballots with nominations for the Society's board of directors. Regulations provide that all incumbents be renominated. Nominations for publisher directorships, for terms starting April 1, are Ben Barton, Ben Bloom, Joe Davis, Juggy Gayles, George Joy, Paul Kapp, Milton Kellem, John D. Marks and Nat Tannen. Standard publishers nominated were Morton Ascher, Charles H. Hansen and Arthur A. Hauser.

Candidates nominated for writer directorships starting April 1 are as follows in the popular production field: Pat Ballard, Harold Barlow, May Singhi Breen, Johnny Burke, J. Fred Coots, Sylvia Dee, Ervin Drake, Vernon Duke, Edward Eliscu, J. C. Johnson, Manny Kurtz, Sidney Lippman, Jerry Livingston, Alfred Newman, Arthur Schwartz, Harry Tierney, Leonard Whitcup and Victor Young.

Standard writers nominated are Abram Chasins, Padraic Colum, Aaron Copland, Norman Dello Joio, Ferde Grofe and Langston Hughes.

## Top Merc Brass Back to HQ After 3-Week Nat'l Trip

NEW YORK, March 5.—Mercury's top brass, President Irving Green and Sales Manager Morrie Price, leave here tonight for their Chicago headquarters following a three-week, cross-country tour of their distributors.

Mercury's new Eastern division chief, Joe Martin, accompanied them to Cincinnati, Cleveland, Detroit, Pittsburgh, Boston and New York. The purpose of the trip was to familiarize Mercury distributors with the label's plans for 1955 and to spot-check reaction to the recent price increase.

## Allen Seeking \$1.2 Mil in 'Heart' Suit

HOLLYWOOD, March 5.—Action asking damages of \$1,200,000 was filed in U. S. Federal Court this week by singer Toni Allen, charging copyright infringement involving the song, "Young at Heart."

Named as defendants were Sunbeam Music, Capitol Records, Decca, RCA Victor, Warner Bros., Johnny Richards, Carolyn Leigh and four independent record companies.

Miss Allen charged that "Young at Heart" carried the same melody as her song, "The Daffodil Hill." She asked for an accounting of the profits and an injunction to prevent further manufacture and sale of the records available.

"Young at Heart" was one of the big hits of last year by Frank Sinatra on Capitol, and was used as the title of a recent Warner Bros. release starring Sinatra and Doris Day.

24 HOURS SERVICE ON REQUEST  
Unsurpassed in Quality at Any Price

1 Genuine 8" x 10" Glossy Photos

5 1/2¢ In 5,000 lots  
EACH  
6¢ in 1,000 lots  
\$7.99 per 100

Postcards \$23 per 1,000  
Copy Negative 8" x 10", \$1.25—Postcards, 75¢  
Mounted Enlargements (30" x 40") . . . \$3.85

FULL COLOR POSTCARDS, 3M \$99.50

A Division of JAMES J. KRIEGSMANN  
Copart Photographers  
163 West 46th St.  
New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE

8x10 GLOSSY PHOTOS AS LOW AS 5¢ EACH IN QUANTITY

SEND FOR NEW PRICE LIST AND FREE SAMPLES TODAY!

MAIL GLOSSY PHOTOS IN ALL SIZES—POSTCARDS—BLOW-UPS—BLACK AND WHITE OR BEAUTIFUL NATURAL COLOR—SEE OUR PRICE LIST AND COMPARE BEFORE BUYING ANYWHERE—HIGH QUALITY AND FAST COURTEOUS SERVICE SINCE 1936.

MULSON STUDIO  
P. O. Box 1941—BRIDGEPORT, CONN.

When in BOSTON Get your mail at the HOTEL AVERY

Avery St. and Washington St.  
ALL MAIL HELD FOR ONE YEAR on request  
The Home of Show Folk

SCENERY

Dye Drops, Flat Sets, Cyclorama Draw  
Curtains, Operating Equipment.

Schell Scenic Studio  
581 S. High Columbus, O.

GENUINE PHOTO STAMPS

Hundreds of uses. Made from your 35mm. to 8x10 glossy photos . . . all or part of photo. Send for samples and low prices.

AD CREATORS  
Box 1313 Hutchinson, Kansas

Be a Booster for MILTON SCHUSTER

Now booking Exotics—Theaters—Night Clubs—Carnivals

BOBBY GOODMAN IN CHARGE CLUB DEPT.  
127 N. Dearborn St. Chicago 2, Ill.

MERVIN SHINER  
Featured on RCA-VICTOR Records

Wire Write Phone  
JOLLY JOYCE

2005 Paramount Theater Bldg.  
New York City Lackawanna 4-9469  
Suite 717-B-9, 1011 Chestnut St., Philadelphia 7, Pa.  
WA 2-4677 and 2-3172

Minstrels' Costumes & Accessories

CIRCULARS FREE

Dance—COSTUMES—Clowns  
For all other occasions. Get in touch with

THE COSTUMER  
238 STATE ST. SCHENECTADY 5, N. Y.

PROFESSIONAL COMEDY MATERIAL  
"FUN-MASTER" for All Branches of Theatricals

"The Original Show-Biz Gag File" (The Service of the Stars)  
\$1.05 PER SCRIPT. FIRST 13 FILES \$7. ALL 35 ISSUES \$25.

3 BKS. PARODIES, per book . . . \$10  
4 BLACKOUT BOOKS, per bk. \$25  
HOW TO MASTER THE CEREMONIES—\$3.00 PER COPY  
GIANT CLASSIFIED ENCYCLOPEDIA OF GAGS—\$399.00 (Worth over \$1,000)  
NO C.O.D.'S.

BILLY CLASON, 200 W. 54TH ST., N. Y. C. 19, N. Y. DEPT. BB CIRCLE 7-1130

# HOCUS-POCUS

By BILL SACHS

**JAY MARSHALL** and wife, **Frances Ireland**, of the Ireland Magic Company, Chicago, fly to England March 24, where Jay opens at the Savoy Hotel, London, March 28 for two weeks, followed by a similar stand at the London Palladium, beginning April 11. After that Jay and Frances plan to take a several weeks' jaunt thru France, Switzerland and Italy, returning home June 1. During their absence, the Ireland Magic Shop will continue full blast under **Vic Torsberg**. . . . **Don Brandon**, sporting new magic equipment to replace that stolen from him some months ago, reports from San Antonio that he's prepping to hit the road soon with his full-evening show to work a route of sponsored dates, using phone crews on promotion. Brandon is currently scouting for a general agent to pilot the outfit. Among the new equipment recently purchased by Brandon is the Pawsbeck Levitation, which he bought from **John Daniel** (Trick Masters); a new glass-lined trunk, seven new sets of scenery, a new flower act comprising 15 giant feather-bouquet darts, eight bouquets for sleeve production, and Marshall's blooming rose tree. "The whole mess cost over six bills," writes Brandon, "but it's worth it. . . . **Kenneth Payne Thompson**, of Erie, Ill., suggests that magicians inform this column of forthcoming television appearances, so that their friends may have the opportunity of looking in on them. A splendid idea! So, let's have 'em. . . . **Fritz Dude** (Fritz the Magician) has set his seven-people Illusion Show for the season with **Phil Isser's** I. T. Shows, a carnival company. Isser org opens its trek in May on Long Island, N. Y. . . . **Larry Ingram** (Larry the Magician) has reopened his radio and TV repair shop at the same old stand, 3518 N. 11th Street, St. Louis. . . . **Jay and Doreen Palmer** postal from Heidelberg, Germany, that they are set in West Germany until May, when they begin a month's stand at the

China Theater, Stockholm, with other Scandinavian dates to follow. **BOB NELSON**, of the Nelson Enterprises, Columbus, O., designers and manufacturers of magic and mental equipment, this month celebrates his firm's 34th year in the business. "What should be of more interest to you and your associates at The Billboard," writes Nelson, "is the fact that the Nelson Enterprises has been a consistent advertiser every week during these 34 years. We feel we owe much of our success to your publication! We have long appreciated this association and co-operation and thus would like to convey our appreciation in this letter." Thank you, Bob Nelson. . . . **James A. W. Killip**, of the Abra Cadabra Shop, Philadelphia, reports that the Abra Cadabra Shop's manager, **Charles Rathner** (Rinod), was the surprise hit of the show recently presented by the Parent Assembly of the Society of American Magicians at the Barbizon-Plaza Hotel, New York. Rathner, he says, mowed 'em down with his new magic turn, **Chic-Cane-Ry**, featuring an innovation in the use of the acrobatic cane. "The cane, usually used as a bit, has been developed by Rathner into a full, fast-moving routine that leads one to believe it must be controlled electronically," typewrites Killip. "With the cane cavorting in rhythmic moves, Rathner produced cards, removed his gloves and hat, with the cane always in motion. A routine of unusual and original acrobatic moves were concluded with the cane going around his head, high in the air. The impossible seemed to have been achieved as Rathner manipulated two rhinestone-studded canes simultaneously, winding up with a spectacular exhibition under black light." Others who appeared on the SAM show, all of whom scored handily, according to Killip, were **Bob Lewis** and **Ginny, Jimmy Lake** and **Dr. Carlo** and his "Cavalcade of Mystery."

# BURLESQUE BITS

By UNO

**Sally Sweet**, a native of New Orleans and a new strip of the better type on the Hirst wheel, started her stage career 14 years ago with an acro group, The Three Parks, whose specialty was hand balancing. Since her first peel engagement in 1949 she has appeared in theaters and niteries thru bookings by **Dave Cohn**. . . . **Cy Messitte**, who started a booking office several years back and then returned to his first love, the textile industry, was a recent Norfolk visitor. . . . **Comic Bennie Moore**, who is on the mend but still on crutches due to injuries from an auto crash, can be reached by mail at the Troquet Motel, 11440 Ventura Boulevard, North Hollywood, Calif. **Dottie Dean**, another victim of the accident, has recovered and joined the cast at the New Follies, Los Angeles. . . . **Lou Miller** had Sally and her monkey opening at the Casino, Pittsburgh, March 4 followed by a week at the Empire, Newark, N. J., March 11. . . . **Joe Kostell**, former burly house treasurer at the Irving Place, New York, and **Dolores Wall**, former show girl, are now in the eatery biz, catering to show folk in Norfolk. . . . **Tom Howard**, 69, another former burly comic of the top banana grade, died February 27 from a heart ailment in Hazard Hospital in Long Branch, N. J. He lived on an estate in Fox Hill Drive, Little Silver, N. J., where he retired two years ago, giving up his program "It Pays to Be Ignorant," which had been a success on radio and TV and in which he had the support of **George Shelton**, **Harry McNaughton** and **Lulu McConnell**. Funeral services were held at the Adams Memorial Home, Red Bank, N. J., March 2. Surviving are his widow, daughter and son. **Lonnie Young**, who recently leased a large apartment at 270 Riverside Drive in Manhattan, is entering on her seventh week at

the Club Lido, New York, where **Trudy Wayne** is another feature in a 10-act bill. . . . **Dave Aster**, emcee-comic, is in his 45th week at **George Harris' Coral Room** in Washington, where **Patti Paget**, exotic, and **Shirley Neal**, singer, are backed by **Johnny Johnston's** band. . . . At a public hearing on February 24, with License Commissioner **Edward T. McCaffrey** presiding on a discussion over the resumption of burly in New York, via the Orpheum in Brooklyn, decision was reserved. All this and past court procedures must be credited to the valiant efforts of **Tom Phillips**, exec head of the Burlesque Artists Association. Among the many letters in favor of the motion was one from **Dave Ferguson**, executive secretary of the Jewish Theatrical Guild. Also read into the record were telegrams from **Howard Lindsay**, prexy of the Players, and **George Jessel**, both urging for the rebirth of burly. Only one voice was heard in opposition. That one belonged to **Arthur Ross**, who described himself as a free lance writer. Tabooed in 1937, burly, if it does come back, will be, according to Phillips, of the former Columbia wheel brand, utterly clean and void of strips. Later that day, TV listeners over Channel 4, heard Phillips and old-time comic **George P. Murphy** repeat what they offered at the hearing. . . . **Sammy P. Louis**, comic, moved from the State-Harrison, Chicago, to the Roxy Hotel in Miami Beach. . . . **Vicki Welles**, show-stopping feature on the Hirst circuit, upon every reappearance invariably introduces a new strip act, a production in itself and of her own inventive mind. Her latest is an Oriental fantasy. . . . **Booker Jack Montgomery** has placed a new burly comic, **Ken Slim Martin**, to open at the Gem-Follies, Chicago, February 11. He also added a publicity man, **Howard O'Brentz**, to his New York office.

# FOLK TALENT AND TUNES

Continued from page 48

thru Friday, in addition to his 10:45 to midnight show, also heard Monday thru Friday over WNLC, New London, Conn. **Tennessee George**, of WVPO, Stroudsburg, Pa., and **His Pennsylvania Plowboys** are doing four nights of square dances a week in the area plus a live show on WVPO each Saturday, 12:30-1 p.m. Band members include **Ralph (Smokey) Fries**, steel guitar; **Russ Hallet**, fiddle; **Bob Keller**, accordion; **Cousin Floyd**, bass fiddle, and **George**, guitar. **Lorraine**, the **Plowboy Sweetheart**, vocals for the group. . . . **Don Rhea**, of Springfield, Mo., joined the staff of KCFH, Cuero, Tex., recently. He is doing an hour and a half of c.&w. music besides a stint at the pop turntable. **Lonzo and Oscar**, while touring Central Texas, visited **Gene Fondren** at KTAE, Taylor, Tex. **Charlie Adams** (Columbia) also stopped by recently and introduced his latest recording, "A Man Is the Cause of It All." Fondren is working a five-hour matinee and 30-minute broadcast from a local club each Sunday afternoon. . . . **Carey E. Bentley**, of WAVL, Apollo, Pa., reports that pictures of **Uncle Eddy**, who helms two shows a day over WAVL, are being sold with good results. Pix are being pushed as a station promotion on country music. **Balin-Wire Bob Strack**, KWKH, Shreveport, La., writes that he recently put on a 30-minute salute to **Eddy Arnold** and the mail and phone requests rolled in asking that the program be repeated. "J. E. and **Maxine Brown's** new one, 'Draggin' Main Street,' looks like another 'Looking Back to See,'" opines Strack. **Jimmy Key** and his band have moved over to KRBC-TV, Abilene, Tex., where they share the cameras with **Jim Ridgeway** every Tuesday night, 6-6:30. . . . **Bob Jennings**, of WLAC, Nashville, has added a new seg to his schedule, "Farmhands' Country-Music Hit Parade," heard Saturday 1-2 p.m. Show features the 10 top c.&w. tunes plus a guest star each week. **Jimmy Dickens** and **Chuck Reed** (Mercury) guested with **Andy Wilson** at the latter's turntable at WABR, Orlando, Fla., recently. Wilson writes that he emceed a recent **Ferlin Huskey** show in Gainesville, Fla. . . . From KSII, Gladeville, Tex., **Tom Perryman** infos that he celebrated his sixth anniversary with the station recently by taking a week's tour with **Elvis Presley**, **Scotty and Bill** and **J. E. and Maxine Brown**. **Perryman** wound up the celebration with **Hank Thompson**. He adds that **Dowell Bushnell** is now doing two hours of c.&w. spinning on "Dal's Corral," from 1-3 p.m. each day. This gives KSII six hours a day across the board of country music, says **Perryman**. **Cal Shrum**, country and western spinner at WMAY, Springfield, Ill., infos that credit for the lyrics on his new tune, "Lonesome Lover," should go to **Gordon Forster**, not **Tim Spencer**, as he previously reported. **Spencer** is publishing the tune. . . . **Col. Tom Parker** and **Victor artist Charley Stewart** guested recently with **Cottonseed Jones** on KXLR, North Little Rock, Ark. . . . **Sorty Long**, WPAZ, Pottstown, Pa., currently doing two folk shows a day, Monday thru Saturday, 11-12 a.m., and 1-2 p.m., besides spinning a hit parade every Sunday. In addition to her one-hour "Cousin Carroll Calling," heard five days a week over KXAR, Hope, Ark., **Carroll A. Wynn** is doing a 10-minute sponsored show, "Country Music Time." Carroll types that she helped promote a jamboree, held in Hope February 22, which included the **Duke of Padukah**, **Mother Maybelle**, the **Carter Sisters**, **Elvis Presley**, **Bill and Scotty, Jimmy Rodgers**, **Snow, Charley Stewart**, and **Uncle Dudley**. Also appearing in Hope recently were **Jimmy and Johnny, T. Tommy Cutre** and **Merel (More and More) Kilgore**.

# THE FINAL CURTAIN

**ALANZO—Jose J.**, 54, musician, recently in San Antonio of injuries sustained in an automobile accident near Mason, Tex. **BEUTE—Christopher**, 61, veteran motion picture director, February 25 in Hollywood. As a director and production manager, he had worked for most of the major studios. He also directed many TV productions. Survived by his widow, a son and a sister. **BURT—William Presley**, 88, former stage actor, screen director and radio writer, February 23 at Denver. He was of a well-known Colorado acting family. His parents were **George and Agnes Harrison Burt**, who performed with a traveling Shakespearean troupe. His mother was a member of the **Edwin Booth Acting Company**. As a young man, he performed in minstrel and medicine shows, repertory, stock and vaudeville. With his late wife and daughter, he toured extensively in an act billed as **W. P. Burt and Company**. Later he appeared in stage productions and directed and acted in movies. From 1917-21 he was production manager for all Pathe films, including the **Pearl White** series. Films in which he appeared included "King of Kings" and "Cimarron." He moved to Denver in 1935 and appeared in productions of the **Federal Theater Project**. His last stage appearance was at 84 at Central City, Colo. His daughter, **Nellie**, survives. **CLARK—Eliert V. (Bert)**, 80, locksmith and safe expert who was formerly an aid to **Harry Houdini**, the escape artist, February 24 in East Providence, R. I. Survived by his widow, three sons, and two daughters. **CLAUDEL—Paul**, 87, one of France's major poets and playwrights, February 23 in Paris. He also served his country as a diplomat in many key posts. **CONRAD—Stanley W.**, 49, widely known North Carolina radio personality, February 25 in Winston-Salem, N. C. He had been a member of the **WSJS radio staff** for eight and a half years as a news reporter and announcer. He was formerly connected with radio stations in **High Point** and **Greensboro, N. C.** **DOWNING—William E.**, for many years connected with **Ringling Bros. and Barnum & Bailey Circus**, February 19 in Detroit. **EYLER—Charles E. (Dad)**, 28, veteran outdoor showman, February 26 in Montgomery, Ala. For many years he traveled with his daughter and son-in-law, **Babe and Less Hutchison**, with various circuses and carnivals. He at one time was with **Wallace Bros., Gentry Bros., Russell Bros., Barnett Bros., Nobel C. Fairly, Dee Long, Crowley United** and other shows. Survived by another daughter, **Mrs. E. B. Kent**. Burial February 23 in **Greenwood Cemetery, Montgomery**. **FREEDLEY—Mrs. Mary Mitchell**, wife of **Vinton Freedley**, theatrical producer, February 27 in New York. A son and a daughter also survive. **FRIGANZA—Trilix**, 23, the **Champagne Girl** of old-time vaudeville, February 27 in **Flintbridge, Calif.** Born **Bridget O'Callaghan**, she was known for more than half a century on musical comedy and vaudeville stages. On Broadway, she starred in "Christmas Night," "The Belle of Bohemia," "The American Idea," "Sally in Our Alley," "Hit the Deck" and many others. In movies she appeared in "The Charmer," "The Road of Yesterday," "Free and Easy" and "Proud Flesh." **GARDEN—Ray**, 28, radio announcer, February 27 in Vanderbilt Hospital, Nashville, of injuries sustained in an automobile accident. He had been an announcer on stations in **Greenville, Ozark and Montgomery, Ala., and Panama City, Fla.** At the time of his death he was working for a station in **Russellville, Ky.** Survived by his mother and a brother. **HARRIS—Walter F. Jr. (Lonnie)**, 45, manager of **Station WPVA**, Fredericksburg, Va., February 27 in that city. Formerly associated with **Station WMBG, Richmond, Va.**, he had worked for stations in **Florida and Georgia** before moving to **Fredericksburg**. Survived by his widow and four daughters. Burial in **Oak Hill Cemetery, Fredericksburg**. **HOWARD—Tom**, 69, veteran comedian whose career spanned half a century, February 27 in Long Branch, N. J. Perhaps best known as the "quizmaster" of radio's "It Pays to Be Ignorant," **Howard** had long been popular in vaudeville, the Broadway stage and on the **American and Columbia burlesque circuits**. He also made more than 50 movie shows. His career, which began in vaudeville at the **Dreamland Theater, Philadelphia**, in 1905, hit many highlights along the way, including appearances in such Broadway musicals as "Smiles," "Keep Moving," "The Gang's All Here," "Rain or Shine" and "The Greenwich Village Follies." His widow and two children survive. **KOEFOD—Hjalmar**, 75, popular band leader, in **Copenhagen** February 22. He began his career as a military band leader but switched to the orchestra field and in 1923 was engaged by **Tivoli Summer Garden, Copenhagen**, as leader of its **Harmonic Orchestra** and later became leader of its **Promenade Pavilion band**, where he gained wide renown. Although not working regularly the past few years he did appear up thru 1953, as conductor of **Tivoli's Music Tribune band** on special occasions.

**LAUDER—Edwin G. Jr.**, 70, a vice-president of the old **Keith-Albee-Orpheum** vaude circuit, February 28 in New York. He was the administrator of the **Edward F. Albee** estate and also a trustee of the **Actors' Fund of America**. He first joined the **Keith circuit** in 1916, being promoted to reeve in 1919. His widow, two daughters and two sisters survive. **LAZARUS—Milton**, 56, press agent and playwright, February 28 in Los Angeles. He had worked in the fields of light opera, radio, TV and motion pictures and had written for the **St. Louis Municipal Opera**. Perhaps his best-known work was the book for "Song of Norway," the musical hit, but other Broadway contributions include such plays as "I Want a Policeman," "Whatever Goes Up" and "The Sun Field." **LEYEY—Ethel**, 72, actress known as the **Queen of Jazz** and former wife of **George M. Cohan**, February 27 in New York. She was well known in this country as a vaudeville and musical comedy star. She had also appeared in vaudeville and revues in **London and Vienna**. She played in "Milk White Flag" and most of her former husband's plays from 1901 to 1907. Some of her other appearances included "Go Easy, Mabel," "Sunny River," "Marinka" and "Springboard to Nowhere." Survived by a daughter. **MARION—Mrs. George**, 72, widow of **New York** theatrical producer, February 30 in **California Lutheran Hospital, Hollywood**. She was a former **Ziegfeld** actress known professionally as **Adelaide Orton**. Survived by her sister, **Josephine Durfee**. **MCCARTHY—Mrs. Daisy**, mother of **Heaney the Magician**, recently at her home in **Oshkosh, Wis.**, of a heart attack. **MILLER—Richard**, 39, widely known radio performer, February 15 in **San Antonio** of bulbar polio. He was former president of **Southwest Texas Rodeo Association**. **MORRISON—Harmar**, recently in **Veterans Hospital, Coral Gables, Fla.** Known professionally as **Harry Marvel**, he and his wife, **Dolly**, did a mental act for many years. **ROSS—Arthur S.**, 76, veteran stage actor, February 18 in **General Hospital, Los Angeles**, of injuries sustained in an automobile accident. He appeared in "Gentlemen Prefer Blondes," "Able's Irish Rose," "Lombardi, Ltd." and many other Broadway shows. Survived by his widow, **Millicent**. **SCHUMANN—Mrs. Helens**, 70, widow of the late **Willy Schumann**, for many years administrative director of **Circus Schumann**, February 15 in **Copenhagen**. She was an equestrienne and worked in a quadrille with **Mrs. Varda Schumann**, and **Ernest and Oscar Schumann**. **SHURETY—George**, 43, midget clown less than 40 inches high, February 28 in **Malverne, N. Y.** He had appeared in **various Olsen and Johnson productions**, including "Hellzapoppin'." Several brothers and sisters survive in **England**. **SPENCER—Laura**, mother of **Glenn and Tim Spencer**, long identified with the country and western music field, February 23 in **Long Beach, Calif.** Survived by five other sons and two daughters. Burial in **Englewood Park Memorial Cemetery, Long Beach**. **STEELE—Mrs. George**, 89, widow of the circus legal adjuster, at **Decatur, Ill.**, Thursday (17). She formerly operated a theatrical hotel at **Decatur** and had traveled with her husband on various circuses prior to 1930. Burial in **Champaign, Ill.** **SMITH—Irving L.**, 58, February 23 in **Fitchburg, Mass.** (Details in **Carnival** section.) **TOLL—Theodore M.**, 77, February 27 in **Milwaukee**. He operated the **Waukesha Beach amusement park** for 36 years prior to his retirement in 1949. He began in the amusement park field in 1898. Later he managed **Schilts Park**. His only immediate survivor is a sister, **Mrs. Emma Soby**, of **Milwaukee**. Burial in **Milwaukee**. **VALENCIA—Carmen Tortola**, 72, Spanish dancer who was well-known in **Europe and South America**, February 14 in **Barcelona**. She retired in 1930.

In Loving Memory  
of our dear Son and Brother  
**Geo. W. Hartley Jr.**  
Who passed away March 13, 1946  
Sadly missed by  
**MOTHER, FATHER & SISTER IRENE**

In Memory of My Beloved Wife  
**AGNES MAE WHITE**  
who passed away in  
Santa Monica, Calif., March 10, 1948.  
"You'll Always Be in My Heart"  
From Your Dear Husband  
**HARRY B. WHITE**

**WALLACE—Joe**, 53, veteran emcee and entertainer, whose real name was **Joseph Paulist**, February 26 in **Chicago**. (Details in **Outdoor section**.)

# MARRIAGES

**GEBEAU-LUCIANO—**  
**Ronald J. Gebeau**, musician with **Joe Zelle's** orchestra, **Bridgeport, Conn.**, and **Lois Mae Luciano**, non-pro, February 25 in **Bridgeport**. **KALISH-VALIELLO—**  
**David J. Kalish**, non-pro, and **Gloria Van Valiello**, vaudeville dancer and former **Arthur Murray** dance instructor, February 25 in **Bridgeport**.

# BIRTHS

**FELT—**  
A son, **Terri**, to **Mr. and Mrs. Earl A. Felt**, recently in **Marletta, Ga.** Parents are concessionaires, having worked on the **Rockwell, J. T. Tidwell, Punk Hill** and other shows.

## Splash Ads Herald R-B N. Y. Advance

Up to Full Pages in Sunday Editions Aim to Build Already Big Mail Sales

NEW YORK, March 5.—Ringling Bros. and Barnum & Bailey Circus bought thousands of lines of advertising in the Saturday and Sunday editions of the New York papers last weekend to acquaint the area's 10,000,000 population with the opening of the Big Show in Madison Square Garden Wednesday (30).

The lavish use of space, estimated to run close to 8,000 lines and costing as much as \$48 an inch, according to published amusement rates, marks a radical departure in the selling format of the circus. Full pages were used in the tabloid Daily News and Daily Mirror and half pages in the standard size Times and Herald Tribune. The weekend editions of the Journal-American, World-Telegram and Post were similarly favored.

Copy was aimed at advance sales, and coupons were included in all ads which resembled a motion picture approach in layout rather than the flamboyant ads of the past. Persons close to the circus field were inclined to be critical of the ads in this respect although they admitted that the results, in this case highly measurable since they were designed to stimulate mail orders, would tell the story.

### Pickman Formula

The new approach designed to boost business at the Garden here and on tour is credited to Milton Pickman, promotional manager. Pickman, who has a notably successful Hollywood background, is apparently determined to apply the same successful formula that sells flickers to the public to the Big Show.

Billing has been virtually eliminated to provide extra dollars for the newspaper campaign, and the town is strangely lacking in the unique and colorful posters which

would normally be appearing by the thousands now in the metropolitan area.

It is rumored that an increase in advance sales of \$150,000 would justify the big increase in newspaper advertising. However, some expert users of this type of mail order advertising contend that the space used by the Big Show should show an increase of not less than \$300,000, and possibly as much as \$500,000, to be completely justified.

But some familiar with the Ringling advance sale in the past question the possibility of achieving a notable increase. They note that

(Continued on page 54)

## Utah State Fair Secretary-Mgr. Post Still Open

SALT LAKE CITY, March 5.—The Utah State Fair, without a secretary-manager since the end of '54, has still to fill the post.

The 12-member State Fair board met here last week but failed to act on an appointment. Twenty-one candidates, all residents of Utah, are being considered, according to O. A. Mickelsen, board president.

Harold Gill, who has been associated with the fair for the past three years, is directing day-by-day business of the fair pending the appointment of a permanent secretary-manager.

The board's next scheduled meeting is set for March 24.

## George Gobel Heads Orange Show Bill

Tennessee Ernie Ford, Ginny Sims Also Inked for San Bernardino Expo

SAN BERNARDINO, Calif., March 5.—George Gobel, television's latest comedy rage, will head up a bill of names at the National Orange Show which opens its annual 11-day run here March 17, Earl E. Buie, secretary-manager, said. Gobel, making his first Western fair appearance, is scheduled for two shows in Swing Auditorium on March 22.

The auditorium shows, included in the turnstile admission price of \$1 for adults, is being booked for the second consecutive year by Scheppers Bros. Agency here. Other featured names set include Tennessee Ernie Ford and Ginny Sims for March 26. Along with the headliners the Scheppers will use the Moro-Landis line of 16 girls and 6 boys and an 8-voice choir. Acts pacted include the Arwoods, dog act; Ken Card, comic, and Yonely, musical novelties. Al Lyons will conduct the stage band thruout the entire run.

The exposition will also offer the Kings and Queen of the Air with their free aerial act twice daily, "Dancing Waters," and Gene Holter's Wild Animal Show. Holter's attraction will work the stadium with shows in the afternoon and night with an admission charge of 50 cents and 25 cents. Extra shows on the two weekends are planned. An admission charge will also be made for "Dancing Waters."

### Opening Moved Up

The Orange Show opening date was moved up about a week in order to avoid cold and rains, which hit the show on previous occasions. The theme will be "Favorite Funnies" with the decorations thruout the grounds to feature characters and incidents from comic strips.

Crafts Shows, which will combine the Crafts 20 Big Shows and Crafts Exposition Shows for the occasion, will be on the midway. "Showmen's Day" has been set for March 22 with Orville N. Crafts,

shows' owner, hosting members of the Pacific Coast Showmen's Association and Ladies' Auxiliary. A shindig is slated for that night to raise money for the club's charity funds. Frank Warren, manager of 20 Big Shows, is president of the PCSA.

### WITH RIDES

## Retail Center To Feature 'Fair' Floor

NEW YORK, March 5. — A unique retail center is planned for the huge building vacated by Ohrbach's on Fourteenth Street when that department store moved uptown. Included in the plans is the reservation of one floor as a "carnival" grouping which will include demonstrations of products and a Merry-Go-Round.

Night operations are planned, in part because street parking offers no problem at that time and because the area parking lots have expressed a willingness to operate for less than daytime rates.

The operators, Consolidated Marts, said that every type of merchandise—food, clothing, appliances—would be offered. Rentals will be based on a flat fee plus percentage.

Altho it is planned to house some 200 units in the building it was emphasized that it will not be a farmer's market or department store operation. It will be known as The Fair.

## Tulsa Park Man Buys Denver TV

DENVER, March 5.—KBT, ABC TV outlet, has been sold, subject to FCC okay, to Tulsa amusement park owner John C. Mullins. The price reported to be in excess of \$1,000,000.

Mullins, who has operated amusement parks, ballrooms and other entertainment centers in the Southwest, still has one of the largest roller skating rinks in the West in Salem.

Mullins says that he will control the new corporation and will be president and chairman of the board of directors.

## CNE SHOW TO PACK HEAVY LURE FOR KIDS

Will Feature Three Moppet Name Acts; TV's Ed Sullivan, Four Lads Signed

TORONTO, March 5.—The Canadian National Exhibition this year will again put emphasis on kid attractions in its grandstand show, Jack Arthur, producer, disclosed here this week. The move stems from the success of last year's Roy Rogers show, which surpassed expectations from both the attendance and financial standpoint.

Altho Arthur would not indicate what acts would be used as a kid pitch, he said three major names, with a moppet lure, would be included.

### Inks Ed Sullivan

Top spot in the big show will be filled by Ed Sullivan, TV emcee, who will receive \$20,000 for his two-week stint, less Canadian taxes. The deal, announced this week in New York, was concluded directly by Arthur. When he first went after Sullivan, Arthur said, he received a negative reply thru one of the agencies. He, therefore, made director overtures to Sullivan.

The TV star and columnist will work only the evening shows for the period, interrupting it on Sun-

days to fly to New York to do his telecast. The CNE is closed on Sundays. Sullivan will supply none of the acts.

The Four Lads, Columbia recording artists, will do two shows daily, afternoon and evening, and will be on the bill during the second week. They are a Toronto group with plenty of record fame. Only three other attractions have been definitely signed by Arthur. These are Will Mahoney, singer-dancer, who tap dances on a xylophone; Willie West and McGinty, comics, and Rosemary Burns, Canadian soprano. Arthur is currently negotiating with the Wazzin Troupe, Arab acro turn. All talent will be in on straight salaries this year with no percentage deals for anyone.

The name of Marilyn Bell, teen-

(Continued on page 54)

### PLANS FINALIZED

## Newberry Stunter Sets 15-Man European Staff

CHICAGO, March 5.—Finalized plans and personnel for the invasion of Europe by an American thrill show were announced here this week by Earl Newberry, whose organization will make the tour.

Newberry and his wife, Irene, will leave New York aboard the Queen Mary on March 16 and will arrive in France five days later. Bill Margolis will leave New York March 25 by air for London. Margolis, staffer on Abe Saperstein's Harlem Globetrotters organization, will head up the thrill show's publicity staff.

The show itself, including performers and automobiles, will embark April 20 on the Queen Elizabeth. Leo Overland, general manager of the Newberry thrill troupe, will be in charge. The crew will include Roy Danbach, clown car; Al Gross, unit manager and driver; Tex Densmore, track manager and referee, and Fred Fuerst, chief mechanic. Stuntmen will include Loren Willert, Swede Berquist and Jim Canton with drivers Jack Freiberg, Hal Kent, Chuck Beeler and Jim Williams.

The European unit will be titled Hollywood Motor Rodeo and will be billed as an Abe Saperstein production. Saperstein, who is co-sponsoring the jaunt, is expected to assist in promotion as he will be on the Continent with his basketball team at the same time.

The overseas jaunt will open April 30 with a night show in

London's Harringay Stadium, and will then play England, Scotland and Wales thru May 29. An open week has then been provided for possible repeat dates or rainouts. On June 6 the show is scheduled to cross the channel to France and open June 9 in Paris. A second

(Continued on page 54)

## Kansas City Stadium Nears Completion

KANSAS CITY, Kan., March 5.—Lakeside Stadium, outdoor arena suitable for various activities ranging from fairs to car racing, is nearing completion on a 283-acre tract on Highway 5, about 10 miles west of Kansas City.

George Bennett, head of a construction firm and the owner, said the project cost him \$1,250,000. He paid \$70,000 for the ground, which was formerly a large farm.

Built in a natural bowl, the outdoor sports arena has concrete stands to accommodate 15,000 spectators and a half-mile racing oval that is expected to bring to the Kansas City area its first big-time automobile races in 32 years.

### Big-Name Drivers

A score of big-name drivers, who competed in Indianapolis last season, have already signed for the

Triple-A sanctioned races at Lakeside this coming season. There will also be stock car racing and midget car events.

One of the stadium's biggest features is its parking facilities for 10,000 autos. Bennett also owns a transit company which operates busses to the stadium area.

The Lakeside plot, near the huge Wyandotte County Lake, one of the State's most attractive resort spots, also has an outdoor movie with capacity for 1,000 cars, a pony track, miniature golf course, picnic park, a lake for fishing and boating, a new swimming pool and locker rooms, and a clubhouse with a large dining room and private party facilities.

A six-day rodeo will be staged in the middle of May on the stadium's 14-acre sodded infield.

## Madera, Calif., Names Finstad New Manager

MADERA, Calif., March 5.—Marshall Finstad, former manager of The Madera Daily News, was named secretary-manager of the Madera District Fair here to succeed Joseph T. O'Shaughnessy, who resigned after eight years. Finstad assumed his duties Thursday (3).

O'Shaughnessy will remain at the fairgrounds for three weeks to work with the new appointee. At the termination of that period, he and Mrs. O'Shaughnessy plan a long vacation.

## Swenson Adds Fair Dates In Okla., Mo.

SPRINGFIELD, Mo., March 5.—Three performances—two matinees and one night show—at the Oklahoma State Fair, Oklahoma City, have been added to the itinerary of the Swenson Thrillcade, Aut Swenson, owner-operator, announced. Swenson also reported closing with the Missouri State Fair, Sedalia, for a one-night stand.

Iowa fairs signed for the show include the Mississippi Valley Fair & Exposition, Davenport; All-Iowa Fair, Cedar Rapids; North Iowa Fair, Mason City; Clay County Fair, Spencer, and annuals at Clarinda, Eldora, Denison, Mount Ayr and Onawa.

## TV Comic Frames Act For Fairs

HOLLYWOOD, March 5.—Sid Melton, who plays the comic Ikky on the Captain Midnight syndicated television show over the CBS network and locally over KTTV, is putting together an act for fairs. The routine will include Melton and two fems and run about 20 minutes.

Aimed at family audiences, Melton said the routine could be ready May 1. However, because a new Captain Midnight series is to be filmed by Screen Gems here, he will not be able to take the act on the road until after August 1.

David Lawrence, Melton's personal manager, will handle the bookings.

## Quebec Fair Inks Conklin For 5 Years

TROIS RIVIERES, Que., March 5.—The Trois-Rivieres Exhibition has signed a five-year midway contract with Conklin Shows, and the pact has been approved by city council.

Paul H. Martin, secretary-manager of the exhibition, signed for the fair with Frank R. Conklin representing the midway organization.

**NEW! KIDDIE RIDES**

- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

**\$MITH RIDES for profits**

KIDDIE BOAT RIDES  
KIDDIE AIRPLANE RIDE  
Jet Fighter KIDDIE RIDE  
Trailer-Mounted AUTO RIDE  
KIDDIE CHAIRPLANE  
ADULT CHAIRPLANE  
ADULT FERRIS WHEEL

**SMITH AND SMITH INC.**  
SPRINGVILLE, NEW YORK

★ MERRY-GO-ROUND 3 abreast-children & adults

**FINEST KIDDIE RIDES**

- ★ ROLLER COASTER
- ★ WATER BOAT RIDE
- ★ WHIRL-A-ROUND
- ★ FERRIS WHEEL
- ★ LOCOMOTIVE TRAIN
- ★ ROCKET FIGHTER
- ★ CIRCUS RIDE
- ★ JET AEROPLANE
- ★ CHAIR-O-PLANE
- ★ ELEPHANT RIDE
- ★ TANK RIDE

All rides complete, including fences, electric signs, ready to operate. Terms arranged, illus. circular free.

**STANDARD KIDDIE RIDES MANUFACTURING CO.**  
201 E. Broadway, Long Beach, L. I.; N. Y.  
Phones: Long Beach 6-7361 and 6-5594

**Everett**

ROCK-O-PLANE  
ROLL-O-PLANE  
FLY-O-PLANE  
OCTOPUS  
MIDGE-O-RACER  
BULGY THE WHALE

**MINIATURE TRAINS for EVERY LOCATION**

**MINIATURE TRAIN CO.**  
RENSELAER, INDIANA

**WANTED**

Kiddie or Junior Ferris Wheel (With Cages)  
Tubs O' Fun and Fun Mirrors

Write  
**PLAYLAND CENTERS**  
60 State Street Boston, Mass.

**FOR SALE**

MUST SELL IMMEDIATELY. WILL ACCEPT BEST CASH OFFER. Train with 3 cars, engine and tender; adult capacity of 36 or 54 children; 600 ft.; 16 gauge track with ties. Allan Herschell Auto Ride; Airplane Ride with 6 planes, 12 capacity. Located in Eastern Penna. Will sell Rides separately. BOX D-95, c/o The Billboard, Cincinnati 23, O.

**CAROUSELS—ORGANS KIDDIE RIDES—TRAINS**

Complete line. Write for catalog and terms.

**H. E. Ewart Company**  
707 East Greenleaf Street  
Compton, California

**Hamid Buys 4 Theaters, Expands A. C. Interests**

ATLANTIC CITY, March 5.—George A. Hamid & Son this week concluded negotiations for the purchase of four of the principal motion picture theaters in this resort City. They have a combined seating capacity of 8,361 which represents approximately 40 per cent of the theater seating here.

The Hamids purchased the Warner, a 4,200-seat house, and the Colonial outright, and exchanged lease-control rights of the Stanley and Boardwalk stores which are owned by the estate of George and James Bew, and the Virginia, owned by Friedberg Brothers.

Several years ago the Hamid interests purchased the Hollywood, Shore and Astor theaters, all located on Atlantic Avenue. In addition they operate three theaters on the Steel Pier, famed ocean front playground.

**Million-Dollar Deal**

While no figures were released, one source said the sale represented a \$4,000,000 transaction. Real estate assessments are said to run in excess of \$1,000,000.

George A. Hamid Jr. expressed confidence in the future of the theater business and in Atlantic City before leaving for Hollywood for a series of meetings.

In New York George A. Hamid Sr. said that the new theaters represented to him a possible new outlet for the presentation of flesh entertainment. The mammoth Warner, he said, would be ideal for Broadway shows in their tryout or

break-in periods and also for road companies.

It will also be possible, he said, to present attractions such as Liberate in the plush theater. Talent such as Liberate, he pointed out, is unavailable to the Steel Pier because of the necessity of presenting five shows a day there.

Hamid said that the present management would remain intact and that he intended to devote just as much time as in the past to outdoor show business and to fairs in particular.

**Bill Dobson Skeds May 25 Bow in Wis.**

WILLERNIE, Minn., March 5.—Dobson's United Shows will open May 25 at Antigo, Wis., and play a total of 23 fairs and celebrations, W. C. (Bill) Dobson, owner-manager, announced.

The show has added two new fairs to its route this year, Dobson pointed out, having signed those at Hopkins, Minn., and Bloomer, Wis. In addition they have closed for the Mondovi, Wis., centennial celebration. The route is completed with the exception of three June dates.

Staff, in addition to Dobson, will include Dorothy Pickering, secretary; Carl Cooper, assistant manager, and Robert Pickering, sound car and advertising. Mr. and Mrs. Pickering are wintering in the East where he is teaching school. Mr. and Mrs. Cooper are wintering in quarters here.

Line-up will again include the Green ponies and the Wolf Octopus and Skyfighter. Mr. and Mrs. Cunningham will have photos; Mr. and Mrs. Charles Eves, two concessions; Staunkos and Vern Eves will have their line-up of concessions; Eddie Coy, Side Show; Mr. and Mrs. Curley Rose and Mrs. Jolley will have the stick dog and jewelry.

Thus far the weather has been too cold to permit work on rides and equipment. Plans are, however, to get with it soon and new colors are planned for the rides and rolling stock.

**McComb Builds For Page Org**

MCComb, Miss., Feb. 5.—Page Bros.' Shows started out slow here Saturday (26) but business during the week picked up as larger crowds turned out. Show moved here from the Mobile, Ala., mardi gras and operated with 9 rides, 35 concessions and 4 back-end shows.

Charlie Griggs, veteran concessionaire, heads up the front end which includes a number of concessions formerly with the defunct Cavalcade of Amusements. Show moves from here to Brookhaven, Miss., and plans to be out until the end of November, according to W. E. Page, manager.

**Grain Belt Preps Line-Up For March Bow**

FULLERTON, Neb., March 5.—The ride, show and concessions line-up of Grain Belt Shows is nearing completion here and preparations are under way for a mid-March opening, Charles Rudisill, manager, announced.

Marvin Bloyd is readying his Tilt-a-Whirl and Everett Adams plans to work over the Merry-Go-Round. Fred Ratcliff is busy on the Octopus with the Ferris Wheel and Kiddie Autos also set for refurbishing. Ticket boxes will be given a day-glow treatment and fluorescent lighting will be added to most of the rides. Light towers are being built and will join the show later in the season.

Clarence Jensen reports his Train, Kiddie Airplanes and live ponies are ready to go. He recently added several ponies for the busy spots.

**Front End**

Front end line-up will include Christine Bloyd, photos; Marvin Bloyd, hi-striker; Smokey, short range; Bill and Lottie Hoffman, two ball games; Bethel Ratcliff, floss and candy apples; Ray Stoefler, popcorn; Louie Draheim, snow cones; Mr. and Mrs. R. Flanigan, ring-a-coke and glass pitch; Mr. and Mrs. Barney Gage, duck pond, scales and age and add-em-up darts; Daisy and Frank Robinson, balloon darts; Chuck Rudisill, over 12, roll-a-ball and slum spindle, and Child's cork gallery.

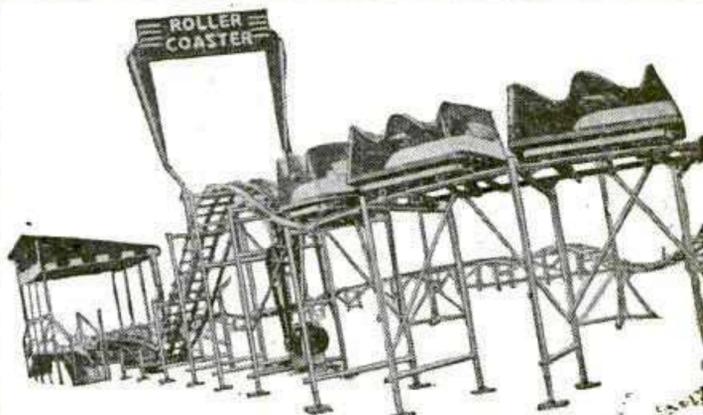
Exploitation this year will include parades, contests, pony giveaways at fairs and kid matinees and bicycle giveaways. Clown band and baton twirling contests are also being planned.

Final touches to the route are expected to result from an upcoming booking tour by Rudisill and Louie Draheim. They will make spots in Western Iowa and Eastern Nebraska.

**ILLINOIS FIREWORKS**

WORLD'S LARGEST MANUFACTURERS AND EXHIBITORS

Known everywhere. Catalogue mailed upon request. Write or call Box 792, Danville, Ill. Ph. 1716



**NEW Allan Herschell Portable Roller Coasters**

With faster, smooth engagement, cars, comfortable for adults, and easier loading, the new Allan Herschell Portable Roller

Coasters are improved versions of the popular model which has brought steady grosses to its owners season after season. One owner reported receipts of \$6500 in 21 days!

Another grossed \$4800 in 11 days. Three other kiddie rides can be placed inside, with entrance under the high arch.

Engineered for safety... ruggedly built for minimum maintenance. Two track sizes: 51' x 102' and 37' x 102'.



FINANCE PLAN AVAILABLE

MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER  
JOLLY CATERPILLAR • SKY FIGHTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT CARS • RECORD PLAYERS • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS  
CANVAS TOPS • SIDE WALLS AND COVERS • PARTS AND ACCESSORIES  
FOR ALLAN HERSCHELL AND SPILLMAN RIDES

**ALLAN HERSCHELL COMPANY, INC.**

"World's largest manufacturer of amusement rides"  
NORTH TONAWANDA, NEW YORK

**TUBS-O-FUN RIDE**

48 PASSENGER, KIDDIE-ADULT

Owners have reported enormous profits with this ride throughout the 1954 season. Will earn \$50.00 to \$60.00 per hour. All ages ride. Heavy duty construction.

Price, Only \$2,750.00

**HAMPTON AMUSEMENT CO.**

Portage DeSioux (Phone Skyline 3833), Missouri.

**\$ HODGES HAND CARS \$**

**PERMANENT AMUSEMENT PARKS & KIDDYLANDS**

**SPRING—INVESTMENTS—DIVIDENDS go together**

Our policy has always been to deliver the Hodges Hand Car Ride without 1 CENT until you have seen what the ride is capable of doing on your own ground. We believe we are the only company that satisfies before you buy and proves you cannot lose. Nation-wide distribution.

We also sell an all-steel Kiddie Wheel that holds adults. Send for list of operators nearest you.

**HODGES AMUSEMENT AND MANUFACTURING CO.**  
\$ 1415 WEST FRUIT ST. INDIANAPOLIS 23, INDIANA \$  
Telephone: MEIrose 1-1527

**KIDDIE FERRIS WHEEL MOUNTED ON TRAILER—ALWAYS READY TO MOVE**

Here's a Fast Money Maker for the Small Operator. No erection . . . no tear down. Just hitch to your car or truck and move to next location. Especially designed for playing Shopping Centers, Parking Lots, Service Stations, Church Festivals, Picnics and Celebrations. Can also be readily unmounted and quickly set up for Department Store and other Indoor locations.

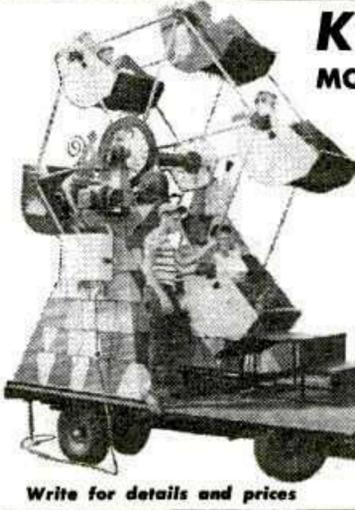
**BUILDERS OF RIDES SINCE 1910**

Write for information on . . .

- The Century Flyer
- The Trackless Train
- Coaster Cars
- Large Coaster
- Comet Jr. Coaster
- Kiddie Ferris Wheel
- Kiddie Buggy Ride
- Pony Trot
- Old Mills & Mill Chutes
- Kiddie Lands
- Laughing Mirrors
- Mirror Maze
- Fun Houses

**NATIONAL AMUSEMENT DEVICE CO.**

Write for details and prices Box 488, VAF Phone Melrose 2646 Dayton 7, Ohio





By Order of the Board of Directors for the Purpose of Closing the Estate of **RICHARD W. HOOD** (DECEASED)

We Will Sell Commencing **TUESDAY, MARCH 29, 1955** AT 10:30 A.M.

The Real and Personal Property of **H. C. EVANS & COMPANY** 1556 CARROLL AVENUE CHICAGO, ILLINOIS

Coin-Operated Phonograph Manufacturing Division  
Park and Carnival Manufacturing Division  
Shooting Gallery Inventory  
Machinery and Equipment  
Raw and Finished Inventories

**COIN-OPERATED PHONOGRAPH DIVISION:** To be Offered as a Parcel (subject to Immediate Acceptance or Rejection) includes: Inventory, Dies, Jigs and Fixtures having a value of \$581,000.00 together with Good Will, Trade Names of "Holiday," "Jewel," "Panoramic," all Patents, Advertising Matter, Catalogues, Labels, Mailing Lists, rights to Incoming Orders and Orders on Hand, if any, together with any other items necessary to the continuation of this valuable business.

**PARK AND CARNIVAL DIVISION:** To be Offered as a Parcel or in Piecemeal, inventory value approximately \$100,000.00, consisting of Park, Carnival, Inventory, finished and unfinished, CLUB AND CASINO INVENTORY, also Trade Names and Good Will of this Division. Items consist of Jumbo Dice Wheels, Walking Charlies, High Strikers, Country Store Wheels, Monkey Speedway, Automatic Three-Pin Game, Keeno Goose, Automatic Roll Down, Umbrella Wheels, Chicago Set Spindle, Camelback Arrows, Big Tom, Candy Race Tracks, Combination Chuck Luck Red and Black, Thunderbolt Racers, Skillo Arrows and other items.

REAL ESTATE:

2 AND 3 STORY BRICK, MILL CONSTRUCTION. SPRINKLERED THROUGHOUT. 92,300 SQ. FT.

WRITE—WIRE—PHONE FOR ILLUSTRATED DESCRIPTIVE CIRCULAR  
**Samuel L. Winternitz & Co.**  
Auctioneers • Liquidators • Appraisers  
FIRST NATIONAL BANK BLDG. STATE 2-5908 CHICAGO 3, ILL.

### CNE Studies Gal Swimmer As Feature

TORONTO, March 5.—The Canadian National Exhibition is studying the possibility of featuring the girl that put the big expo in newspapers all over the world last year, swimmer Marilyn Bell.

The freckle-faced, teen-ager garnered the CNE big attention last year when she challenged Florence Chadwick in a race across Lake Ontario, and beat her.

Also being talked of in negotiations is Ed Sullivan, emcee and co-producer of the TV show "Toast of the Town." According to present plans the show would feature Miss Bell supported by a host of other swimmers.

On the Sullivan deal negotiations are continuing between General Manager Hiram McCallum and grandstand producer Jack Arthur for the CNE and Sullivan's managers. Sullivan reportedly is willing.

The only act signed thus far for this year is the old-time comedy pantomime turn by Willie, West and McGinty.

### Arkansas County Plans 2 Events

DUMAS, Ark., March 5.—Two Desha County fairs are in prospect this year, it was learned.

Thru custom, Dumas and McGehee have been alternating in holding the fair but both towns have made known plans to hold their own events this year.

After the fair in McGehee last September, the Dumas Chamber of Commerce announced it would sponsor the event here in September, 1955. Further planning was done in January when a committee was named for the event.

Last week, the Desha County Fair and Livestock Association of McGehee announced that it would hold a fair in McGehee September 26-October 1.

### Hold Last Rites For Joe Wallace

CHICAGO, March 5.—Funeral services were held here Tuesday (1) for Joseph Faulisi, 53, emcee and entertainer known as Joe Wallace, who died Saturday (26). Faulisi had worked in both indoor and outdoor show business, serving as master of ceremonies at many fair grandstand shows as well as in night clubs.

He was active in the Cerebral Palsy drive, organizing the Parents' Association here some 14 years ago. Survivors include his widow, Holly; two sons, James and Brian; his mother, Mrs. Mary Faulisi, and three brothers and two sisters.

### Jugglers' Assn. Meets June 20-22

LANCASTER, Pa., March 5.—The International Jugglers' Association will hold its annual convention here June 20-22, Harry P. Rose, general chairman, announced. The conclave is scheduled for the Stevens House. Officers of the organization are Stuart Reynolds, president; Carl Thorsen and Bill Gerk, vice-presidents; Ruth Jennings, secretary-treasurer, and Eva Crosby, chaplain. Directors are Harry Otto, Lane Blumenthal and Cal Kenyon.

### Mitchell Back on Road After 14-Month Illness

NORFOLK, Va., March 5.—G. C. Mitchell, sales representative for the American Tent & Awning Corporation, is back in stride after an illness that kept him off the road for 14 months. This was announced this week by William B. Saunders, president of the tent and awning firm. Mitchell was a recent visitor to the Florida State Fair, Tampa, and made State fair meetings in Tennessee, Virginia, Pennsylvania and New York.

### Pensacola Annual Re-Elects Execs; Reports Expansion

PENSACOLA, Fla., March 5.—Officials of Pensacola Interstate Fair Association were re-elected at the Tuesday (15) annual membership dinner meeting, and October 17-23 dates were set for the 1955 annual to be held on the fairgrounds at Goulding.

Re-elected were James M. Fleming, president, for a third term; T. T. Wentworth Jr., vice-president, and J. E. Frenkel, secretary-treasurer-general manager. The following directors were elected: James C. Watson, Fleming, Frenkel, Wentworth, J. M. Boland, W. L. Wheeler, Adrian E. Langford, J. E. Daniels, Philip Sanchez Jr., Marcus Urso and Julius Wernicke.

Frenkel reported net profit of \$5,594 from the 1954 fair. Receipts totaled \$39,193, while expenditures amounted to \$33,599. The secretary reported that as a result of the association's good financial condition considerable improvements are being made on the fairgrounds. An addition is being constructed to one entrance building, two wooden buildings which housed agricultural and women's exhibits are being replaced with concrete block buildings, a new structure is going up for State and city exhibits, and a permanent building is being constructed for rabbit and poultry exhibits. Size of the building housing Negro exhibits is being doubled, and additions are being made to the livestock building.

New at the fair this year will be a 4-H Club livestock show, hobby show, art show and soybean display, presided over by a soybean queen.

### Profit Down At N. H. Races

ROCHESTER, N. H., March 5.—New Hampshire Fair's share of revenue from horse race tracks will probably be cut this year as the result of a wagering slump in '54, it was announced here this week.

The State Racing Commission said that business at Rockingham Park was off 15 per cent while a 7 per cent decrease was registered at the Rochester Fair meet here. The Rockingham plant turned over \$2,146,040 to the State last year, compared with \$2,528,401 in '53. The Rochester oval turned over \$10,448 to the State last year and \$11,125 the previous year.

### 'Vanities' Set For 5 Months Thru Europe

NEW YORK, March 5.—Harold Steinman's Skating Vanities was sailing from here Thursday (24) for a five-month tour of Europe. The tour will begin with a 26-day stand at the Palais de Sport in Antwerp. Other dates have been scheduled in Switzerland, France and Italy.

The production is Steinman's Hippodrome show with its title changed back to Skating Vanities. The Vanities is well-known at several European centers which it has played several times in the past. Steinman said the production was complete and would include Dancing Waters, fountain spec.

Chester Arnold King is the son born February 25 to Floyd and Vicki King at Macon, Ga.

### SHOW PRINTING

NEW PICTORIAL DESIGNS For All Occasions

New Size 9x22 Card Pictorial	5.50 Per 100	In Lots of 300 F.O.B. Phila.
500—\$25.00	1000—\$45.00	

OTHER SIZES—LOW PRICES

Eze-Stik-On 3x3 Brilliant-Tint BUMPERETTES

250—\$12.50	500—\$20.00
1000—\$35.00	5000—\$150.00

Special Designs at Low Prices. SEND FOR CATALOGUE.

### Metropolitan PRINTING COMPANY

1609 N. 5th ST. PHILA 22, PENNA  
union printers: POPLARS 0526

### HAND-CAR RIDES

REAL MONEY MAKERS

### HAMPTON AMUSEMENT CO.

PORTAGE DE SIOUX, MO.

**2 proven money makers**

**DODGEM** →  
For 35 years a proven leader. Thrill-packed, safe, the favorite for boys and girls of ALL ages! New fingertip steering. Most profitable ride in the amusement industry.

**BULLPEN** →  
Baseball throwing game by DODGEM. Sure-fire money maker. A game of skill acceptable in all states. Automatic, coin operated, one attendant may handle multiple units.

Write to **DODGEM CORPORATION** Lawrence, Massachusetts

Patents Applied For

### KIDDIE TURNPIKE RIDE

Amazing new Kiddie Ride that outgrows any other Kiddie Rides four to one—Space Cars and Miniature Cadillacs on electrified tracks: A new conception in rides—ask the man who owns one. Park and portable models available.

**B. A. SCHIFF AND ASSOCIATES**  
901 S. W. 69th Ave. Miami 44, Fla.

### INTERESTED IN A COASTER?

An all-purpose, variable speed, intermediate size coaster. Caters to all types and classes of riders. Top capacity. NEW DESIGN FIRE TRUCK AVAILABLE.

**OVERLAND AMUSEMENTS**  
Factory: U.S. Rt. 1 Saugus, Mass.

ADVERTISING IN THE BILLBOARD SINCE 1904

### ROLL OF FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M \$12.60 - ADDITIONAL 10M'S SAME ORDER, \$2.60

STOCK ROLL TICKETS \$1.50 EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Ten and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

### SENSATIONAL NEW ADULT RIDE

### ROCKET TRAIN

New Flat Ride for adults and teen-agers. Requires space 57x57' and will easily load on one semi-trailer. This is a high speed Major Ride with exciting dips and thrilling turns. Price complete with ticket box, \$6,950.00. Term payments available. Write today for full information and photos.

**KING AMUSEMENT CO.** Mt. Clemens, Mich.

### The TLT-A-WH(RL) Ride

"Best Buy in Rides Today"

- \* Very Popular and Profitable
- \* Good Looking
- \* Well Built
- \* Economical and what a Repeater!!
- \* Good Quality
- \* Repeater!!

**SELLNER MFG. CO.**  
Faribault, Minnesota

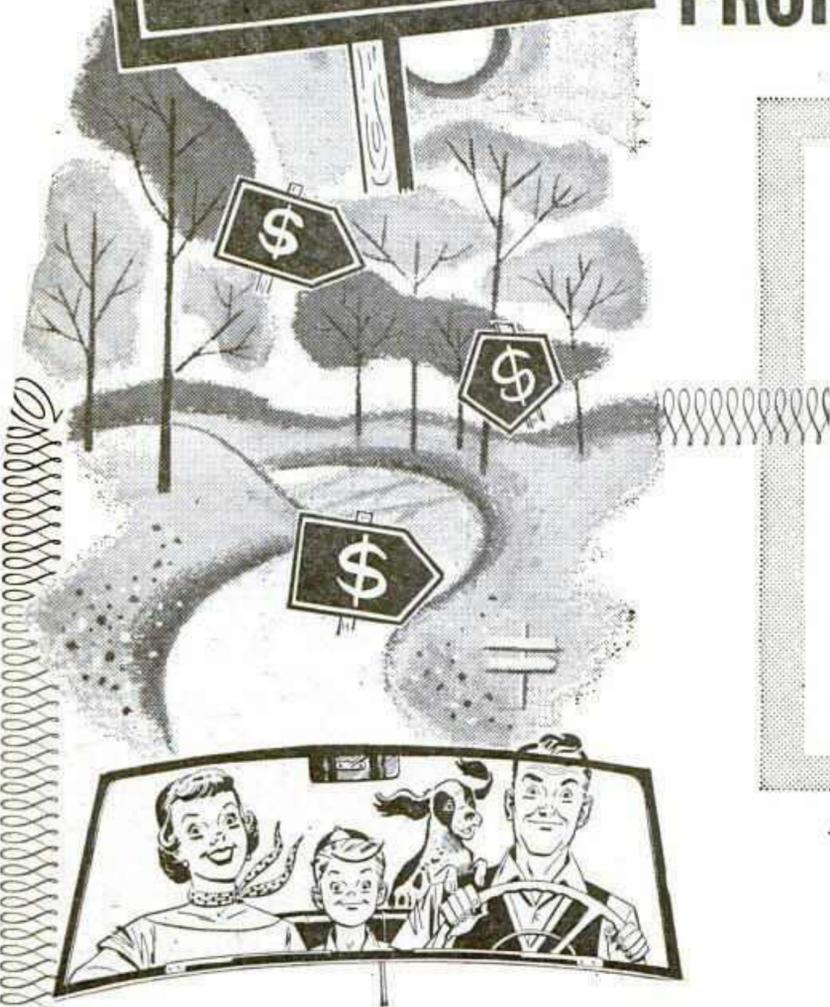
### LOOK! PARKER DOES IT AGAIN

We are moving to NEW and LARGER Quarters. Increased Production, No Disappointments, Spring Delivery on All Rides. Full Line of New Rides priced from \$900.00. THE FAMOUS TEEN-AGER CARRY-US-ALL for as little as \$5,500.00. Time sales arranged. For particulars address

**PARKER AMUSEMENT CO.** MONTICELLO, IOWA

take the road  
that leads to  
your 1955  
**POT O' GOLD**

# YOUR SHORTEST ROUTE TO THE BIG EXTRA OPPORTUNITIES AND PROFITS IS . . .



**Outdoor Show Business Men Will Buy Huge Stocks of Equipment and Supplies, Direct From Spring Special Listings. . . .**

- |                                  |                             |                                 |
|----------------------------------|-----------------------------|---------------------------------|
| Trucks (heavy and light)         | Folding Chairs              | Coffee-Making Units             |
| Trailers                         | Projectors, Films           | Brand-Name Meats & Foods        |
| Tractors                         | Turnstiles                  | Relishes, Mustard, Ketchup      |
| Tires                            | Cash Registers              | Paper Plates & Napkins          |
| Gasoline & Motor Oil             | Poster Printing             | Concession Trailers             |
| Wagons                           | Tickets                     | Concession Tents                |
| Amusement Rides                  | Uniforms                    | Hot Dog Steamers & Warmers      |
| Wire Rope and Cable              | Scenery                     | Beverage Dispensers             |
| Playground Equipment             | Tools                       | Bottled Beverages               |
| Pool Supplies & Equipment        | Lubricants                  | Fruit Juices, Syrups, Flavors   |
| Paint                            | Lumber                      | Popcorn Machines & Supplies     |
| Lighting Plants                  | Typewriters                 | Peanut Roasters                 |
| Power Units                      | Clothes Lockers             | Nuts (Roasted, Salted)          |
| Motors (Gas, Diesel, Electric)   | Fireworks                   | Ice Cream Equipment             |
| Electric Wire                    | Display Equipment           | Candy Floss Machines & Supplies |
| Sound Equipment                  | Costumes                    | Root Beer Barrels               |
| Miniature Golf Equip. & Supplies | Insurance                   | Seasonings                      |
| Tents and Canvas                 | Water Fountains             | Doughnut Machines               |
| Flame-Proofing Products          | Singers                     | Wheels                          |
| Fire Extinguishers               | Dancers                     | Ball Games                      |
| Water-Proofing Products          | Comedians                   | Bingo Equipment                 |
| Banners                          | M. C.'s                     | Shooting Gallery Equipment      |
| Flags, Bunting, Decorations      | Skaters (Roller & Ice)      | Photo Galleries & Supplies      |
| Flood & Spot Lights              | Packaged Acts & Attractions | Arcade Machines                 |
| Giant Balloons                   | High Acts                   |                                 |
| Insecticides                     | Cook House Equipment        |                                 |
| Temporary Seats                  | Stoves & Grills             |                                 |
|                                  | Refrigerative Equipment     |                                 |
|                                  | Kettles & Cooking           |                                 |
|                                  | Utensils                    |                                 |

. . . the direct link between you and all the businessmen who make their living filling the recreation needs of amusement-conscious America!

**IN 1955 . . .** American families will GO MORE and SPEND MORE for Outdoor Amusements than ever before!

MORE PEOPLE have MORE LEISURE TIME and MORE MONEY to spend. There will be MORE DEMAND for MORE MERCHANDISE ITEMS and MORE PRODUCTS of every description. YOU can CASH IN on this BIG DEMAND for your products. . . .

HERE'S WHY:

**Your Spring Special Advertising Sells Longer and Stronger because . . .**

- It is the traditional Buyers Guide of all Outdoor Show Business. A highly sought-after issue that outsells and outlasts all other issues of Billboard.
- Powerful Editorial Coverage that highlights new equipment, new items—promotion ideas—profitable concession plans—plus the FIRST 1955 FAIR DATE LIST.
- Intensive pre-issue promotion including a direct mail campaign to 100,000 prospective buyers and a powerful 3-week house ad campaign.

NO INCREASE IN RATES—Regular low issue rates apply despite these advertising extras.

## ADVERTISING DEADLINE MARCH 31

CINCINNATI 22, OHIO  
2160 Patterson Street  
DUbar 6450

CHICAGO 1, ILLINOIS  
188 West Randolph St.  
CEntal 6-8761

NEW YORK 36, N. Y.  
1564 Broadway  
PLaza 7-2800

ST. LOUIS 1, MO.  
390 Arcade Bldg.  
CHestnut 1-0443

HOLLYWOOD 28, CALIF.  
6000 Sunset Blvd.  
HOLlywood 9-5831



# KIDDIE RIDE OPERATORS

will say, "Why didn't somebody think of that before?" when they hear about the new sensational money-maker for all spots where kiddie rides are operated. Write today for advance information. You'll be surprised!



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

## 7,000,000 PEOPLE PLAYED

# SKEE-BALL

REG. U. S. PAT. OFF.

LAST YEAR IN PARKS-RESORTS-ARCADES

SOON THOUSANDS OF PEOPLE ALL OVER AMERICA WILL DIG IN THEIR POCKETS FOR NICKELS TO PLAY SKEE-BALL FOR FUN & FROLIC.

BE SURE YOUR PATRONS WILL BE DIGGING FOR YOU TOO. INSTALL SKEE-BALL THIS YEAR FOR SURE.



14 FT. LONG, 30 IN. WIDE

**PHILADELPHIA TOBOGGAN CO.**  
130 E. DUVAL ST., PHILA. 44, PA.



**"CHAMPION" DEMOUNTABLE TUBULAR STEEL TENT FRAMES**

Sizes and Styles for Every Outdoor Purpose—Shows, Carnivals, Fairs, Concessions, Refreshment Booths, Etc.

No lumber, no construction costs. Strong, rigid framework of rust-proof steel tubing. Hinged construction makes it easy to erect while standing on the ground—no step-ladder needed. Write today.

**TURNER EQUIPMENT COMPANY**  
432 St. Aubin Ave. Detroit 7, Mich.

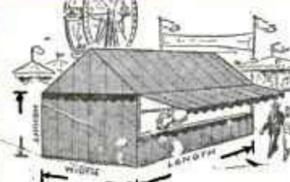


# TENTS

CONCESSION TENTS AND STEEL FRAMES

Tents and canvas for all purposes. Expert fabrication of large tents. Write today for our 16-page 4-color Tent Catalog.

**Hoosier Tarpaulin & Canvas Goods Co., Inc.**  
P. O. Box 574  
1302-10 W. Washington St. Indianapolis, Ind.



# POWERS TENTS

Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.

Largest manufacturer of show tents in the East. Write for prices

**Powers & Co.** 5929 Woodland Ave. Philadelphia, Pa.

FILL IN ARROWS SEND FOR QUOTATIONS

**TENTS TENTS TENTS**

Concessions • Cookhouse • Merry-Go-Round • Caterpillar Tops and Big Tops  
Flashy Trimmings • Any Color • All Sizes • Flameproof or Regular  
Tarpaulins, Truck Covers, Drop Cloths • All Sizes • Immediate Delivery.  
Write • Phone

**ACE CANVAS PRODUCTS COMPANY**  
103 GREENE STREET DELAWARE 2-6893 JERSEY CITY 2, N. J.  
JIMMY GUASTAMACCHIO

## Regina Staff Moves Into New HQ Bldg.

REGINA, Sask., March 5.—Offices of the Regina Exhibition Association have moved from the Victoria Park building in downtown Regina to a new \$62,000 administration building at the fairgrounds, construction of which was started last August. Year-round business of the exhibition and six livestock associations will be carried on in the new quarters. The mail address is Box 547.

Built of steel, concrete and Saskatchewan brick, the one story building is on the former site of the Red Cross Hospital, opposite the east end of the grandstand.

Most of the floor space on the upper level is devoted to the general office. To the front is a 16-by-24-foot office for T. H. McLeod, manager, and to the rear is a smaller one for Charles Leech, assistant manager. Also at the rear is a mailing room with storage space and mimeograph equipment.

### Manager's Office

McLeod's office is finished in Philippine mahogany paneling with bookcases to match. Huge windows here and in the general office overlook the fairgrounds' beauty spot, Confederation Park.

Prominent in the lower part of the building is the board room, approximately 16 by 36 feet.

Board room, with openings along one wall, has been designed so wickets can be installed for the auditor's office during fair week. Space has also been arranged nearby for the cashier's office.

A good-sized room to the rear has been furnished with a Chesterfield, easy chairs and lamps to serve as a staff lunchroom. Between the lunchroom and the board room is a compact kitchen with twin sinks, electric stove, refrigerator and considerable cupboard space.

## Placerville, Calif., Hikes Premium Lure to \$30,974

PLACERVILLE, Calif., March 5.—Guy W. Davenport, manager, announced that the annual El Dorado County Fair here August 19-21 would offer premium money totaling \$30,974. The list was approved this week by the board of supervisors.

This year's prize money is \$4,257 over that offered in 1954. The biggest increase is \$1,200 in premiums for a Future Farmers of America department.

Davenport declared that livestock and horse show entries for the exposition would be restricted to residents of Placer, Amador, and El Dorado counties.

Of the \$30,974 to be offered in awards, \$25,802 is from State funds and \$5,172.50 supplied by the county. The county money covers prizes in special events not eligible for State funds.

## Motorama Thrills Joins Growing Auto Stunt Ranks

GREENSBORO, N. C., March 5.—Organization of a new automobile thrill show, to be titled Motorama of Thrills, Automobile Daredevils, Inc., was announced here this week by James H. Ayres, who is general manager. Hans Johanna is business manager of the new unit.

The show, which is based at Houston, is scheduled to carry 10 automobiles, trucks, a clown car, two motorcycles and a Ford Thunderbird, according to Ayres. Troupe will be split into five teams for competitive purposes, each team driving a different make of car. Tie-ups with national advertisers are being studied. Plans are to tour Virginia, Georgia, Alabama, Mississippi, Louisiana and the Carolinas.

## R-B Splash Ads

Continued from page 50

It has been tremendous in recent years. They also note that it was achieved with highly effective publicity-promotion programs that limited big newspaper display ads to one full column in length and width and which, in turn, were used only in newspapers having Sunday editions.

There is hope, of course, that the \$2,000,000-plus gross earned by the Big Show in the Garden may be increased. If so it means peddling the empty seats that mark many of the early performances. The saturation point in attendance usually marks the end of the run.

There are some who wonder if the Big Show hasn't also reached close to the saturation point in the number of persons who are able to pay the hefty prices (\$6.50) asked for the Garden run. Also there is a half-price schedule for kids, except on weekends, the bite is still a big one since adults accompany the youngsters and the average party probably numbering three or four.

The ads featured the show title in typical circus-type lettering plus the clown make-up of Lou Jacobs. The specs were highlighted and numerous acts listed, with the Nocks, unique thrill import of a year ago, featured. An introductory, signed by John Ringling North, heralds this year's production as the best ever.

## CNE Lures Kids

Continued from page 50

ager who last year out-swam Florence Chadwick for newspaper headlines, was offered a part in the show but she isn't definite. Figure of \$5,000 for the two weeks was mentioned. Other names under consideration by Arthur include the Ritz Brothers and Donald O'Connor.

Long known as the handsomest of diplomats, Sir Anthony Eden, British Foreign Secretary, will open the '55 Canadian National Exhibition August 26. It is possible that Sir Anthony will also take the salute on Warrior's Day.

Approval of the CNE's new \$3,000,000 women's building was given this week by the Toronto City Council. The structure will house all women's activities and will be built in the same modern motif as the food products hall.

It is the second building to be constructed since World War II and fills a great need for additional accommodation.

Next on the building list will be a renovated Coliseum for the livestock exhibits.

## Plans Finalized

Continued from page 50

unit, Tournament of Thrills, will open in the United States early in July, and upon its return from Europe, the overseas unit will be renamed Trans-World Auto Daredevils. The latter show will play Chicago on July 29 and in Milwaukee July 30.

Equipment taken to Europe will include 10 current model Fords, one Model T Ford clown car, and two earlier vintage Fords. Ramps will be built in England and again in France, and trucks will be rented in all countries for transportation of equipment.

## Ed Womble Directs W. Coast Diesel Sales

LOS ANGELES, March 5.—Ed Womble, formerly manager of the Lewis-Diesel Engine Company in Memphis, is now a Southern California resident and sales manager for Anderson-O'Brien Company, distributors in this area for General Motor Diesel engines, manufacturers of light plants, generator sets, and other items used by outdoor showmen.

Womble entered the outdoor show business supply business in 1939 when he joined Lewis-Diesel. He assisted Art Concello in the construction of the grandstand seating wagons on the Ringling Bros., Barnum & Bailey Circus, directed the building of the wagon equipment for Sparks Circus now on the Clyde Beatty Circus, and supplied the light plants for the Siebrand Shows.

## Des Moines Fair Adds One Day To Rodeo Run

DES MOINES, March 5.—The Iowa State Fair will drop one thrill show performance this year and add an extra performance of its rodeo, it was announced here this week at the annual meeting of the board of directors. The meeting was held Tuesday (1) in the Hotel Fort Des Moines.

Attraction line-up will again include the Amusement Company of America shows on the midway. Attractions will be the Barnes-Carruthers night grandstand show, Leo Cremer Rodeo, auto races by Al Sweeney's National Speedways, and Tournament of Thrills auto stunt show. Thearle-Duffield Fireworks, Inc., will again provide the pyro displays.

The opening Saturday, usually devoted to late model stock car races, will be slightly changed with the State Jalopy race scheduled. Sweeney will handle this event as well as all other race dates during the fair. He will also be on the fairgrounds for two still dates, June 5 and July 10.

Attraction representatives at the meeting included M. H. (Mike) Barnes, Barnes-Carruthers Theatrical Enterprises, Inc.; Al Sweeney, National Speedways, Inc.; Leo Overland, Tournament of Thrills, and Frank Duffield, Thearle-Duffield Fireworks, Inc.

The Mexican Charros group which was on Ringling-Barnum last season took part in the Charro Days celebration in Brownsville, Tex.

## TENTS

ALL SIZES—ALL TYPES  
Well Made for Over 75 Years

Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

IMMEDIATE DELIVERY

SID I. JESSOP  
Winter Address:  
4931 Bayshore Rd.  
Sarasota, Fla.  
Tel. Ringling 5-4063

GEO. W. JOHNSON  
Chicago Office:  
Tel. Brunswick 8-4341

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

AMERICA'S FINEST SHOW CANVAS

SHOW TENTS  
CONCESSION TENTS  
RIDE COVERS  
BANNERS

Bernie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**  
4862 N. CLARK ST. CHICAGO 40

## SHOW TENTS CENTRAL

Canvas Company

516-518 EAST 18th ST.  
Kansas City 6, Missouri  
Phone: Harrison 3026  
HARRY SOMMERVILLE

## SCOOTER CARS FOR SALE

20 Lusse Scooter Cars, latest model; 10 1952 model Dodgem Cars, all in like new condition. Price \$550 each. Will deliver.

**KING AMUSEMENT CO.**  
82 Orchard St. Mt. Clemens, Mich.

# SNOW BALL

Ice Shaver

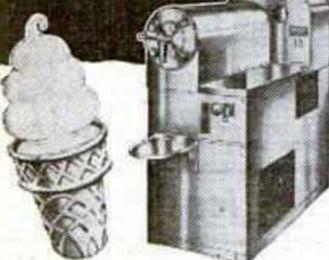


A Style and Size for Every Need  
Write for full particulars

**CLAWSON MACHINE CO., INC.**  
P. O. Box 5 Flagtown, N. J.

# BIG PROFITS

with SOFT ICE CREAM



**Sani-Serv** DIRECT DRAW DAIRY FREEZER

WRITE FOR FREE INFORMATION  
**GENERAL EQUIPMENT SALES, INC.**  
1348 STADIUM DRIVE-INDIANAPOLIS, IND.

# MAKE \$100.00 A DAY

On Candy Floss



Our PERFECTION is just that—Precision built spinnerhead, volt meter, rheostat. No vibration. FREE parts. Write today for free literature.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
726 Benton Ave. Nashville 4, Tenn.

**PERFORMERS AND SHOW EQUIPMENT**  
COTTON CANDY MACHINES  
BUBBLE MACHINES & FLUID

WRITE FOR Literature

**CIRCUS** SUPPLY AND HARDWARE CO., INC.  
BOX 691, SARASOTA, FLA. Phone: 4-7381  
3-7802

# Bowl-O

A FAST GAME FOR PARKS-RESORTS  
Few Reconditioned Alleys at Savings



14 Ft. Long  
27 In. Wide  
**PHILADELPHIA TOBOGGAN CO.**  
130 E. Duval St. Philadelphia, Pa.

# FACTORY CLOSEOUT

Limited quantity of PEEK SHOW Counter Machines. Shows 15 views for either 5 or 10¢. Made to sell at \$275.00. Our price \$45.00 each while they last.  
**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

# FLAVOR YOUR COTTON CANDY

Butterscotch, Strawberry, etc. Write  
**MODERN FLAVORS**  
222 E. Ohio St. Indianapolis 4, Ind.

**GIVE TO DAMON RUNYON CANCER FUND**

## NEW DEVELOPMENT

# Conveyer Broiler Cooks 120 Burgers an Hour

MINNEAPOLIS, March 5.—A conveyor-type broiler is being marketed here that broils both sides of a hamburger (or cube steak) at once and has a reported output of 120 per hour. Two patties or steaks at a time are placed on the pull-out loader and a moving conveyer picks them off for a trip between infra-red coils. A full minute time lapse allows the operator to refill the loading rack before the next conveyer cradle comes up.

According to the manufacturer, the infra-red broiling method preserves the flavor of the meat by searing in juices. The unit requires no venting because of the smokeless heating method. The unit is equipped with a large viewing window. The entire back of the stainless steel cabinet can be opened for access to cradles, drip pan and interior for cleaning. The model is 17 by 17 by 25 inches high. A 7-inch high bun warmer can be installed on top.—Medalie Manufacturing Company, 213 First Avenue North, Minneapolis.

### Pizza Oven Is Productive . . .

NEW YORK—A small pizza oven has been introduced here that can be kept fully loaded at all times and is said to bake up to 40 pizzas per hour. The model has two decks, is electrically operated, and is available for 110 AC or 220 DC current. The unit operates by circulating heat and is said to provide almost instantaneous heat recovery. Features include temperature control to 700 degree Fahrenheit; transite hearths, heavy insulation, aluminum reflector and baking by direct infra-red radiant heat to assure maximum use of all heat within the baking area. The oven also has two mechanical timers—one for each deck, a red beam pilot light and heavy gauge stainless steel balanced door. Exterior is of glossy gray baked enamel. Unit can be bought with special trays to stack two or more ovens for economy of space. Oven stands are also available.—Harvic Supply Corporation, 154 Nassau Street, New York 7.

### Five-Way Dispenser . . .

NEW YORK—A new five-way beverage dispenser has been introduced here that is 16 3/4 inches by 16 1/2 inches by 41 inches high. According to the manufacturer, it serves club soda at a cent a gallon

# POSTERS

THAT COMPEL ATTENTION

## CIRCUS - CARNIVAL

PARK - FAIR - THRILL SHOW - RODEO - RACES  
34 SHEETS - PRINTED OR SILK SCREENED  
WRITE FOR DATE BOOK AND PRICE LIST

# CENTRAL

SHOW PRINTING CO. - MASON CITY, IOWA

## TOP PROFITS ARE YOURS

WITH A BARTHOLOMEW MACHINE It does the job right. All sizes and styles. Mfrs. Peanut and Popcorn Machines since 1882.  
**O. Y. BARTHOLOMEW**  
Box 387, Cornut St. Vineland, N. J.

**POPCORN—SNO-KONES—COTTON CANDY—CANDY APPLES**  
and other Equipment and Supplies. Send for free catalog.  
**VICTOR POPCORN SUPPLY CO.**  
211 W. 7th St. Richmond, Va.  
Phone 83-4806

## CONCESSION SUPPLY CATALOGUE

Our 1955 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.  
**POPCORN | COTTON CANDY | COOK HOUSES**  
**SNO-KONES | CANDY APPLES | GRABS**  
If you operate any of these stands, be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money-saving prices and the fastest service in the business.

**GOLD MEDAL PRODUCTS CO.**  
318 E. THIRD ST. CINCINNATI 2, OHIO

and any of four other 6-ounce flavored drinks at 1 1/4 cents for each portion. Called the Club-Bar, it operates at a flick of the wrist and dispenses 240 6-ounce glasses per hour from two three-way stainless steel beverage faucets. Unit also has self-rinsing faucets, positive shut-off, custom size sirup tanks, removable panels and top, and new water purifier.—Club-Bar, Inc., 141 East 44th Street, New York 17.

### Carrier Keeps Coffee Hot . . .

NEW YORK—A coffee carrier with double walled insulation that is said to keep coffee hot for hours is being manufactured here. It is available with stainless steel or industrial gray exterior finishes. All interiors are of stainless steel. Features include stainless cover clamps, fast-flow faucet, stainless faucet guard and carrying handles that are reported to be easy to grip. The container is easy to clean thru an 11-inch opening. Capacity is 3, 5, 8 or 10 gallons.—Cecilware-Commodore Products Corporation, 206 Canal Street, New York 13.

### Broiler Has Capacity . . .

LOS ANGELES—Saxon Enterprises is currently marketing a hamburger broiler that operates automatically with a conveyer chain. According to the manufacturer, the burgers are rotated upward into a broiling oven between electric elements located on the top back side of the inner oven, and into a storage steamer drawer where the cooked foods are kept serving hot and greaseless. Unit is in a stainless steel case. Top of the case is a bun warmer. According to Saxon, the unit can serve at capacity over 100 hamburger or steak sandwiches an hour, or over 300 hot dog sandwiches per hour. It measures 24 inches high, 18 wide and 19 deep.—Saxon Enterprises, Inc., 5873 Franklin Avenue, Los Angeles 28.

### Broiler Flavors Meat . . .

NASHVILLE—Meats are roasted with a hickory flavor in a new unit introduced here recently. Meat is placed on spits, sauce poured on, a hickory smoke cartridge inserted and the timer set for cooking. Basting is automatic. Unit is behind glass and the hickory odor is allowed to escape for more appeal. Oven is 24 inches deep, 30 inches wide and 57 inches high. Capacity is 300 pounds per day, according to the maker.—Hunt Heater Corporation, 220 Twelfth Avenue, N., Nashville.

### Speeds Up Cream Service . . .

CHICAGO—A coffee creamer that automatically mixes cream with the coffee, is being manufactured here. The creamer is attached to the urn and operates with the coffee faucet. When the tap is turned to the right to draw coffee, the cream mixes with it; when the tap is reversed, black coffee is drawn. A mixing faucet is installed in the urn spigot for portion-controlled mixing of cream with coffee. Two or three quarts of cream are contained in an insulated stainless steel tank easy to mount on the side of the urn. The cream enters the coffee faucet thru a transparent tube. Single or double service stop-cock is offered, with the double service making it possible to connect cream to two faucets from a single tank.—Atlantic Brass Works, Inc., 2604 West Addison Street, Chicago 18.

"More and more outdoor operators are switching to—  
**popsit plus!**  
with butterlike flavor!"

says Larry Goldmeier . . . president, Poppers Supply Company, Philadelphia, Pa. . . one of the largest firms in the field, covering the entire Eastern Seaboard.

Mr. Goldmeier says, "POPSIT PLUS gives popcorn a flavor and color that makes it easier to sell. Concessionaires, carnival men and drive-in theatre operators tell us POPSIT PLUS leaves fewer duds in the bottom of their poppers. And because it's liquid, it's easy to pour, measure and store."

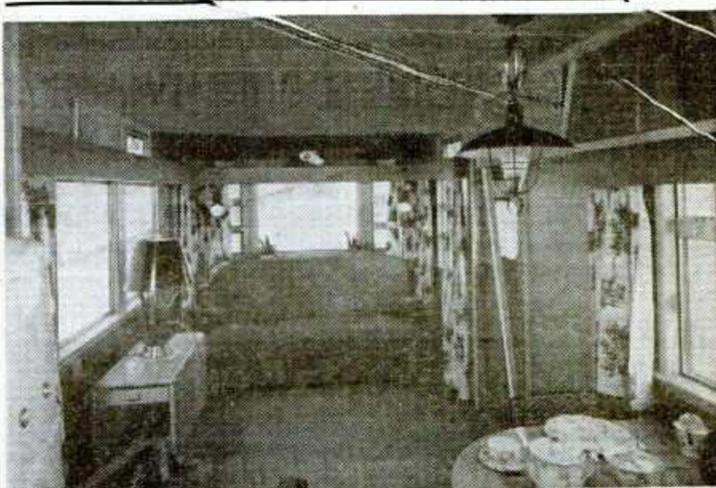
Outdoor concessionaires like POPSIT PLUS, too, because it's an all-purpose oil, wonderful for frying hamburgers, french fries, seafood and chicken. No wonder sales of POPSIT PLUS keep climbing!

Try POPSIT PLUS yourself for just one week. You'll make it your regular and only popping and frying oil.

**popsit plus!**  
IT'S DIGESTIBLE!  
Made Only of Pure Peanut Oil

LIQUID POPCORN SEASONING

made by **C. F. Simonin's Sons, Inc.,** Phila. 34, Pa.



LIVING ROOM OF MODEL 37-S

Hitting the circuit again? Don't worry about living quarters on the road . . . take your Travelo home right with you. The word for a Travelo is big. Big living room with studio couch, big bedroom (single or double), big kitchen with four-burner range, twin sinks, 9 1/2 cu. ft. refrigerator. With a Travelo it doesn't matter if you're playing one-nighters or a year's run; you're always at home. And in real comfort.

131  
**TRAVELO RAYMOND PRODUCTS CO., INC.,** SAGINAW 1, MICHIGAN  
TWENTY-FIVE YEARS OF CONTINUOUS MOBILE HOME CONSTRUCTION

**Equipment and Supplies**  
**POPCORN • FLOSS • CANDY APPLES**  
**SNOWBALLS • DRINKS**  
Plus . . . A Complete Line of Money Makers!  
Get everything from one source!

**STAR CRETOR ECHOLS DUNBAR GOLD MEDAL PRODUCTS** and many others

**POPPERS SUPPLY CO. INC. OF PHILADELPHIA**  
1211 North 2nd St., Phila. 22, Pa. • GARfield 6-1616  
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

**BIG MONEY . . . SMALL COST**  
Round, six-sided and scalloped molds of cast aluminum, 4" commercial size. Here's a deal you can add to your present operation with very low investment. They'll pay for themselves in the first hour of operation. Each mold complete with wooden handles and formulae. Also complete line of Floss Machines, Popcorn Equipment and Supplies and Kiddie Rides. If you haven't received a 50th anniversary catalog—Write for it.

**3916 SECOR RD. CONCESSION SUPPLY CO. TOLEDO 13, OHIO**

FRIENDLY SERVICE • MODERATE RATES

# Albert Pick Hotels

IN 20 MAJOR CITIES!

★ Downtown Locations  
★ Convenient Parking  
★ Beautiful Guest Rooms  
★ Radio and Television  
★ Delicious Food  
★ No Charge for Children  
★ Ideal Convention Facilities

FREE TELETYPE RESERVATIONS

When your itinerary includes several cities where Pick Hotels are located, advance reservations for all may be made by contacting:

**RICHARD HOLTZMAN**  
Director of Sales

CITY	HOTEL	Rooms with Bath
Baton Rouge, La.	Heidelberg	55.00
Birmingham Ala.	Bankhead	3.50
Canton, O.	Briden	4.00
Chicago, Ill.	Congress	5.00
Cincinnati, O.	Fountain Square	3.75
Cleveland, O.	Carver	4.75
Columbus, O.	Fort Hayes	5.50
Dayton, O.	Miami	4.75
Detroit, Mich.	Fort Shelby	4.00
Evansville, Ind.	Georgia	3.50
Flint, Mich.	Durant	4.50
Indianapolis, Ind.	Antlers	4.00
Pittsburgh, Pa.	Roosevelt	5.00
St. Louis, Mo.	Mark Twain	4.00
Scranton, Pa.	Jermyn	4.50
South Bend, Ind.	Oliver	5.00
Toledo, O.	Fort Meigs	3.50
Topeka, Kan.	Kinson	4.50
Washington, D. C.	Lee House	5.00
Youngstown, O.	Pack-Ohio	4.50

PICK HOTELS CORPORATION • 20 N. WACKER DRIVE • CHICAGO 6, ILL.

## COMING EVENTS

**Alabama**  
Montgomery—Mid-Alabama Home Show, March 23-27. Irving Wayne, Jefferson Davis Hotel.

**Arizona**  
Phoenix—Jaycee Rodeo, March 17-20.

**Arkansas**  
Hope—Southwest Ark. Dist. Livestock Show, April 4-9.

**California**  
Los Angeles—General Motors Motorama, March 5-13.  
Los Angeles—Sportsmen's Vacation, Boat & Trailer Show, April 14-24. Mel R. Morrison.  
Oakdale—Clover Roundup, April 10.  
Oakland—Home Show, March 12-20.  
San Diego—Rose Show, March 26-April 3.  
San Diego—Spring Fair of Modern Home Ideas, April 22-27.

**Colorado**  
Denver—Home Show, May 8-15.

**District of Columbia**  
Washington—National Capitol Flower & Garden Show, March 10-16. Al Harloff.

**Florida**  
Danla—Tomato Festival, March 9-12.  
Daytona Beach—Volusia County Home Show, March 12-16. Irene Kellogg, Pilot Club.  
Miami—Flower Show, March 18-21.  
Miami—Do-It-Yourself Show, April 13-19. Miami Herald.  
Miami—Southeastern Automotive Show, April 22-30.

**Georgia**  
Atlanta—Southeast Sports & Boat Show, March 5-12.  
Swainsboro—Pine Tree Festival, April 5-10.  
Thomasville—Rose Festival, April 29.

**Illinois**  
Chicago—Modern Living Exposition, March 26-April 3, Navy Pier.

**Indiana**  
Evansville—Tri-State Sports Show, March 27-30. Homer Bow.

**Iowa**  
Des Moines—Iowa Sports & Vacation Show, March 31-April 5.  
Waterloo—Northwest Ia. Sports Vacation Show, April 21-24. Bill Christiansen.  
Waterloo—Waterloo Home Show, March 30-April 3.

**Louisiana**  
Baton Rouge—Livestock Show & Rodeo, March 5-12.  
New Orleans—Do-It-Yourself Show, April 9-13.  
New Orleans—Home Show, May 21-29.  
Shreveport—Spring Festival, April 27-May 1. Able C. Goldberg.

**Massachusetts**  
Boston—Motorama, April 23-May 1.

**Michigan**  
Bay City—Better Homes Show, March 18-23. Jack Davis, Box 12.  
Grand Rapids—West Michigan Sports & Boat Show, March 21-26. Jack D. Loeks.  
Lansing—Antique & Hobby Show, March 29-23. L. Verne Slout, Vermontville.  
Vermontville—Maple Strip Festival, April 16. Dr. Clarke Davis.

**Minnesota**  
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16. N. S. Hand.  
Minneapolis—Northwest Builders' Show, March 12-20.

**Mississippi**  
Canton—Madison Co. Livestock Show, April 13-14. N. S. Estess.  
Carrollton—Carroll Co. Livestock Show, March 23. R. A. Cooper.  
Columbia—Marion Co. Livestock Show, March 10-12. D. O. Scott.  
Forest—Southeast Miss. Dist. Livestock Show, March 17-19. G. D. Collier.  
Greenwood—Delta Dist. Livestock Show, March 24-26. E. H. Blackstone.  
Hattiesburg—Forrest Co. Livestock Show, March 11-12. W. W. Kennedy.  
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16. N. S. Hand.  
Mendenhall—Simpson Co. Jr. Livestock Show, March 14-16. J. P. Ponder.  
Port Gibson—Southwest Miss. Dist. Livestock Show, March 21-23. E. C. Newman.  
Sardis—Northwest Miss. Dist. Livestock Show, March 26-30. R. P. Lewis.  
Tupelo—Lee Co. Livestock Show, March 25-26. W. J. Parnell.  
West Point—Northeast Miss. Dist. Livestock Show, March 31-April 2. E. E. Wooten.

**Missouri**  
Joplin—Realtors' Home Show, April 11-15.  
Kansas City—Auto Show, March 1-5.  
Kansas City—Home Show, March 27-31.  
New Madrid—4-H Club Market Barrow Show, April 3. Eugene French.  
St. Louis—St. Louis Sports, Travel & Boat Show, March 12-20. William Zaiken.

**Nebraska**  
Lincoln—Capital City Home Show, March 24-27. Peggy King, 418 Trust Building.  
Omaha—Omaha Sports, Vacation & Boat Show, March 5-13. G. Edward Budde.

**Nevada**  
Las Vegas—Hellorado Days, May 13-16.

**New Mexico**  
Truth or Consequences—Fiesta Rodeo, April 1-3.

**New York**  
New York (Bronx)—Sports and Vacation Show, March 5-13.  
Syracuse—Homemaker Show, March 8-11.  
Syracuse—Builders' Exchange Show, March 21-30.  
Syracuse—Sportsmen's Show, April 28-May 3. Bail & Grier, Utica.  
Utica—Sports Show, March 24-29.  
Utica—Sportsmen's Show, March 24-29. Bail & Grier.

**Ohio**  
Canton—Sportsmen's Show, April 1-6.  
Cleveland—Sportsmen's Show, March 8-22.  
Columbus—Sports Show, March 22-27.  
Dayton—Do-It-Yourself Show, March 18-20. Retail Hardware Dealers' Association.  
Toledo—Sports, Home, Boat and Auto Show, March 5-13. Paul Spor, Ohio Building.  
Toledo—Flower Show, March 22-27. Geo. Yakobian Enterprises, 1718 Jefferson Ave.

**Oklahoma**  
Oklahoma City—Home Show, March 27-April 3. Gus Fields, Biltmore Hotel.  
Pawhuska—Osage Downs Futurity & Race Meet, May 1-8. Clarence Paden, Chamber of Commerce.

(Continued on page 58)

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Alabama: Richton, Miss.  
American Midway: Mercedes, Tex., 8-14.  
Big State: Lockhart, Tex.  
Blue Grass: Ocala, Fla.  
Dixie Expo.: Richton, Miss.  
Dumont: Douglas, Ga., 12-19.  
Glades Amusements: De Land, Fla.  
Lane, Leo: Saint Marys, Ga.  
Moore's Modern: Odessa, Tex.; Kermit 14-19.  
Page Bros.: Brookhaven, Miss.  
Red Ribbon: Brookhaven, Miss.  
Southern Valley: Vicksburg, Miss.; Greenville 14-19.  
Stephens, C. A.: Auburndale, Fla.

## Circus Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Davenport, Orrin: St. Paul, Minn., 8-12; Sioux Falls, S. D., 14-19.  
Hagen Bros.: Elsa-Edcouch, Tex., 8; Donna 9; Mission 10; Rio Grande City 11; Zapata 12; Cotulla 14; Crystal City 15; Carrizo Springs 16; Eagle Pass 17; Del Rio 18; Brackettville 19.  
Hamid-Morton: Wichita, Kan., 8-13; Washington, D. C., 23-29.  
Polack Bros., Eastern: Sampson Air Force Base, Geneva, N. Y., 11-12; Lewiston, Me., 17-19.  
Polack Bros., Western: Chicago 8-13; Indianapolis 16-19.  
Rice Bros.-Joe Mix: Paris, Ky., 8-11; Ashland 14-18.

## Ice Shows

Holiday on Ice, International, No. 1: Aarhus, Denmark 8-9; Odense 11-20.  
Holiday on Ice, International, No. 2: Calcutta, India, 8-20.  
Ice Capades: St. Louis 8-9; Chicago 11-20.  
Ice Vogues: Spartanburg, S. C., 8-12.  
Shipstads & Johnson's Ice Follies: Buffalo 8-13; Syracuse 14-20.

## Miscellaneous

Magnum the Magician: Fenton, Ia., 8; Blue Earth, Minn., 9; Joice, Ia., 10; Swaledale 11; Chelsea 14; Blakesburg 15; Seaton, Ill., 16; Wheatland, Ia., 17; Tiskliwa, Ill., 18.  
O'Day's, Marie, Palace Car: Commerce, Tex., 8; Honey Grove 9-10; Cooper 11; Mt. Vernon 12; Mt. Pleasant 14-15.

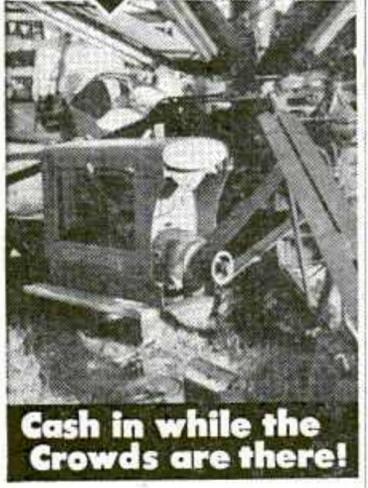
## San Antonio Fiesta Awards Concessions

SAN ANTONIO, March 5.—George Evers has been selected by the Fiesta San Jacinto Association to be the official concessionaire during the April celebration.

Under the terms of the contract, Evers will be permitted to sell souvenirs, novelties, food and drinks along all parade routes in the vicinity of fiesta events.

# Keep Rides Paying

WITH DEPENDABLE AC POWER



Cash in while the crowds are there!

## DON'T BE LIKE THE OSTRICH!

When in trouble it buries its head in the sand.

Buy Your Insurance With Confidence  
Secure Sound Protection

INSURE WITH  
**CHAS. A. LENZ**

"The Showman's Insurance Man"

1492 Fourth St., N.,  
St. Petersburg, Fla.  
Phone: 7-5914

## JOHN BUNDY

President & General Manager  
**YOUNG-BUNDY MOTORS, INC.**  
CHRYSLER-PLYMOUTH AGENCY  
806 St. Louis Ave., East St. Louis, Ill.  
Phone: Bridge 5313

**ED MURPHY**  
Showmen's Representative  
Several Makes and Models of  
**NEW AND USED TRUCKS AND TRAILERS**  
"Special Finance Plan for Showmen"  
See Us for a Good Deal on a  
**NEW OR USED CAR**

## Mesker - - SECTIONAL PREFABRICATED STEEL

**SKATING RINKS**  
EASILY ERECTED - QUICKLY DISASSEMBLED - COVERED WITH 16 GA. SHEET METAL - FIREPROOF - MORE ECONOMICAL - 40-10-60 FOOT WIDTHS - LENGTHS MULTIPLES OF 10 FEET  
PRICES ON REQUEST  
GEO. L. MESKER STEEL CORP.  
EVANSVILLE, INDIANA

## STRANGE AND WEIRD ATTRACTIONS

Shrunken Heads, Ape Boy, Wolf Boy, Devil Child and many others. Your ideas made up. Write for free folder.

**TATE MANUFACTURING CO.**  
2641 E. McDowell Rd., Phoenix, Arizona

## Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

**H. W. TERPENING**  
137-139 Marine St., Ocean Park, Calif.

## THE TURF

all electric race horse derby

Write for full details and photo.  
Electronic Games Greensburg, Pa.

## LESLIE'S TRAILER PARTS and ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U.S.A. Write for free catalog.  
1920 Stewart Ave., S.W., on Highway 4 going south, Atlanta, Georgia.  
Fairfax 2626.

## Sask. Event Gets 3 Bldgs.

NORTH BATTLEFORD, Sask., March 5.—Three buildings at the airport, owned by the North Battleford Agricultural Society and used for youth training activities, are to be moved to the fairgrounds this spring. The buildings housed airmen during the war.

Extensive improvements to the fairgrounds are planned. A new horse barn is planned, the pig barn will be rebuilt, the Art Exhibit building will be renovated and a horse judging ring will be constructed.

Special events for this year's Golden Jubilee fair include a regional Shorthorn show, fireworks, harness racing with increased prizes, an exhibit of pioneer items and an appearance of the Golden Jubilee choir from Regina. Accommodation is being set up for old-timers who will visit the fair as guests of the agricultural society.

The local Kinsmen Club will handle the pari-mutuels and conduct the auto giveaway.

## Denmark Big For 'Holiday'

COPENHAGEN, Denmark, March 5.—"Holiday on Ice" ended its one-month stand at the KB Hall, on Monday (28) night, having played to advance sell-outs during the entire run. There were 28 night shows, 8 week-end matinees and 4 "extra" afternoon shows—a total of 40 performances.

The icer jumped to Aarhus for Tuesday (1) night opener of a 10-day stand in Aarhus Hall. Show is skedded to give 10 night shows and seven matinees—all of which had been sold out before the show left Copenhagen. Price for standing room for the Aarhus run is 75 cents, or 15 cents above the tab in Copenhagen.

"Holiday on Ice" opens on Friday (11), in Odense, for a 10-day stand in Fyn's Forum. All of these halls have seating capacity of close to 4,000, plus large amount of standing room. Emery F. Gilbert, vice-president of "Holiday on Ice," was in Copenhagen over the week-end.

## Plymouth, Calif., Sets 29G Premiums

PLYMOUTH, Calif., March 5.—A total of \$29,845 for premiums has been approved for the Amador County Fair here August 26-28 by the board of directors, Coula M. Wait, secretary-manager, announced.

In the year's premiums there will be 14 sections for registered Herefords, open only to exhibitors from the county. Prizes for Corriedale and Suffolk sheep have been added.

Two additional awards are to be made for feature exhibits and community booths. Also to be awarded are sweepstake awards for floriculture, agriculture, horticulture, clothing and textile departments. Premiums in the home economics department are to be increased.

## Race Org Chartered

MOREHEAD CITY, N. C., March 5.—Morehead City Speedway, Inc., has been chartered here with capitalization of \$100,000. Incorporators include R. R. and Mattie A. Barbour, this city, and C. R. Wheatley Jr., Beaufort, N. C.

## TICKETS

ROLL, MACHINE FOLDED  
PRINTED TO ORDER

100,000 \$33.00  
10M \$12.30—20M \$14.60  
50M \$21.50

Cash with order prices. Price change—\$1.00.  
Stock Roll Tickets, 60¢ single—\$1.20 double.

**DALY TICKET COMPANY**  
Collinsville, Illinois

## "TRACTOR-SERVICE" STAMINA

Rugged Allis-Chalmers Power Units were designed for tough tractor use—have built a reputation for reliability in all types of service. High in torque for hanging onto overloads.

## NATIONWIDE SERVICE

Wherever you find people to patronize rides you'll find an A-C Dealer — to give you prompt service, genuine parts. Thousands of authorized dealers across the country.

## LOW COST

Production-line built, along with tractor engines by the thousands, their first cost is low—so are operating cost and upkeep.

## RIGHT SIZE AND MODEL

Several sizes can be used singly or together to economically fill any power requirement. Choice of fuels. Open and enclosed models. Electric starting and other accessories as desired. Substantial steel base makes set-up and moving easy.

Allis-Chalmers also offers dependable, economical Diesel Power Units in a range of sizes for any heavy-duty service.

**Act Now** See the A-C dealer nearest you or send for complete information. Immediate delivery from dealer stocks.

## ALLIS-CHALMERS

TRACTOR DIVISION • MILWAUKEE 1, U.S.A.

Allis-Chalmers Tractor Division  
Dept. BB, Milwaukee 1, Wis.

Please send literature on A-C Power Units — also name and address of the nearest A-C dealer to:

name \_\_\_\_\_  
address \_\_\_\_\_  
city and state \_\_\_\_\_

## Carroll's Riverside Sets April 2 Preem

AGAWAM, Mass., March 5.—Riverside Park will open for the 1955 season Saturday, April 2. Owner-manager Edward J. Carroll said the park will operate Saturday nights and Sunday afternoons and nights thruout April. An augmented schedule will start in May.

This is Carroll's 16th year as head of the Agawam funspot and, as in all previous years, Riverside is planning on several new features and changes for the new season. The T. A. Pearson Construction Company has again been awarded the reconstruction contract and workmen from that company are already on the job daily getting the area in shape for the preem date.

Major changes in the 1955 schedule will include three new buildings, two of metal and one of wood, a new ride, three reconstructed rides, several new, colorful display fronts, added lighting, general repainting and landscaping.

### Races Carded

Auto racing will also start April 2 and will continue on Saturday nights, with additional nights of racing to be added early in summer. Special events will again be a feature and will include midway and grove outings, clambakes, steak roasts, personal appearances of TV and movie stars, circus acts, fireworks, drum corps contests and thrill shows.

Traffic to and from Riverside will be speeded up this year, according to Carroll, due to the open-

ing of the new South End Bridge. The completion of Route 5-A extension connecting Agawam with towns and cities north of Springfield will also make Riverside more accessible.

## Broadway Sign May Ballyhoo Atlantic City

ATLANTIC CITY, March 5.—An invitation to visit Atlantic City will be flashing from an electric display sign on New York's Times Square if a proposal made at the Atlantic City Hotel Association meeting materializes.

Max Malamut, association president, said the city could get a choice location for such a sign at a cost of from \$43,000 to \$50,000, including operation and maintenance. The sign would flash: "Atlantic City is a wonderful place to see . . . only 2 hours and 15 minutes from Broadway to the Boardwalk," along with daily temperatures and weather conditions. It was suggested that the cost be shared by the city and private business interests.

Richard Jackson, city commissioner, told the group that the city had budgeted \$50,000 for television promotion and suggested that business people raise a fund to supplement this amount.

## Big Hot Rod Unit Set for Detroit Spot

NEW YORK, March 5.—A 10-car Hot Rod unit has been assigned to Harry Stahl of Edgewater Park, Detroit, Mickey Hughes reported here this week. Hughes said that a hard top track with a decorated center piece will be constructed for the ride.

A novel combination unit installed at Seaside Heights, N. J., for Johnny Christopher and Johnny Anderson, is complete. Located on a track 33-feet in diameter are a bus, fire truck, two four-seat sports cars, two small sports cars, two rocket ships, two racing cars, six motor scooters and six bicycles. Carved figures and a clown band located in the center complete the ride which is already operating and reported doing well.

## 150G Blaze Levels Paragon Fun House

NANTASKET BEACH, Mass., March 5.—Fire leveled Hilarity Hall, a fun house, and caused considerable damage to other units at Paragon Park, a shore funspot operated by Mrs. Rose Stone, and her son Lawrence, early yesterday morning. Damage was estimated at \$150,000.

One end of the roller skating rink was also damaged as was the bowling alley. St. Joseph's restaurant at the entrance to the park was destroyed. The American Derby and a ticket booth adjacent to the Whip were also badly damaged.

## Herschell Sells 6 New Coasters, 2 Conversions

### Store Chain Uses Rides at Parking Areas of Big Units

NORTH TONAWANDA, N. Y., March 5.—Two Little Dipper Roller Coasters have been ordered from the Allan Herschell Company, Inc., by Loblaw's, Toronto operators of a large chain store system. They previously had bought other kiddie rides and they use them in parking lots at their larger stores.

Also announced by Allan Herschell's president, Lyndon Willson, were the sales of four other Coasters and the orders to convert two older models.

New models will go to Pro Fairways, Inc., St. Louis; Mike Prudent, Prudent's Amusement Shows, Patchogue, L. I.; W. L. Pierce, Wagon Wheels Kiddieland, Phoenix, and Charles Woods, Wedgewood Park, Oklahoma City. Prudent bought a model measuring 36 1/4 feet in width, rather than the standard 51 feet.

Dick and Al Miller ordered a conversion job for the Coaster at their Fairyland Park, Lyons, Ill. The order includes three cars with covers; their hitches, a drive conversion kit, two pick-up dogs and a new sign. The other conversion has been sold to Washington Park, Michigan City, Ind.

## Glen Echo Names New Press Chief

WASHINGTON, March 5.—Jerry Price, manager of Glen Echo amusement park, announced this week the appointment of Jack Wamsley as publicity and promotion director.

Wamsley has been associated with NBC in Washington and recently finished a stint with the Woody Herman ork as advance publicity director.

## Jersey Plans Model Park

NEW YORK, March 3.—New Jersey's Gov. Robert B. Meyner discussed park development this week with New York's Robert Moses. The purpose was to get ideas for the development of a recently acquired stretch of shore property.

Gov. Meyner would like to model the new site after Jones Beach, New York showplace. The property is reported one of the few undeveloped areas remaining along the Jersey coast.

## Big Program Set For PSAA Confab

FEASTERVILLE, Pa., March 5.—The most elaborate program yet offered at a meeting of the Participating Sports Association of America has been prepared for the March 27-28 third annual convention of the group at Somerton Springs here, it was announced this week by Vernon D. Platt, PSAA president.

Program: Sunday (27), registration and trade show, noon to 6 p.m.; Monday (28), 10-1:30 p.m., trade show; 1:30-2:30, buffet luncheon; 2:30-5, general program session—"Confidential Report on Pool and Filter Problems and Equipment," Roger W. Irey, Alexander Pool Supply Company; "Where Do We Go From Here?" report by Joseph Schafer, Philadelphia tax expert; "Roller Rinks of 1955," Robert D. Martin, secretary-treasurer, Roller Skating Rink Operators' Association, Detroit; discussion period on pool, lake, beach and rink problems, led by experts in their fields; 5, exhibit showings; 6:30 cocktail party; 7, banquet and show; 8, auction of articles shown in the exhibits; 9 p.m., color movies and slides of pools, lakes, beaches and rinks.

The PSAA has led a consistent fight for five years to improve the situation of private enterprise in recreation. Perhaps its most significant accomplishment was its successful fight for the 50-cent tax exemption on gate admissions. Currently it plans a strong campaign for government recognition of the need for assistance to the recreation industry thru better and more thoughtful taxation, advantageous depreciation allowances for recreational plants and other advantages in order to stimulate private enterprise to invest in recreational facilities.

Tax inequities, particularly with reference to exemption of taxes on admissions to government operated places of recreation, is one of the big problems facing the industry, according to Platt, who reports that the association's legislative committee is now active in Washington. Two bills are now in Congress,

H. R. 2124, introduced by Herman P. Eberharter, Pennsylvania, and H. R. 2669, introduced by Richard M. Simpson, also of Pennsylvania. Both bills are designed to remove the inequity against private enterprise in recreation and to give the industry equal tax treatment with government-owned pools and skating facilities, said Platt. These bills are now in the Ways and Means Committee, awaiting their turn to be heard.

## Theodore Toll, Retired Owner, Succumbs at 77

MILWAUKEE, March 5.—Theodore M. Toll, 77, former owner of the old Waukesha Beach Amusement Park here, died Sunday (27) at a hospital here. He had been ill a short time with a heart ailment.

Toll entered the business at 18, when he became manager of the first outdoor ballroom, which was owned by George Schubert at Kale Park. Later he moved to Schlitz Park as manager.

In 1900 he took a job at Waukesha Beach, became manager eight years later, and purchased it in 1913. He stressed picnic promotion during his operation of the spot and has been called the father of parks' picnic business by some observers in the field.

Toll sold the park in 1949 and a year later the site was turned into a housing development. He retired at the time of the sale. In the 1930's he was a promoter of six-day bike races in Milwaukee.

His immediate survivor is a sister, Mrs. Emma Soby, of Milwaukee. Burial was at Graceland Cemetery, Milwaukee.

**FAIRYTOWN, U. S. A.**  
"New Mother Goose Village"  
**OPERATOR WANTED**  
(Triple A Location)  
Want Ride Operator or Operators. Will book for season from April to November. Need Merry-Go-Round, Boat Ride, Ferris Wheel, Whip, etc. This is a good deal on busy Jericho Turnpike with 28 acres of room to handle large crowds. We also have an exclusive for capable restaurant concession. Call Nick: Yaphank 4-3308, or write  
**FAIRYTOWN U.S.A., INC.**  
Artist Lake, Middle Island  
L. I., New York

**MINIATURE GOLF**  
Holmes Cook Miniature Golf Courses have been chosen by the leading Amusement Parks in the country: Coney Island, Cincinnati, O.; Dorney Park, Allentown, Pa.; Frigidaire Recreation Park, Dayton, O.; Kennywood Park, Pittsburgh, Pa.; Kiddie City Amusement Park, Douglaston, L. I. We invite your comparison with so-called less expensive courses. No Cook Course Has Ever Failed.  
**HOLMES COOK MINIATURE GOLF CO.**  
631 Tenth Ave. New York 36

**KIDDIE CAR RAILROADS**  
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. A. K. FRANK, 480 Lexington Ave., New York 17, N. Y., 185 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

**WANT**  
Major Rides, Kiddie Rides, Shows—Any worthwhile Attractions. Concessions. Open May 1, close Sept. 18. At the new Kiddieland Park, located Rt. 19, in Western Pennsylvania, 2 miles South of Portersville, 6 miles north of Zelienople. All replies  
**JOHN DEMORE**  
R.D. #1 Harmony, Pa. Phone: Portersville 2797

**PARTICIPATING SPORTS ASSOCIATION OF AMERICA**  
Third Annual Convention  
Somerton Springs—Feasterville, Pa.  
Sunday-Monday—March 27-28  
Trade Show for Pool, Lake & Rink Men  
New Members Invited—Guests Welcome

**RIDES WANTED**  
For summer resort—permanent location.  
**BAY SHORE AMUSEMENT PARK**  
Sodus Point, N. Y.

**RIDES \* CONCESSIONS—PICNIC GROUNDS—SWIMMING—DANCING—BASEBALL \* CABINS**  
**HIDDEN VALLEY AMUSEMENT PARK**  
THREE MILES FROM HAMILTON, ONTARIO  
**WANTED** FOR CANADA'S GREATEST INDUSTRIAL TOWN!  
**OPENING — MAY 24 THRU LABOR DAY**  
NOW BOOKING—RIDES & HANKY PANKS OF EVERY DESCRIPTION  
FIRST CHOICE TO CANADIANS  
POPULATION—300,000 CANADA'S NEWEST AMUSEMENT PARK INDUSTRIES:  
HAMILTON STEEL CORP. LARGEST R.R. & ST. LAWRENCE SEAWAY DOCKS.  
STUDEBAKER & PACKARD FACTORY HOBBS GLASS DIV., CANADA—PITT. INDS. LTD.  
WESTINGHOUSE HAMILTON BY-PRODUCT COKE OVENS, LTD.  
FIRESTONE RUBBER & TIRE PROCTOR & GAMBLE OF CANADA B. & A. REFINERY  
REMINGTON RAND GENERAL ELECTRIC KELVINATOR CORP.  
INTERNATIONAL HARVESTER INTERNATIONAL SILVER GOODYEAR TIRE & RUBBER CO. OF CANADA  
**DON'T WAIT! YOU MAY BE LATE!**  
WRITE — WIRE — PHONE  
**HERB PICKARD, 2050 S. W. 3d AVENUE, MIAMI, FLORIDA. TEL.: 82-7286**

**BUY OF A LIFETIME**  
**NEW ENGLAND AMUSEMENT PARK**  
Scooter, 2 Coasters, Merry-Go-Round, Wheel, C-Cruise, Ridee-O, Caterpillar, Hot Rods, Kiddiland, Skating Rink, Dance Hall, Boats, 3 Refreshment Stands, 8 Concessions, Arcade.  
Owner ill—Will sell for less than improvements made in past four years. \$50,000 required. Must be seen to be appreciated.  
**ALFRED WASSERMAN**  
25 Tremont Street Phone: Richmond 2-0469 Boston, Mass.

**High Quality KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

## Winnipeg Ex Pacts Holter, Calypso Unit

Annual Seeks Class B Rating; Royal American Re-Signed for Midway

WINNIPEG, March 5.—Plans for this year's edition of the Greater Winnipeg Exhibition, June 24-July 2, are nearing completion with most of the attractions already set, E. J. Casey, veteran outdoor showman and business manager, announced.

Royal American Shows will again provide the midway attractions. Other major entertainment features will include the Ezzo Calypso Band from Port of Spain, Trinidad; Gene Holter's aggregation of racing ostriches, kangaroos, monkeys and animals, and a number of variety acts.

The Calypso group, which performs on garbage cans, oil drums and old automobile parts, is the one that played before Princess Margaret on her recent visit to Trinidad. They will be seen twice

daily in front of the grandstand, augmented by a troupe of native dancers. In addition, they will set up headquarters on the grounds where they will demonstrate how they make their instruments during off times.

### Ag Exhibits

Agricultural exhibits will be expanded this year. Features will include a horse show, dog show, 4-H Club participation, farm and industrial exhibits and hundreds of cattle, sheep, swine and poultry.

The fair board has applied for a Class B fair rating under which it would receive government aid. Plans are then to up-grade to an A rating, but this is expected to take several years. The request for a rating received its first reading recently. If granted, the exhibition here would be put on the same basis as the Manitoba Winter Fair and the Portage Industrial Fair.

Major improvements to the plant will be the erection of link mesh fencing around the 80-acre grounds and the construction of five new livestock buildings.

## Orlando Gate Up 10,000; Weather Aids

ORLANDO, Fla., March 5.—Attendance at the Central Florida Fair, which ended a week's run last Saturday (26), was reported about 10,000 over that of last year. The gate was considerably bolstered by the excellent weather which lasted thruout the week.

On Children's Day attendance was estimated at around 33,000. The James E. Strates Shows on the midway reported grosses on this day the best ever for a single stanza at this event.

SHAUNAVON, Sask., March 5.—Dates of the Shawnee County Jubilee Fair will be July 26-27. Royal Canadian Shows will be on the midway. Norman Ross is manager of the fair.

## PNE Acts to Sustain Advance Ticket Sale

OTTAWA, Ont., March 5.—The Pacific National Exhibition received favorable consideration here last week of its request that it be authorized to continue its advance sale of tickets, long an important source of revenue for the big Vancouver expo.

## WINTER FAIRS

The Billboard Publishing Company Copyright 1955

### Arizona

Coolidge—Pinal Community Fair, March 23-27. Wendel Flewelling.  
Mesa—Maricopa Co. Fair, March 9-13. Harvey Johnson.  
Miami—Globe-Miami Community Fair, March 30-April 3.  
Yuma—Yuma County Fair, April 13-17. Ken Baker.

### Florida

De Land—Volusia Co. Fair, March 12. Karl Lehmann.  
Fort Pierce—Indian River Youth Show, April 29. M. B. Jordan.  
Inverness—Citrus Co. Fair, March 15-19. Quentin Medlin.  
Quincy—West Florida Pat Cattle Show & Sale. A. G. Driggers.  
West Palm Beach—Palm Beach Co. Fair, March 5-12. Lamar Allen.  
Williston—Levy Co. Fair, March 22-26. R. H. Hipp.

### Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

### CANADA

#### Manitoba

Brandon—Manitoba Winter Fair, March 28-April 1. Miss A. Hogeland.

## Urge Mass. Fairs Revise Premiums

BOSTON, March 5.—Leo F. Doherty, director of the Massachusetts Division of fairs, is urging fair associations to revise their premium books for the purpose of eliminating classes that do not attract exhibitors.

The message, contained in the regular bulletin, also urges management groups to inject something "new and startling" into their fairs. Listed as an example was the barnyard scene presented at Topsfield last year. Its immediate success resulted in plans for expansion.

## San Antonio Show Counts 250,000; Rodeo Scores Big

SAN ANTONIO, March 5.—The 1955 San Antonio Livestock Exposition and Rodeo, which closed Sunday (27), was considered to be the most successful in the six-year history of the exposition. Although final tabulation is yet to be made, E. W. Bickett, exposition president, estimated a record 250,000 persons visited the grounds during the 10-day show and 150,000 attended the 15 performances of the world champion rodeo.

## Quebec Allots 60G For Hamid Show

NEW YORK, March 5.—The Quebec Provincial Exhibition has budgeted \$60,000 for a show which George A. Hamid & Son will produce and present in the event's 10,000-seat Coliseum during the run of the fair. The fair will run for nine days starting September 2.

The contract, which was signed last month after a series of preliminary meetings in Chicago and Quebec City with the representatives of a number of booking agencies invited to participate, also calls for the Hamid firm to receive 25 per cent of the gross in excess of \$100,000.

The Coliseum show during the run of the fair has been produced for a number of years by Harold Steinman. He featured his Skating Vanities, a roller skating spectacle, followed by his Hippodrome which utilized production numbers from the Vanities and featured Dancing Waters and novelty acts.

Altho Hamid said he submitted a specific show, Emery Bouchet, fair manager, the mayor and other city officials decided to stipulate only the use of a French comedian and emcee, since the area is almost totally French speaking, plus several other suggestions as to format and talent.

Hamid said a name band would

probably be included. A line of girls in three of four production numbers and about seven strong novelty acts will also be used. Special sets and novelty effects are also planned.

### New Business

This is the first time that the Hamid organization has booked the fair since the construction of the new Coliseum in the early postwar years. The building is a perfect showplace modeled after the Hershey (Pa.) Arena.

Grosses of \$100,000 and more are not unusual and it is probable that the Hamid organization will cut percentage money.

The Hamid-Morton Circus shows the Coliseum each spring. Hockey occupies it thru most of the winter months.

## Aerial Act Law Repeal Urged By N. Y. Fairs

ALBANY, N. Y., March 5.—The New York State Association of Agricultural Fair Societies this week circularized its members urging them to support the current effort to have the "aerial act bill" repealed.

The bulletin, issued by the legislative committee and signed by Phil Caird, Archie Turner and Richard Allen, urged that senators and assemblymen be contacted and urged to vote for the bill recently introduced in the Legislature.

The present law states: "No owner, agent, lessee, manager or other person in charge of a circus, carnival, fair, theater, moving picture house, public hall, or other public place of assembly, resort or amusement, shall permit any person to take part in a performance specified herein without providing such safety device."

### Criminal Liability

A person held responsible under the code for an accident would be liable to criminal action. For this reason many persons were reluctant to book high acts for appearances within the State.

All interest parties—fairs, bookers, talent and parkmen—are urged to contact their representatives to support the current bill. When writing to Senators the reference should be to Senator Hatfield Bill, Print 2667-Int. 2498. When writing to Assemblymen the reference should be to Assemblyman Drumm Bill, Print 3198-Int. 3051.

## El Paso, Tex., Mulls County Fair Plans

EL PASO, Tex., March 5.—The El Paso County Recreation Board may operate a regular county fair here this year with the Coliseum and livestock area on Paisano Drive to serve as the plant, George S. Bovee, chairman, announced.

Plans for such an event, tentatively set for July, are being formulated by C. W. (Chuck) Swan, recreation director of the board. At present the plans include exhibits of livestock, cookery and needlework, and 4-H clubs and Future Farmers of America will be invited to participate. In addition, a midway is planned.

A new livestock barn and judging arena, erected at a cost of \$150,000, would be available for the fair, in addition to the Coliseum. The Recreation Board disclosed that a net profit of \$26,446.71 was realized from the operation of the buildings last year.

## Mason City, Ia., Lets Contract On New Plant

MASON CITY, Ia., March 5.—The North Iowa Fair this week took a major step toward the establishment of its new fairgrounds, tentatively scheduled for the '56 run.

M. C. (Cap) Lawson, secretary, announced the fair board had awarded the contract for a sewer and water system to the Ernster Contracting Company, Waterloo, Ia. The new site is a 160-acre plot. The present plant comprises 35 acres.

## Mount Clemens Program Set

MOUNT CLEMENS, Mich., March 5.—Daily attendance of more than 5,000 is expected for the Exchange Club's annual Exposition and Fair here, May 28-June 5, and an elaborate program has been set up for the event.

Among the attractions scheduled are a five-mile parade thru town Sunday afternoon (29), John F. Reid's Happyland Shows, nightly fireworks, Canadian Congress of Daredevils, beauty pageant, Gene Holter's racing ostriches and wild animal show, baby parade, two kids' days, police pistol matches; participation by 4-H Clubbers, Boy Scouts, Girl Scouts and civic clubs, and an exhibit tent featuring sports, travel, auto and do-it-yourself displays.

The grounds is a half-mile from the downtown area and two miles from Selfridge Air Force Base. Air Force buses pass the front gate. The event will be publicized by community newspapers in the country and over Detroit radio and TV stations.

## Fair Assn. Meetings

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

**THRILLCADE**  
DARIO LaCASTA  
LOOP-the-LOOP  
LEAP THRU SPACE!  
JUMBO OF ALL THRILL SHOWS  
P.O. BOX 1553 - SOUTH SIDE STATION  
Phone 66766 - SPRINGFIELD, MISSOURI

Attention  
**Fair Secretaries**  
contact  
**ERNIE YOUNG**  
for  
**YOUR 1955 GRANDSTAND SHOW**  
203 N. Wabash Ave.  
Chicago 1, Ill.

The Sensational  
**ORTONS**  
...DORIS & VERN  
Currently  
**OSMAN TEMPLE**  
St. Paul, Minn.  
P. O. Box 4037, Sta. A.  
DALLAS, TEXAS

**DISPLAY FIREWORKS OF DISTINCTION**  
Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone  
**Continental Fireworks Co.**  
R. R. 24 Jacksonville, Ill.  
Phone R-4913 or 1351

**DENNIS WHITE**  
of  
**BURNS & WHITE**  
currently **MASTER OF CEREMONIES**  
at the **KINGSBRIDGE ARMORY**  
**SPORTS and VACATION SHOW**  
KINGSBRIDGE ARMORY, NEW YORK CITY, MARCH 4-13

**MITSI RAY**  
The Parisian Rubber Doll  
514 Birch St., Vineland, N. J.  
8 to 12 Minutes  
**ACROBATIC ACT**  
Open for Fairs and Parks in 1955

## Orlando OK, Strates Preps for D. C. Bow

ORLANDO, Fla., March 5.—The James E. Strates Shows reported very good business at the Central Florida Fair which ended a week's run here last Saturday (26). Earnings were reported well ahead of last year and all other years that the shows has played this event.

Attendance for the week was reported about 10,000 ahead of last year. Monday (21) the shows noted the biggest day ever here when

## Name Cann To Strates Exec Post

ORLANDO, Fla., March 5.—James E. Strates, owner-operator of the shows bearing his name, announced here the signing of L. Harvey (Doc) Cann as assistant manager.

Cann virtually retired from outdoor show business several years ago after relinquishing the job of general agent which he had held for many years with the World of Mirth Shows. He is widely known thruout the eastern territory, having served with several other organizations also in an executive capacity and as a showman.

During his tenure with the World of Mirth Cann also operated the peanut and popcorn concessions. For several years he also operated the Motordrome and shows featuring midget and giant horses.

When he retired from the road Cann retained the exclusive peanut and popcorn concessions at the Brockton (Mass.) Fair. For the past several years he has been operating from his Sarasota home a successful charter boat service.

Cann will take the place of Richard O'Brien who died several months ago. Strates said that other key personnel would probably be added prior to the opening of the shows April 8 in Washington.

some 33,000 turned out for children's day, about 3,500 more than last year.

Good weather thruout the week helped to stimulate gate attendance. Earnings were well spread among all of the midway attractions with nearly everyone reporting a good week.

### Quarters Activity

At the conclusion of the stand the equipment was hauled overland to the show winter quarters where considerable work is scheduled prior to the departure by train for the regular opening stand April 8 in Washington. The date is for 10 days.

The maiming of a show employee, Fred Peasley, 42, by King, a Motordrome lion, rated a three-column picture and story on page 1 of the Orlando Evening Star Friday (25). Peasley, a ride operator, was reported by show authorities to have attempted to pet the animal. The show was closed at the time and the lion grabbed Peasley's right arm, mauling it badly.

Russell Pelquin, drome operator, fired three shots into the lion's head in an attempt to free the victim's arm. However, three additional shots from a policeman's .38 caliber pistol were necessary to kill the lion.

At Orange Memorial Hospital x-rays showed no fracture. Surgeons worked for several hours to save the arm from amputation.

### Many Visitors

Visitors were numerous here, as expected. They included Mr. and Mrs. Richard Coleman, operator of Coleman Bros. Shows; David B. Endy, Peasey Hoffman, Mr. and Mrs. Roy B. (Pepsi-Cola) Jones, Johnny Johnson, Tampa; Roger Haney, Lansing, Mich., amusement park operator.

Also Judge and Mrs. Hughes of the Orangeburg (S. C.) Fair; Mr. and Mrs. Ernest Dellabate, Miami; Mr. and Mrs. Thomas MacNeill, son-in-law and daughter of Paul Hutchison, show mailman, and their three children; C. M. Gray, Florida State comptroller, and Nathan Mayo, commissioner of agriculture.

\$10,000 gross. However, the initial quota was quickly reached and passed and it was decided to make it possible for all who wanted to participate.

The mid-afternoon ceremony began with the introduction by Philip Cook, executive secretary, of William C. Bryant, chaplain, who gave the invocation. Club president Samuel E. Prell expressed the appreciation of the club to all of the participants.

### Speakers Listed

Other speakers were William Cowan, past president; Cliff Wilson, secretary and Mrs. Ada Cowan, president of the Ladies' Auxiliary. Many attending the ceremony came from distant points. Bernie Mendleson headed a group from Chicago which included Ed Sopenar, Max Brantman, Lou Leonard, Jack Hawthorne and Sam Solomon.

The Tampa delegation included Mr. and Mrs. Paul Sprague, Mr. and Mrs. Bill Clain, Mr. and Mrs. Nick Thomas, Mr. and Mrs. Butch Plas, Issie Brodsky and Sammy Glickman.

A dance was held that night. Prizes were won by Tirza, Al Fink and Jack Martin. Prizes were donated by Ned Torti, Wisconsin Deluxe Company, Kravitz and Rothbard, Faynee Company, Trudelle Creations and Casey Concessions.

The local press covered the ceremony. Herb Pickard and A. L. Roseman handled the publicity.

## Irving L. Smith N. E. Showman, Passes at 56

FITCHBURG, Mass., March 5.—Irving L. Smith, well known in New England show circles, died of a heart attack at his home here February 23. His age was 56.

Smith, a co-owner of the defunct Allen-Smith Shows, also served as general agent for the Granite State Shows and for the Lawrence Carr Shows. All units restricted their operations to the New England territory.

Smith continued active after his service with shows as an independent concession operator and at the time of death was in the final stages of planning his 1955 route.

He was a graduate of the Fitchburg State Teachers College and Boston University School of Education. A veteran of World War I, he was a member of the American Legion, Veterans of Foreign Wars and the Knights of Columbus.

He is survived by his wife, Mary, a sister and a brother.

The funeral was held from St. Bernard's Church, with burial in St. Bernard's Cemetery, last Saturday (26).

## Bloomsburg Leases Independent Zone

### King Reid, Frank McTague Acquire All Concession Space at Pennsy Event

BLOOMSBURG, Pa., March 5.—The entire independent midway at the Bloomsburg Fair, considered some of the choicest concession real estate in the East, has been assigned to King Reid, operator of the King Reid Shows, and Frank McTague, independent games operator out of Massachusetts.

In announcing the pact Reid said the fair's action was occasioned by a desire to obtain closer supervision over the operation of games at the event. The deal was set last Saturday (26). Reid had previously been awarded the regular midway contract, providing for the operation of shows, rides and concessions. The two pacts are reported separate in every way.

Until this year the fair has always booked the approximately 700 feet of space involved thru its own concession department. It was reported that the hiring of a censor was contemplated before contracting the space to Reid and McTague.

Not involved are the numerous

eating stands which operate at the fair. Ray Reifendeifer, fair concession manager, will continue to contract these units.

The decision to allow professionals to handle all of the game concession space apparently was contemplated for some time. As a result it is reported that no deposits had been accepted for this year altho considerable money had been received in advance in past years. As a result, Reid said, no commitments of any kind had been made by the fair to any of the former independent operators whose units numbered about 40.

Reid said that he and McTague would utilize a considerable part of the space but that they would also book other operators. The five bingo operations at the fair are not involved. These will continue to be handled by the fair.

McTague is a well-known concessionaire having operated his own units on practically a national basis for the past 10 years. He specializes in 40-foot stands featuring dolls and similar merchandise. Based at Swampscott, Mass., he operates at such events as Great Barrington, Mass., Dallas and Memphis. McTague is also a bingo operator but the partners will not operate a unit at Bloomsburg.

Reid said that while McTague already had considerable equipment more would be built prior to the Bloomsburg event.

## 3,000 Attend Miami Club's Annual Picnic

MIAMI, March 5.—More than 3,000 members and friends attended the annual picnic of the Miami Showmen's Association at Crandon Park here last Sunday (27). Persons representing every section of the United States and Canada were said to be in the group.

The program was varied with sports events for young and old, including a baseball game between the men and women. The fair sex was credited with winning, 16 to 14. The rules and scoring, however, were unique, to say the least.

General chairman of the picnic committee was Michael Roman with Joe Ross and Alton Pierson serving as co-chairmen. Ray Lollar and Red Hicks ran the refreshment stand with the assistance of Ernie Buzzella, Butch Belkot, Bill Martin, Lou Sage, Al Trudeau, and Robert Kelley. Larry Blue, accordionist, entertained.

The weather was perfect thruout the day. As usual the bringing of food, which has become a kind of competitive effort among members, this year surpassed all expectations. It was estimated that there was enough to eat for a crowd of 5,000. Many persons came in especially

for the picnic. From Chicago came Mr. and Mrs. Bernie Mendelson, Mr. and Mrs. Ed Sopenar, Mr. and Mrs. Jack Hawthorne, Mr. and Mrs. Max Brantman, Lou Leonard, Thomas Sharkey, Mr. and Mrs. J. Silogy, Mr. and Mrs. Al Kaufman, Mr. and Mrs. Andy Kasin and Sam Solomon.

From New York came Jack Greenspoon, Hy Malek, Mr. and Mrs. Joe Uknis, Marty and Yate Cutler, Mr. and Mrs. Vince Anderson, Mr. and Mrs. Sambo Peterson, Bunny Ellis, Arthur Secard and Jack Alfred.

Visitors from Tampa included Mr. and Mrs. Paul Sprague, Vernon Korinn, John Campi, Mr. and Mrs. Butch Plas, Mr. and Mrs. John Dernoga, Earl Bennett, Frank Gabor, Mr. and Mrs. William Clain, Charles Lenz, Andy Johnson and John C. Cox.

From Buffalo came Al Boxall and family, Mr. and Mrs. John Lowe, and Mr. and Mrs. Kid Stevens. Representing Detroit were Mr. and Mrs. Sam Stone, Mrs. Harry Sobol and family, Mrs. Sadie Sobol and Mr. and Mrs. Leonard Gould.

Representing Maine were Mr. and Mrs. Charles Ginsberg, Mr. and Mrs. Louis H. Ginsberg, Mr. and Mrs. Louis P. Ginsberg, Mr. and Mrs. William Grass, Mr. and Mrs. Charles Mickels, Mr. and Mrs. Dick Wilcox, Mr. and Mrs. Don Watson and Mr. and Mrs. Martin W. Black. John H. Marks was in from Richmond, Va., and John Quinn and Jack Essner from Philadelphia.

## Fred Peasley Mauled by Lion

ORLANDO, Fla., March 5.—Fred Peasley, operator of the Rocket Ride at the Central Florida Fair here, suffered severe injuries Friday (25) when he was mauled by a lion used in Russell Pelquin's Motordrome.

The animal seized Peasley's arm as he was petting it and wouldn't release it until it was shot and killed by its owner, Pelquin, and a local policeman. His arm was severely torn but physicians hoped to avoid amputation.

## Mullins Sets April 28 Bow

BANGOR, Me., March 5.—Mullins Royal Pine Shows will open April 28 in Maine, owner Clifford Mullins announced here this week. Full-scale winter quarters activity is scheduled to begin April 1.

Booking is reported virtually complete with six fairs already set. Negotiations are continuing for the addition of several more.

## Harris Org Sets Staff

FINDLAY, O., March 5.—Royal Midwest Shows, busy making ready for its April 23 opener, paused this week to announce its staff and much of its front end personnel. Bill Harris, general manager, said that in addition to Owner Roxie Harris and himself, the top echelon would include Rosine Harris, secretary; Jimmy Birchman, sales agent for The Billboard, and Patrick Brady, publicity.

Front-enders will include Earl Pease, popcorn and ice cream; Pihl, concessions; Sam Nein, cookhouse; Rosine Harris, bingo; Mrs. Bessie Birchman, three stock stands, and Ira Miller, mitt camps. Mr. and Mrs. Duke Hall visited here recently and indicated they'd join on with their concessions. Bob Hagen will have the Snake Show.

Org is scheduled to carry 10 rides and 5 shows during the still date season with three more rides to be added for fairs.

## 289-Name Plaque Earns \$28,900 for Miami Club

MIAMI, March 5.—More than 500 members of the ladies' and men's sections of the Miami Showmen's Association attended the unveiling of the commemorative bronze plaque in the club rooms last Saturday (26).

The plaque earned a sum of \$28,900 for the club building fund. The money was contributed by 289 members and friends of the association each of whom paid \$100. Carl J. Sedlmayr, chairman of the plaque committee and originator of the idea, recalled that the original goal had been 100 names and a

## Leo Lane Route Set

SAVANNAH BEACH, Ga., March 5.—With the addition of two Georgia Fairs to its '55 route, the Leo Lane Shows have completed fair bookings for the year, Leo Lane, owner-manager, announced.

New additions to the org's itinerary are Brunswick and Waycross, Ga. Show is scheduled to open its fair route at Waynesboro, Ga., followed by Georgia dates at Sparta, Wrightsville, Millen, Waycross, Brunswick and Hawkinsville and Palatka, Fla.

Spring opening is set for Monday (7) in St. Marys, Ga., with more still dates to follow, including a two-week stint in Savannah.

## St. Louis Ladies' Ball Enjoyed by Over 225

ST. LOUIS, March 5.—Upward of 225 outdoor show people and guests turned out for the silver anniversary dinner-dance held by the Missouri Show Women's Club here Saturday night (26) in the York Hotel. In honor of the club's 25th birthday, the ballroom and table decorations emphasized silver.

Seated at the speaker's table were John Francis, Verna Schantz, Ned Torti, Morris Lipsky, Mary Thompson, Euby Cobb, Lou Dufour, who served as toastmaster; Rose Brown, Rev. Leon Hill, George Regan, Al Properi, Buff Hottle, Red McCoy and Jack Duffield. Making brief speeches were

Francis, Hottle and Verna Schantz. Reverend Hill delivered the invocation.

Dorothy Ryan sang several numbers, accompanied by Jimmy Conklin at the keyboard. The evening was spent dancing to the music of Johnny Polzen's ork.

Congratulatory wires were read from the Showmen's League of America and from C. C. (Specks) Groscurth and John Gallagan, current and past presidents respectively of the International Association of Showmen, who expressed regret at their inability to attend.

Other out-of-towners included Henry Polk, Hank Shelby, Bob McDowell and John Lempart.

# CANADA BILL LYNCH SHOWS LTD.

**WANT SHOWS AND CONCESSIONS FOR 1955 SEASON**

Will book or buy complete Monkey Drome, must be in first class condition. Will supply tops and fronts for any worth-while Attractions, also Side Show. Have some choice Wheel Concessions open, also Hanky Panks. All concessions must be merchandise only.

Our Season Opens Here at **HALIFAX, N. S., in May**  
ADDRESS  
**Bill Lynch Shows, Ltd., P. O. Box 582, Halifax, N. S., Canada**

## Tivoli Sets Route, Key Personnel

JOPLIN, Mo., March 5.—Tivoli Exposition Shows have virtually completed their route and lined up a good part of their attraction and concession personnel, H. V. Petersen, general manager, announced here at the org's winter base.

Petersen and J. O. Greene, who recently returned from fair conventions, reported closing to play the Bastrop, La., fair and the Labor Day celebration at Pana, Ill. Greene also signed the Ho'ton, Kan., centennial celebration and the spring home show at Mission, Kan.

Alex Bendixen recently returned to the U. S. after a European trip where he picked up some new ideas of decoration that will be incorporated in the show. Frank Spina will be back as concessions manager and Billie Timberlake will operate the Side Show. Jack Chicarella will operate a new cookhouse in addition to his gal show. Sergeant Burns is scheduled to operate a new Crime Show. Ira Billingsley will have the Skyfighter, photos and novelties; Mr. and Mrs. Reisinger a train and live ponies; Mr. and Mrs. C. W. Whittenbeck, popcorn and floss; Lucille Reiley, snakes, and Mr. and Mrs. H. G. Stevens, bingo.

Work on equipment has started here with Ralph Sheetz, Tommy Corrigan and Wesley Harell supervising the work. Show will spring in mid-April and play Kansas, Missouri, Illinois, Wisconsin, Iowa, Arkansas and Louisiana. Closing is tentatively set for November 1.

## DON FRANKLIN SHOWS

WANT FOR GRAND OPENING—SEGUIN, TEXAS  
MARCH 18 THRU 26

CONCESSIONS—Can place legitimate Concessions of all kinds. Especially want Cookhouse. RIDES—Will book for season Rock-o-Plane, Octopus and Coaster. (W. R. Anderson, get in touch with me.)

SHOWS—Will book worthwhile Grind Shows, must be in keeping with this show.

**DON FRANKLIN SHOWS**

Box 649 (Phone: 2516) Seguin, Texas

## HANKY PANKS

- New Bang-A-Basket Ball Game—  
2 Way Game. Ea. .... \$125.00
- Miniature High Striker 54"—  
40 Numbers. A Prize Every  
Time. Ea. .... 75.00
- Bungalow Board with Special  
Balls. Ea. .... 25.00
- Punks. Doz. .... 26.00  
Doz. .... 30.00
- New Punks—Long Wool. Doz. 36.00
- Six Cats—3 Styles. Ea. .... 10.00  
Ea. .... 12.00  
Ea. .... 15.00
- 6 Marble Tivs—with Chart. Ea. 25.00
- Sponge Rubber Dart Boards—  
with Chart—Works 2  
Ways. Ea. .... 20.00
- Dam Family Ball Game. Ea. . 60.00
- Over 30 Under 11 Tables. Ea. 40.00
- 3 Ball Hexagon Buckets. Ea. 65.00

Send for New Catalog

**RAY OAKES & SONS**  
P.O. BOX 4344 TAMPA, FLORIDA  
Telephone 80-2121

## WILSON GREATER SHOWS

Open March 14, Phoenix, Ariz.

Can place Stock Concessions of all kinds. Will sell exclusive on Photo, Short Range, Jewelry. Can place Agent for Glass Pitch, Balloon Store, Set Outfits. Can place Man for Wheel and Kiddie Rides. Want Man for Fun House, fifty-fifty. Will book Shows with own transportation. We will play Flagstaff for the Fourth of July. Can place Major and Kiddie Rides for this date, also a few Concessions open.

**LOYD WILSON, 204 S. 23 Street, Phoenix, Ariz.**

## GRAND AMERICAN SHOWS

OPENING APRIL 28 IN MO.  
PROVEN STILL DATES WITH STRONG SPONSORS.

Ottumwa, Iowa; Muscatine, Fort Dodge, Waterloo, Iowa. La Porte City, Iowa. Centennial, June 6-8. Centennials, Celebrations, Fairs to follow.

WANT SHOWS—Monkey, Snake, Wildlife, Mechanical, Fun House, Side Show. Will furnish tops and fronts for Girl Revue and Minstrel. Want Kiddie Rides. Will buy #5 Wheel. Want Cook House. Capable People that want business.

WANT—Photo, Age, Scale, Glass Pitch, Ball Games, Hanky Panks. No grift, no count stores.

Want Ride Foreman for all Rides. Second Help who drive. Write

**L. O. WEAVER, Mgr.**

P. O. BOX 724 Tel. Fairbank 2524 FAIRBANK, IOWA

## AMUSEMENTS OF AMERICA

Wants for Season 1955—Opening Early in April

CONCESSIONS—Will sell X on Scale, Age, Novelties and Photos. Will book Hankys of all descriptions, especially Push Ball Games.

SHOWS—Monkey Show (Evelyn Howie, contact). Glass House or any worthwhile Grind Show not conflicting.

HELP—Foreman for Roll-o-Plane and Fly-o-Plane, also Second Men for all rides. Semi Drivers preferred. All address

**JOHN VIVONA**  
Winter Quarters, Florence, S. C.

## KLEIN AMUSEMENT COMPANY

SIoux FALLS, S. D.

Opens May 24th at Plankinton, S. D., one of S. D. biggest events with Gov. Joe Foss and 37 marching bands. Followed by a TOP FLIGHT route of 2 and 3 a week annual Street Celebrations and Fairs in S. D., Minnesota, 3 in Iowa. Among them 75th at Chamberlain, 75th Waubay, 75th Arlington, S. D.; Blooming Prairie, Columbia Heights, Crystal, Fairs at Luverne, Slayton, Garden City, Redwood Falls, all Minn.; Lemars, Ia., Fair. In this entire route, May 24-Sept. 15th, only 4 STM Dates. We want well framed Stock Concessions—String Game, Balloon, Balloon Darts, Roman Target, Novelties, Cork Gun, Ball Games, Scales, Fish Pond, Watch-La, etc. Write and tell us what you want, have, or want to book. And as usual only Legitimate Concessions—no mitt camps.

FOR SALE—Good Short Range on 2 wheel trailer. All replies to

**BEACON TRAILER COURT**

Phone FR 9195

New Orleans, La., until March 14th—After that Write Home Office, Sioux Falls, S. D.

## A & D SHOWS

Opening Sumter, S. C., March 18. Broad St. Lot. 2 Fridays—2 Saturdays.

Camp Show Air Base payday. Army payday April, to follow in North Carolina.

CONCESSIONS—Hankys of all kinds, \$20.00 for 8 days.  
SHOWS—Any worthwhile Grind Show. All address.

**ANTHONY DANIEL**  
FLORENCE, S. C.

## MIDWAY OF MIRTH SHOWS

Opening March 26 in Arkansas.  
Playing 2 Saturdays.

Want Hanky Panks, Balloon Darts, Add-Em-Up Darts, Novelties, Bumper, Cokes (one of a kind until Fairs and Celebrations). Can use Help on Tilt, Wheel and Merry-Go-Round.

Wire, Write, Phone: Jonesboro, Ark.  
(Phone: WEBster 2-8274)  
No collect calls or wires.



Strange and  
Weird Attractions  
Devil Child, Wolf  
Boy, Many others.  
Shrunken Heads at  
reduced prices.  
Closing out sale.  
Free Folder. Write  
**TATE'S CURIOSITY**  
SHOP  
3858 E. Van Buren  
St.  
Phoenix, Arizona

## WANT DANCING GIRLS

Also Ticket Seller with wife Dancer. All old help contact immediately.

**FRANK or SUZAN TEZZANO**  
Aloha Trailer Park Sarasota, Fla.

## TENNESSEE VALLEY AMUSEMENTS

OPENING MARCH 19, CORINTH, MISS.

LAST CALL—7 RIDES—FREE GATE. 12 BONA FIDE ANNUAL COUNTY FAIRS. Book Bingo, Custard, Coke Bottles, Diggers, Jewelry, Long and Short Range Gallery. Sell exclusive on Mitt Camps to reliable party or any other Hanky Pank not conflicting. Bob Coleman wants Agents and P.C. Dealers. Dave De Carte and Dallas Duncan want Agents. Pen, Count and Skillo Stores. George Ruddy, contact Bob Sparkman. Shows—Any Grind Show, Snake, Monkey, Mechanical, etc. Ride Help on all Rides, contact. For Sale—50 KVA 2300 Volt Transformer. Write, Wire or Phone 2661.

**THEODORE MEADOWS, Owner-Mgr.**

TURNERS CORNERS, RT. 1, BOX #43, SHEFFIELD, ALABAMA.

## SUNSET AMUSEMENT COMPANY

OPENING EXCELSIOR SPRINGS, MO., APRIL 28

Can place Long Range, Age and Weight, Foot Longs, Glass Pitch and Custard exclusive. Have no SIX CATS booked but must have something, either Ball Game or Hanky Pank, to go with them. Want Rock-o-Plane and Octopus Foremen and Second Men; everybody must drive.

P. O. BOX 25, CORAL GABLES, FLORIDA

# MIDWAY CONFAB

Fritz Dude writes from San Antonio that he just completed a stint with the Side Show on the midway of the fat stock show there. Also in the line-up were Miss Electric, electrical chair; Maybell, mysteries of Bagdad; Diabol, fire; Buddy Leryol, swords; Captain Jimmy Farmer and Bonnie Bee, knives, and Maude Adams, double body. Dude worked magic and handled the inside talker chores. Clyde Rawlings, who had the Motordrome on the Don Franklin midway there, was injured, not seriously, Saturday night (26) while riding the wall.

Joe Pearl, veteran outdoor showman, manned a grandstand ticket box at the Florida State Fair for the fifth consecutive year. . . . Bill Harris, general manager of Royal Midwest Shows, is touring Kentucky and Tennessee. . . . After a long engagement with a revue in Toronto and Hamilton, Ont., Bobby Kork is currently at New York's Club Renault. Also on the bill are Jean Nadja, Charlotte Hunter, Jean Bryan, Ann West, Bee Custard and Luella Camp.

Joe LaCroix, of Cetlin & Wilson Shows, was guest of honor at a recent birthday party in George (Fox) Storti's house trailer in Miami. Refreshments and a birthday cake were served by Carmella Jannazo and Rose Succaro. LaCroix is currently driving a bus in Miami.

Mr. and Mrs. Dick Wilcox, owners of the shows bearing their name, are working on Barney Tassell Shows until it's time for their org to spring.

Jerry Lipko and Jerry O'Brien, of J & J Enterprises, were hosts at a party given recently in honor of Lipko, who is night manager of the Hotel Patrician, Miami Beach, Fla. Those attending were Bobby Kork, Rita Raye, Cleo Reney, Peggy Euel, Vickie Jordan, Terrie Allen, Toney Gietner, Charlie Smith and George and Phil Moher. Lipko and O'Brien will return to the road this year with their girl revue. . . . Tony Cowden, who will operate the photo studio on the Tennessee Valley Amusements this year, arrived in the show's quarters recently to ready his equipment.

Bill Meyers and wife, Thora, will have the age and weight concessions and the photo gallery on Mosher Amusements this year. Mrs. Meyers has been operating a minute studio in Detroit and Meyers has been working in a shoe store there. . . . Celous (Cecil) Latham is in Provident Hospital, Chicago, and would like to hear from friends. He was formerly associated with Dick Best and Walter Wamous.

Harry Illions, in charge of funzone operations at the Los Angeles County Fair, Pomona, was a recent Chicago visitor en route to Buffalo and Jamestown, N. Y., where he was to spend several days on business in connection with his park operations. From there he planned to head south and for a vacation in Nassau.

Joe Pelaquin, operator of the Motordrome on the James E. Strates Shows, received a fractured skull, broken nose and deep laceration on his face when involved in a taxi accident while en route to the show's winter quarters in Orlando, Fla.

Louis Foster, concessionaire, formerly with Davis United Shows, was in Louisiana recently with the Ted Dion Shows. . . . Louie Draheim writes from his Charles City, Ia., home that he has recovered from a recent virus infection and is resuming work on his concessions. He'll join Grain Belt Shows for a June 1 opening. . . . Mr. and Mrs. Frank Robinson returned to Aransas Pass, Tex., after making the Laredo, Tex., Washington's Birthday Celebration. Robinson is lot man and transportation super-

intendent on Grain Belt Shows. . . . Mr. and Mrs. Marvin Bloyd and son, Monte Ray, were in Kentucky recently visiting relatives. Bloyd has the Tilt-a-Whirl and several concessions on the Grain Belt org. The Bloyds are skedded to return soon to Fullerton, Neb., where they'll ready their ride and concessions for the show's opening.

Mr. and Mrs. R. Flannigan, now in Phoenix, Ariz., will leave for Nebraska in April to get their concession in shape for the Grain Belt opening. . . . Charlie Cusworth and Ray Lowery, who are taking it easy in Des Moines, will join Grain Belt's concession department. . . . Sidney McPeck, who will also join the Grain concession line-up, has been visiting friends in Iowa and Chicago. While in the Windy City McPeck viewed new items at Chicago supply houses. . . . Chuck Rudisill plans an early visit to Omaha to look over new merchandise at the Oriental Novelty Company's Farnham Street display rooms.

Ralph Wall, Des Moines, will begin readying his two novelty concessions soon for the '55 season. . . . John (Tennessee) Cozart infos from Hondo, Calif., that he has been in the hospital since November, but will be released in time to operate concessions in the Midwest around May 1. . . . Mr. and Mrs. Barney Gage, St. Joseph, Mo., report that they'll have their three concessions ready for the June opening of the Grain Belt Shows. . . . Scully De Lucia stopped off at the Miami Showmen's Club recently when he was in Florida pushing his latest novel, "The Son of Joe, the Grinder." Scully renewed acquaintances with Happy Kerwin, Bagles Roth, Saul Cook, Pat Finnerty, John Kelly, Louie Stockton, Lew De Joseph, Harry Flanagan, Marty (Muttal) Brynes and Frank Lynn.

Lou Pease, who leased a skating rink in Immokalee, Fla., for the winter, will join Wolfe Amusement Company with his three shows at the org's opening at Spartanburg, S. C., April 2. Pease's oldest boy, Bill, will tour with the show this season. . . . Stan Wrisley is promoting wrestling and boxing in Pease's skating rink, and his wife, Tiny, is working the Snowcone concession there. Wrisley is skedded to head north soon with his Funhouse and Circus Side Show.

Mrs. Bernice M. Wallace, wife of Roy Wallace, former Side Show entertainer and operator, has been named bookkeeper for the John Lair Renfro Valley (Ky.) Enterprises. Wallace is official guide of Renfro Valley guided tours and together with his wife operates the Hoot 'n' Nanny sight-seeing tour ride.

Relatives or friends of Charles (Chackles) Horrell, Side Show performer, who was found dead in a hotel Tuesday (1), are being sought by the Missing Persons Bureau of the New York Police Department.

Youngsters at the Richmond, Va., Crippled Children's Hospital are racing around their play quarters on hobby horses built for them by Charles B. Kidder, retired building superintendent of the World of Mirth Shows. Charley and his wife, Mabelle, reside in Pilkinton, Va. Charley, who has continued to contract the building of show properties, has been somewhat handicapped by arthritis. A picture story in a recent edition of the Richmond News-Leader shows him and Mabelle looking well, however.

Mae S. Hong, publicist for the James E. Strates Shows, is in Detroit to pick up a new car. She will return to her home in New York City before again joining the carnival company prior to its opening in Washington early in April.

Gerald Snellens is again headquartered at the Astor Hotel, New York, after a week of observation and tests at the Lenox Hill Hospital. The World of Mirth general representative need be a little more careful of his diet in the future, the medics said.

# NATIONAL ORANGE SHOW SAN BERNARDINO, CALIF.

MARCH 17-27 INCLUSIVE

The FIRST BIG ONE OF 1955 • UPTOWN LOCATION  
300,000 Attendance • Plenty of Parking Space  
NOW BOOKING SHOWS AND CONCESSIONS  
CONCESSION SPACE \$15.00 PER FOOT

ROY SHEPHERD CAN USE RIDE MEN AND SEMI DRIVERS  
STARTING MARCH 7th

Wire-Write or Phone **CRAFTS 20 BIG SHOWS** 7283 Bellaire Ave., No. Hollywood, Calif.  
Phone POPular 5-0909

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

Opening April 11 for 2 weeks, Baltimore, Md.

**CONCESSIONS**

Can place Custard, Age, Scales, Long Range, Short Range, Basket Ball, Fish Pond, Glass Pitch, Coke Ring Outfit, Hi-Striker, Jewelry, Dart Balloon, Derby Racer, American Palmistry, Novelties and other legitimate Games. Arkey, contact me.

**SHOWS**

Will book any Shows not conflicting with what we have. Will furnish equipment to responsible showmen. Can place Talkers and Grinders for all Shows. Jimmie Chevanney can place Acts for Circus Side Show. Will buy Monkey Speedway Track and Cars; also want to buy Monkeys. Will buy Specimens for Life Show.

**RIDES**

Have excellent opportunity for Coaster, Fly-o-Plane or any other Ride not conflicting with what we have. Remember, we have a 32-week season with 14 fairs. Playing only money spots through the East.

**HELP**

Can place Ride Men on all Rides who drive semis. McIntyre, Red, Rolloplane Red, Big Red, Mike and others who worked for me, write me at once.

**LLOYD D. SERFASS**

Address all mail and wires to Greater Tampa Showman's Assn., Carmen and Willow Streets, Tampa, Fla.

# WANT FOR SEASON 1955

**SHOWS**—Side Show, Monkey Show, Snake Show, Motor Drome or any Show not conflicting. Manager with talent for Girl Show.

**HELP**—Man to operate Fun House; must be semi-trailer driver. Second Men for all Rides; must be licensed truck drivers.

**SHOW PICTORIAL ARTIST.**

**CONCESSIONS**—Diggers, Arcade, Glass Pitch, all kinds of Hanky Panks.  
**WANT TO BUY**—Heavy Ground Cable and 100 KW. Transformer.

All replies

# L. J. HETH SHOWS

NORTH BIRMINGHAM, ALABAMA—PHONE 53-3371



# JAMES E. STRATES SHOWS

Will book well framed MONKEY SPEEDWAY or a MONKEY CIRCUS, and furnish wagons for these shows. Will book a UNBORN SHOW and any show that doesn't conflict. What have you? Office Help (2) wanted. COOKHOUSE with or without equipment. We have a complete Cookhouse to lease or sell to a reliable party.

Our 1955 season opens April 7th in Washington, D. C. Can place a few more Concessions for this date. 32 weeks of the best still and fair dates in the East.

Address all communications to:

**JAMES E. STRATES, Pres. & Gen. Mgr., or JAMES THOMPSON, Special Agent**  
P. O. Box 1250, Orlando, Florida. Phone Orlando 59176

# WANTED

## Carnival for Fair Midway

Any week from Sept. 12th thru week of Oct. 3rd.

Contact

**JAMES S. MARSHALL, Pres.**  
American Legion Fair  
Rocky Mount, Virginia

## Carnival For Sale—Cheap

Merry-Go-Round, Chairplane, Ferris Wheel, etc. Now or never. Don't bother to write or call unless definitely interested.

**Harry Alkon**  
New Virginia Hotel Norfolk, Va.  
Phone: Madison 24346

# ROYAL EXPOSITION SHOWS

Want for following Florida Fairs

INVERNESS, March 15 to 19

WILLISTON, March 21 to 26

CONCESSIONS: Legitimate Merchandise Concessions of all kinds, such as Fish Pond, Ball Games, Pitch-Til-You-Win, Cork Gallery, Long and Short Range Galleries, Jewelry, and what have you? SHOWS: Can use Grind Shows, Fun House, Animal Show and any Show of merit with own equipment. All address:

1330 Grand Avenue, Orlando, Florida, this week; then as per route.

"SPLINTER" ROYAL, Asst. Mgr., ROYAL EXPOSITION SHOWS

# MR. CHARLES HEBERT

2515 7th Ave. E., Hibbing, Minnesota, please contact

**J. L. ROLPH & CO.**

738 Plymouth Bldg., Minneapolis, Minn. Fillmore 4613

# SEARCHLIGHTS

Brand-new Sperry and G.E. 60-Inch Searchlights, located Albany or Chicago, \$250. Brand-new Generators, 16.5 kw., \$550. Complete new Burner Heads and Automatic Carbon Feed Control Box, in sets, \$75.

**J. PILE**

2329 Central St. Evanston, Ill. University 4-5866 or Mulberry 5-3510

GIVE TO DAMON RUNYON CANCER FUND

# 9 ROTARYS FOR SALE

Booked for long season in California

**J. A. BLASH**

706 1/2 N. First Ave. Arcadia, Calif.

## BETTER READ THIS NOTICE IT MAY INVOLVE YOU

If you owe us any money for merchandise for 1954 or previous—and are not making an honest attempt to pay, This Notice is meant for you. Unless we hear from you at once outlining your intentions and your payment plan, we will be forced to take the following step:

- Notify every Fair Secretary
- Notify every Carnival Owner
- Notify every Concession Manager
- Notify every Park Owner and Manager
- Notify every Merchandise Jobber
- Notify every Ride, Tent and other suppliers
- Notify every Credit Company that handle automobile, truck and house trailers — also Insurance Companies

If you are a carnival manager or an owner of rides, concessions or any branch of the business and you are on our books, regardless how old the account, we will take steps to notify every one that you did not live up to your obligations, that merchandise ordered by you was not paid for, and the total amount owing.

We want action now. We are still a friendly company. If you cannot pay all or part at this time, write us now and state your position or plans and we will omit your name from notices that will go out periodically until we die. Your Silence has forced us to make this move. We have come to the conclusion that it would help those that pay their obligations if we and other firms made it tough for those that abuse credit.

WRITE: Care of Credit Dept.

### WISCONSIN DE LUXE COMPANY

1902 NORTH THIRD STREET MILWAUKEE, WISCONSIN

## JOHN H. MARKS SHOWS

MILE  
LONG  
PLEASURE  
TRAIL

Want for the Finest Route of Still  
Dates, Celebrations and Fairs in the East

LEGITIMATE CONCESSIONS of all kinds except Eats and Drinks. Can place SIDE SHOW, MONKEY, SNAKE, WILDLIFE or other worth-while attractions with or without equipment. Will furnish equipment to reliable parties. Will book or buy OCTOPUS, TILT-A-WHIRL or any other good Novelty Ride. Useful Carnival Help in all departments. Contact us and we will notify you when to report.

P. O. BOX 771 RICHMOND, VIRGINIA

## FAIR & EXPOSITION SHOWS

WANT FOR WAYCROSS, GEORGIA, MARCH 14-19

Shows—Girl Shows with own equipment; Ball, answer: Five-in-One, any worth-while Grind Shows; Harry Harris, answer. Ride Help—Foremen and Second Men for Wheel, Tilt, Merry-Go-Round. Concessions—Sit-Down Grab, Candy Apples, High Striker, Age and Weight, Jewelry, Hunky Panks of all kinds. Replies:

R. E. STEWART, care Western Union, Nashville, Georgia

## BARNEY TASSELL SHOWS

WANT FOR MELBOURNE, FLA., COLORED CHURCH DOINGS WEEK MARCH 14

Everybody working and lots of colored soldiers. Followed by Waycross, Ga., Colored Legion Festival—right on Highway 1. The only money lot of Waycross. This is the first show in for colored. Rides of all kinds not conflicting. Shows of merit and strictly legitimate Concessions of all kinds.

Wire after Wednesday—Western Union, Melbourne, Fla.  
P.S.: Spitfire and Trailer for sale—mechanically perfect.

## GOLD BOND SHOWS

OPENING LAST WEEK IN APRIL

WANT

WANT

WANT

CONCESSIONS: Hunky Panks only. Ice Cream, Custard, Snow Cones, Novelties, Jewelry Sales, Jewelry Spindles, Glass Pitch, Cigarette Gallery, Add-a-Ball, Ball Games, Hit & Miss, Balloon Darts, Add-Em-Up Darts, Hoopla, Watchla, Bumper, String Game, Age and Weight, Fish and Duck Pond, Penny Pitch. Six Cats for stock only with Hunky Panks. SHOWS: Wildlife, Illusion, Motordrome, Monkey Show. RIDE HELP that drive. All replies to MICKEY STARK, MGR., P. O. BOX 229, MT. STERLING, ILL.

## AGENTS WANTED

For Pins, Razzle, Cat Rock, Buckets. Middle West, 24 weeks, open May 1. Seven chice still dates, rest celebrations and fairs. Old-time up-down man, contact me. No collect phone calls, wires, winter dings.

LEW "BLINKY" BERNSTEIN

Business Mgr.  
Apt. 106, Carlton Hotel  
Milwaukee, Wis.

## T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

AMERICAN  
TENT CORPORATION

America's Largest Builders  
of Fine Show Tents

201 E. Water St. Norfolk 10, Va.  
Representative G. C. Mitchell

BILL SANDERS

# CLUB ACTIVITIES

## Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 5.—Members heard a report on the projected Showmen's Day at the National Orange Show, Mike Doolan outlined plans for the Queen Contest and Eddie Harris spoke on the Honor List of the Goodwill Club at the regular meeting Monday night.

On the rostrum for the session were Frank Warren, president; Eddie Harris, vice-president; Harry Phillips, treasurer, and Joe Mead, secretary.

Orville N. Crafts will again be host on Showmen's Day at the National Orange Show in San Bernardino on March 22. For the second consecutive year, "Grandfathers' Follies" will be presented. Money from the event will go to the club.

Vice-President Harris, talking on the Honor List, said membership would include those who donate especially for the welfare work. Their names will be inscribed upon a bronze plaque installed on the rostrum.

Doolan gave a report on the Queen Contest. Three entries have been received to date and include June Sutton, representing the Crafts Shows; Fay Prosser, PCSA Ladies' Auxiliary, and Mary Bacigalupi, the West Coast Organ Company. They and other entrants will be honored at the Orange show. The contest is scheduled to run until November.

Two new members were voted into membership. They are Roy Shepherd of the Crafts Shows, and Carl Sherman of Seattle.

Bob Schoonover, of Cavalcade of West, is undergoing treatment on his eye, injured last year.

Pete Sutton was awarded the door prize.

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, March 5.—President Ned Torti handled the gavel at the regular Thursday (3) meeting. Also at the table were Vice-Presidents Maurice Ohren and Jack Duffield, Secretary Joe Streibich and Theo Forstall, who stopped off en route to New York.

New members include Burton Metzger, Fritz Dude and Wallace R. Lashbrook. Dick Ware left for Florida and Chick Schloss will handle the St. Patrick's Day party. Frank Conklin stopped off en route to Brantford, Ont. Charles Zemater Sr. left town for a southern business trip.

Welfare committee reported the sick list included Lou Keller, Harry Atwell, Louis Drillick, Russell Johnson, Charles Watson, Jack Jacobsen and Hugo Mallman. Jimmy Donahue advises he may come to Chicago for hospitalization. News Flashes in the mail this week.

Clubroom callers included Ralph Woody, John Rogers, Bill Hood, Chick Schloss, Chick Bohdan, Charles Drobnyk, Virgil Lee, Bob Mautner, Harry Duncan, Dr. Wald, Dave Goldfen, A. Raymond, Elmer Bymes, Henry S. Polk, Hank Shelby, Andre Dumont, William Wolper, Hy Neitlich, Petey Pivor, Louie Berger, Jack Duffield, Billy Senior, Harold Barrows, George B. Flint, Jim Bowe, Hadji Delgarian, Harry Mamsch and Harold Ardner.

## National Showmen's Association

317 West 56th Street, New York

NEW YORK, March 5.—The entertainment committee is completing arrangements for the dance scheduled for Saturday night (19). A buffet and entertainment are included in the \$1.50 price.

Discharged from hospitals recently were Gerald Snellens and Henry Kaufman. Both are doing nicely. Still in hospitals are Edward A. Kirshman, at Veteran's Hospital, Fort Hamilton, Brooklyn, N. Y.; Sol Wanish, Hospital for Joint Diseases, Madison Avenue

and 125th Street, New York, and Albert (Chick) Rauchfuss, Kings County Hospital, Brooklyn, N. Y. All would like to hear from friends.

Mickey Hughes is receiving congratulations following his marriage to Ingrid Steffen.

Recent visitors were Morris Black, Edward Rouch, Joseph Agule, Sam Shaw, Morris Rucker, Joseph Prell, James Burgdon, Jack Siegel, George Hoar, Morris Glass, Harry Joffe, Julius Roth, Jack Allen, Harry Meyers, Harry Flanagan, Edward McKeon, Harry Levine, Larry Neumann and Eddie Elkins.

The next regular meeting is scheduled for Wednesday evening (9). The board of governors will convene promptly at 7:30 p.m. to insure the general meeting starting on time.

Mail is being held for several members. Please send in your current address. Many members attended the card party staged in the club rooms February 28 by the Ladies' Auxiliary.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary

The Monday (28) social was well attended despite heavy rain. Winners included Carrie Dear, Edith Schulz, Frances Moran, Catherine Previsch, Marion Fochal, Pat Crognaile, Rose Morrison and Edna Byrd.

Clara Silber is back after a Nevada vacation. Margie Mansell is vacationing in California, while Dotty Miller is in Mexico and Ann Stone is sojourning in Florida.

Gerry Layton recently presented her husband with a daughter.

Auxiliary will hold a St. Patrick's Day party in the clubrooms. A drive has been started to raise funds for a monument at the cemetery plot. The valentine party, sponsored by Ann Barker, was reported a success and profits will go to the monument fund.

## Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, March 5.—President Charlotte Porter called the Friday (25) meeting to order. Also present were E. S. Fitzgerald, third vice-president; Billie Hodges, executive secretary, and Bonnie Townsend, recording secretary. Ruth Woods, treasurer of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, was invited to the rostrum.

Frances Weidmann was named to head up the Hi Jinks committee, with the event set for March 18. Bernice (Chickie) Provenzale was appointed co-chairman. Several bonds have been pledged as prizes.

Joe Hart was reported critical in Highland Hospital, Oakland, Calif.

Letter read from Sylvia and Arthur Craner, who were vacationing in Phoenix.

## Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, March 5.—President Eva LeRoy presided at the Tuesday (1) meeting in the Hotel Sherman. Other officers present were Marianna Pope, first vice-president; Lucille Hirsch, second vice-president; Agnes Barnes, third vice-president; Pauline Grey, treasurer, and Wanda Derpa, secretary. Invocation was delivered by Jeanette Wall.

Letter from the Rev. Marcel Lavoit thanked members for gift of a wrist watch. Thank-you notes received from the Auxiliaries of the Michigan Showmen's Association and Greater Tampa Showmen's Association for flowers. Mae Oakes, who lit the Caravans' candle at the Tampa installation, described the event in a lengthy letter. Correspondence also received from Myrtle Hutt. Isabell Brantman and Mae Sopenar vacationing in Florida and Claire Sopenar making plans to head in that direction. Pearl McClynn is on a tour of New Mexico.

An invitation was received from the Showmen's League of America to attend that club's St. Patrick's Day party. Mae Taylor, welfare chairman, reported Irene Coffey was in Cook County Hospital but on the mend. The club moved to send her a quilted robe.

Plans for the club's 11th birthday celebration were changed. Members will celebrate April 12 with dinner in the Bamboo Inn and a tour of Chicago's Chinatown.

Claire Sopenar and Helen Wetour took the evening awards. Veronic Potenza and Mabel Davis served refreshments. Jeanette Wall and Helen Wetour will be hostesses at the March 15 social.

**W.G. WADE SHOWS**

**Now Contracting  
for the 1955 Season  
RIDES—SHOWS  
AND CONCESSIONS**

G. P. O. Box 1488  
Detroit 31, Michigan

**ALL TYPES OF WHEELS**



Mds.  
Big Sixes  
Double  
Wheels  
Laydowns

Ask for 1955  
Catalogue  
Operated by  
Joseph Mandel

**CARDINAL MFG. CO.**  
2944 West 28 St., Brooklyn 24, N. Y.  
ESplanade 2-7510

**FOR LEASE**

One seven-car Tilt, Ferris Wheel and Rolloplane with tractor trailers to haul same. Must be reliable and know rides.

**BOX D-103**  
c/o The Billboard Cincinnati 22, O.

**DO IT YOURSELF SHOW**

Dayton, O. — March 18-19-20  
133 Warren St. — He 2142

Can use Sheet Writer, Jewelry, Photo, Novelties, Scale, Mystic, Kitchen Utensils, Tools, Demonstrators of any nature, P.C. or Fiat. Any new item.

**PITCH-TILL-U-WIN BLOCKS, \$2.00 EA.**

WOODEN MILK BOTTLES ..... \$1.25 EA.  
Kiddie Ride, swing type, rides 10, complete ready to run, price \$550; Games and Concession Frames made to your specifications.  
USED EQUIPMENT: Pea Pool Table, 3'x7', 2 100 AMP Switch Boxes, center frame, 12x12 String Game, all for \$75.

**Leonard Concession Co.**  
164 Rockland St. New Bedford, Mass.  
Telephone 3-1331

**WANTED**

Ride Help and Manager for Kiddie Park, 3 different locations. Year round job—good pay. Manager and Ride Help must be all around man and must know rides, be sober and reliable. Give full details. Write

**MAX GRUBERG**  
201 East Broadway  
Long Beach, L. I., N. Y.

**RIDE FOREMEN**

Those engaged contact by mail immediately. Second Men and Kiddie Ride Men, write. Show opens April 11. Will book non-conflicting Shows and Hunky Panks. Sell Athletic Show 40x60 Top, Ring Banner Line, \$150.00. Contact

**DYER'S GREATER SHOWS**  
Searcy, Ark.

**THANK YOU**

**Mr. & Mrs. E. J. (Red) Adams**  
Independent Cook House owners-operators, of Palmetto, Florida, for your new Buick purchase.  
"Save Money With Johnny"

**JOHNNY CANOLE**  
8861 N. W. 18th Ave. Miami, Fla.

**AT LIBERTY  
DELUXE MIDWAY DINER**

Season 1955

**MR. & MRS. E. J. (RED) ADAMS**  
Palmetto, Fla., until March 20; then  
c/o The Billboard, 2160 Patterson St.,  
Cincinnati 22, Ohio.

Admen of every kind  
Endorse The Billboard as a  
**TOP SELLING FORCE**

Get Ready for April Fool's Day!



Trick Matches, Explosive Book Matches, Sparkle and Snake Matches and Cigarette Loads are big sellers.

DEALERS, order the old reliable Douglas line from your regular Novelty Jobber NOW.

JOBBERS SUPPLIED LYLE DOUGLAS MFR. JOKE NOVELTIES 238 W. DAVIS DALLAS 8, TEXAS

Free... 1955 WHOLESALE CATALOG General Merchandise, Watches, Appliances, Jewelry. Enclose 25c to cover postage and handling. WHOLESALE DISTRIBUTING 3324 W. Roosevelt Rd. Chicago 24, Illinois

GOLD BARREL MUGS 2 1/2" tall, 1 3/4 oz. \$1.65 DOZ. Minimum 6 Doz. SILVER GLASS MFG. CO. 5117 Levidale Rd. Baltimore 15, Md.

BUY DIRECT FROM MANUFACTURER ATTENTION, WHOLESALERS, JOBBERS and PREMIUM HOUSES Trouble Lights In 25', 50' and 100' lengths with new snap-off metal guard. Sheldon Cord Products 3549 W. 5th Ave. Chicago 24, Ill. Phone: NEVada 2-3898

WHOLESALE 50% DISCOUNT FREE ADVERTISING MATCHES Sport Socks, \$1.65 Doz.; Boys' Socks, \$1.35 Doz.; Ladies' Nylons, \$6.50 Doz.; Reject Nylons, \$3.50 Doz.; Ladies' Anklets, \$1.45 Doz.; Training Pants, \$1.50 Doz.; T-Shirts, \$4.50 Doz.; Under-shirts, \$3.75 Doz.; Trunks, \$3.50 Doz.; Men's Hankies, \$1.00 Doz.; Ladies' Hankies, \$1.00 Doz.; Pillow Cases, \$1.95 Doz.; Towels, \$3.60 Doz.; Shoe Laces, \$1.50 Doz.; Hair Nets, 65c Doz.; Clip Combs, \$1.65 Gross; Asst. Combs, \$1.95 Gross; Tooth Brushes, \$1.50 Doz.; Aspirin Tablets, \$1.00 for 1,000. 25% Deposit, Balance C.O.D. One-Day Shipment. No Inquiry Necessary. Get Sample Order Today. SIBERT JOBBERS 79-C Shallow Ford Rd. Chattanooga 4, Tenn.

with it ENGRAVERS since 1907 No. 100 Men's All Aluminum Idents \$13 Gr. No. 102 Double Heart All Aluminum Idents \$13 Gr. No. 11 All Aluminum Grab Bag Idents (not seconds) \$7.50 Gr. Send for New Catalog-We Pay Postage on All Prepaid Orders Except Airmail. Originators of the All-Aluminum Idents. MILLER CREATIONS 7738 Avalon Chicago, Ill. Chicago phone: WArren 8-8835 1512 W. Powhatan Tampa, Fla. Florida phone: 32-7321 DAY & NIGHT SERVICE

MEXICAN Miniature Texas Leather Boots for Earrings, \$20.00 gr. Miniature Bamboo Baskets for Earrings, \$6.00 gr. All kinds of Mexican Miniature for Earrings, Curios, Novelties, Palm Hats. Only wholesale. Request catalog. Francisco L. de Arkos 904 Scott St. Laredo, Texas

MAKE \$2 HR. SELL RA-GLO SIGNS To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35c each. 50% deposit required on C.O.D. orders. Send for free literature. ALL ART SIGN CO. 179 N. Wells St., Dept. 43, Chicago 4, Ill.

Letter List Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Allen, John J. Jackson, Jack (Col.) Jay & Cee Jehrig, Mrs. Fern Johnson, Charles W. Johnson, Johnnie Johnson, Mrs. Mary Lorene Johnston, Mr. Marion E. Johnson, Sadie Johnson, Ralph Jones, Ace Joyce, Chas. Keaton, Robert Keller, L. C. Kelly, John Kennedy, Charles L. Kennedy, Bill & Edna Kennedy, Curtis Kerr, John Kings, Anna Lee (Minstrel Show) Kirma, Fred & Myrtle Kiser, G. B. Knapp, Eddie Knight, Mrs. Undillo Kofros, Jack G. La Morris, W. F. La Rue, Blackie La Salle, Leo Lamb, J. Lane, Sheri Lee, Sandy Lemmons, A. L. Malbin, James L. Little, Pearl Mrs. Little, Ross Lobay, Bob Love, Chas. Lowrey, Joe Luckette, Billy G. McAfee, Beverly Penny McCall, Art McDonald, E. McDonald, (Little Mac) McGhee, Thomas McGowan, Frank J. McKay, Glenn McShay, Kelly McSpadden, John R. Mack, Robert Madden, Anthony F. Mahs, George L. & E. Malbin, Edward J. Malkowski, Mrs. Kathryn Mallotts, Mentalists Malman, Annie March, Milton Marshall, Eura Marshall, George E. Martin, J. Mathews, Henry Mayman, Gilbert Mayo, Bill Miller, Alan & Mrs. Miller, Donald Miller, Ernest Pansh Miller, Little Joe Mintzer, Daryl Mitchell, James Mitchell, Sam Moberley, Glenn H. Moore Jr., Jack Bernard Moore, Sena C. Moore, Steve Moran, Joseph Morgan, Hester & Mr. Morgan, Pvt. 2 John W. Mort, George (Brody) Murphy, Pat & Diana Murphy, E. J. (Spud) Myers, Bob Nash, Larry Naniacza, Dollie Naniacza, Elodia A. Nazarek, Nicholas Nelson, Jackie Norman, Pete O'Connor, John O'Donnell, James O'Hare, Mickey O'Hearn, William D. O'Malley, P. Ollis, Paul & Mrs. Orlando, Margaret T. Osborn & Cottrill Osborn, J. Owens, Clarence L. Owens, Jim Owens, Jim Page & Palmateer, Kathleen Pangel, William C. Palmer, Dick Parnes, Lee Pasco, Betty Pawling Circus Co. Pellon, Vera Pery, Chuck Pickard, Francis Pinkleton, Earl Powell, Ida Mae Prozer, Sam Rader, Myron Saine, George Reilly, Charles E. Rice, C. H. Richards, Buddy Roberts, David E. Robinson, Andrew Robinson, William P. Roland, M. M. Room, Clara Rose, Happy Ross, Diana Royal, Lucien Garrald Russell, Phil. R. Ryan, Johnny Sands, Fred Sawyer, Paul Scott, Lorraine Scott, W. F. (International Shows) Schuch, Pete Schuch, (Gypsy Pete) Scott, Lewis (Drummer) Seifer, H. L. Selbirt, John Sellers, Clarence Shankie, Floyd (Tex) Shannon, John (Tex) Sharp, Virginia M. Shaw, William Shegda, Mike Shelton, Pat Short, Carl & Angie Slay, Howard Smith, Mrs. Anna Smith, Frank L. Smith, Pete Smith, (Concessionaire) Smith, Tom B. & Mrs. Smith, W. F. & Mrs. Soret, Joseph & Mrs. Stanley, Bud Stevens, Bud Stevens, Bob Stevenson, Max Stokes, Van Styles, John Sutton, Whitey Swanson, Lefty Swart, Roger T. Taishoff, Sol Tangerine, Margie Tarhan, John Taylor, George Taylor, Joseph H. Terrell, Jack Thomas, Mike Thompson, Capt. Jimmy Toler, Clyde H. Turner, Howard, Alex Tubbs, Jim Turner, Bud Turner, (Motor Drome) Turney, Malcolm Ulseth, Norman

- Uncle Joes Amuse. Co. Valentine, Henry & Eleanore Vanmeerten, Richard Van Ness, Kenneth Wagner, Jerry & Mrs. (International Whirling Aces) Waldron, Opal Walk, Joseph J. Warner, Frank & Betty Washer, Frank (Motor Drome Rider) Watson, John B. Watts, Doc Waugh, Leo Russell Webb, H. D. Thomas Whalen Jr., Thomas J. L. White, Michael R. Wilson, John Woods, Miss Frankie Woods, Johnnie Lou (Human Fly) Word, Mr. & Mrs. (Side Show & Pony Ride) Wozniak, Frank & W. Wray, Henry Wurster, A. E. Young, Albert

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Clark, Vaughn Edmond, George Forman, Ben Kag, Paul Kellogg, G. L. Klein Seymour Krassner, Daniel Logan, Scott Maxwell, Charles Moran, Eddie Noble, Forrest Newell, Douglas Reynolds, Rae Smith, William C. Tommendale, L. K. Vlado, Robert

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Allen, Frank Anderson, Mary Averill, William De Busk Dennis, Wilber Dorsey, George Eutah, Harold Evans, Sam Fournier, Frances Hakes, Whitey Hendy, Robert Jurd, Walter Jones, Jack Korte, Peter Laform, Lilly Londue, Lucille Mack, Marquita Niemeyer, Joe Pangel, William Potter, Henry Remington, Earl Schreiber, Hymie Smith, P. Ventrano, Peter

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post Berg, Richard L., 7c

- Alexander, Mr. & Mrs. Elmer Allen, Mr. & Mrs. L. C. Alvarez, John A. Anderson, Paul D. Armstrong, S. J. Armstrong, Gene Lyle Armstrong, Mr. & Mrs. Bob Baker, Glen (Curley) Ballard, Jerry Berg, Richard L. Bernard, Bill Brafford, Enoch Bybee, Mattie Cain, Gene Drake, John S. Calolan, Carl A. Canipe, Walter Carey, Thomas P. Carney, James A. Carpenter, Keith Carter, L. K. Carter, William Caulkins, Fred Cash, John Chaney, Charles Chartron, Jane Chidester, Wm. Coghlan, Bob Collins, Harvey Leon Columbus, Scott Conversa, J. B. Cook, Jack & Hattie Conway, Johnnie DeLaney, John Mrs. Dick, Richard (Baldy) Drake, Mrs. Babe Dugan, John Dunn, Roy Evans, Charles Fadden, Ben M. Finley, Evelyn Flinnerty, Dorothy Fraker, Russell French, Dee Fry, Mr. Marion Fultz, Charles Garber, Billie Gilmore, Mr. Good, Naine Good, Harry Gruseczyk, Mike Hagensick, C. E. Hampton, Dudley Hannan, Robert Harris, Mrs. Betty Haynes, Joseph F. Hylcomb, Chuck Hynes, Jimmie Kelly, C. K. Korman, Carroll Kothenop, Elmer LaMont, Bob Lane, Charles Lewis, Sam Little Wolf, Earlene Lotts, Gus F. Long, Eddie McCabe, Mrs. Vince McGeorge, Harold G. McMan, J. J. Marcus, Red Martin, Harry Mays, Waldon Middleton, Mrs. Ann Middleton, Odell Middleton, Peg Miller, Adella Moorehead, Mr. & Mrs. C. L. (Happy) Moorehead, Merle Morgan, Mrs. Hester Morgan, Charles Mary Morgan, Tod Keith Moss, Lee Neil, James Nichols, Ralph Ogilvie, L. B. Onell, Edward Louis Page, Paul C. Peacock, Paul & Shirley Pierce, Carl B. Pierce, W. R. Qualis, Veotta Raza, E. Pete Raines, Mrs. Rosa Ramsey, Mark W. Randall, Dan F. Reedhammer, Carl Richardson, Joe G. Rosenfeld, Anita Rose, Jack Ruscito, Emil B. Scheible, George Schmidt, John Howard Schmidt, Guy O. Shipley, Leonard L. Sikkels, Billy L. Silcox, Mrs. Joe Simpson, Nelson Stone, C. Strahl, Ario Dean Swartz, Frank Swartz, Harry Tatum, William Taylor, Harold (Slim) Tripp, Earle E. Trobanovsky, Alex Van Hooser, Marshall Webb, Mary Wetherben, Harold Whitson, L. W. Williams, Mitchell Wilson, Willie Yoder, Floyd (Tex) Yoenker, Anna

Hawaiian Ti Cane!!!

The hottest item today for DEMONSTRATION SALES Perfect for big volume at fairs, carnivals, auctions, shows, exhibitions, etc!

Here's big volume and big profit for you! SELLS FAST—GROWS FAST. Everybody wants Hawaiian Ti Cane.

Shipped anywhere in U.S. or Canada. Write or wire for price schedule and particulars.

HAWAIIAN PRODUCTS CO. (National Sales Office) Mailing Address: P. O. Box 360 New York 17, N. Y.

QUACK QUACK DUCK It's NEW—Plenty of Action

\$20.75 PER GROSS \$1.80 Per Dozen (No less sold) No. 3946

- No. 3893 BUBBLING BABY Size 3 in. high \$15.00 per gross \$2.00 per doz. (No less sold) No. 4995 BASHFUL MONKEY \$10.00 per gross \$1.50 per dozen No. 3927 SNAKE BOW-TIE \$10.00 per gross \$1.50 per dozen #3936 SPIDER GIRL \$14.40 per gross \$1.50 per dozen

Include postage with remittance; will refund any difference. WISCONSIN DE LUXE CO. 1902 N. Third Street Milwaukee 12, Wisc.

MEXICAN JACKETS 100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors. \$7.75 each. Embroidered, Sizes 34-40 \$6.75 each. BEAUTIFUL HAND PAINTED SKIRTS A marvelous number that will prove to be your fastest seller and biggest profit-maker. \$4.50 ea. On quantity lots. Pearl Sales Co. P. O. Box 675, El Paso, Tex.

They See 'Em... Buy 'Em Pitch these new Four Color PIONEER Qualatex SPRAYED BALLOONS. Wide Stripes. Both available in white or transparent, 9 or 11 inch balloons. Order today from your supplier or write to... Polka Dots. OUR NEW GOLD AND RHODIUM FINISH IS GUARANTEED NON-TARNISHING! RACK DEAL \$1-6 dozen assorted. 3 dozen asst'd pairs—Earrings. 2 dozen asst'd pairs—Scatter Pins. 1 dozen asst'd—Brooches. \$24.00 with RACK FREE! REFILLS—\$3.50 per doz. Any assortment desired. SEND FOR SPECIAL QUANTITY PRICE IN DOZEN LOTS. 25% deposit on all C.O.D.'s. 100 other Jewelry Items. SEND FOR 32-PG. 1955 CATALOGUE! PACKARD JEWELRY CO. 48 W. 25th St. New York 10, N. Y. CH 2-0863 Dept. F

SAVE \$34 ON THIS SPECIAL DEAL... BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES. 10 Ass't with Yellow Exp. Band. \$75. For men and women. New model cases and dials. Reconditioned and guaranteed like new. Sample Watch, \$9.95 Sample Band, 95c. Send for Our New Big 100-page 1955 catalog, only 25c (refunded on your first order). Wholesale only, 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied. JOSEPH BROS. 5 S. Washburn Ave., Chicago 3, Ill. "The Watch and Diamond House"

Quick Photo Invention! PHOTOMASTER PDQ CHAMPION Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. PDQ CAMERA CO. 1161 N. Cleveland Ave., Chicago 10, Ill.

KIPPS has the latest NOVELTY CHINA

MISS FANNY ASH TRAY Moving fan and legs. Dozen... \$9.00

SPECIAL Hill Billy Beer Mugs Assorted Styles. Dozen... \$4.00

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

## let these name brands work for you!

**YOUR OWN GIANT NAME BRAND CATALOG... FREE**

Here is your own NAME BRAND Catalog! No name but yours appears anywhere on the cover or in the catalog. Distribute your own catalog of name brand merchandise through your sales force, or take orders with it yourself.

Appliances, Cookware, Silverware, Housewares, Dishes, Radios, Clocks, Costume Jewelry, Watches, Diamond Rings, Tools, Hundreds of Other Items.

**NO INVESTMENT... USE OUR HUGE INVENTORY**

You have the full advantage—at all times—of ordering from our tremendous reservoir of name brand products. Your customers get what they want... when they want it. Orders filled within 24 hours.

**HOW TO GET STARTED IN YOUR OWN NAME BRAND BUSINESS... FULL TIME OR PART TIME**

Just fill out this coupon and mail it today. We will send you our new 1955 catalog FREE. Space is provided on the cover for the imprinting of your own name and address. This catalog costs you nothing and it puts you in a business that can repay you thousands of dollars in a business that can repay you thousands of dollars! With your catalog you can rush your order to us for immediate shipment. Fill out the coupon below and get your FREE Name Brand Catalog and confidential dealer Price List IMMEDIATELY!

**Order your FREE Catalog and Price List... Now!**

**H. B. DAVIS CORP.**  
145 West 15th Street, New York 11, New York

Send me FREE copy of your new, illustrated NAME BRAND CATALOG.

NAME \_\_\_\_\_

NAME OF MY COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**H. B. DAVIS CORPORATION**  
145 West 15th Street, New York 11, New York

## SIZZLING 'DOG-N-BUN' COOKED RIGHT IN A BAG!

COOK THEM ELECTRICALLY IN LESS THAN 2 MINUTES... right in the sanitary glassine bag! This machine cooks eight sandwiches all at once, OR one at a time. Just flick the switch and when each hot dog is done the cooker turns itself off AUTOMATICALLY. This machine keeps the flavor in the hot dog... saves current... eliminates waste. OCCUPIES JUST 2 SQUARE FEET OF COUNTER SPACE!

**NAME YOUR OWN PROFITS...**

Huge Market Everywhere!

Just make an easy 40-cent demonstration and see if your prospects let you TAKE THIS MACHINE away! Judge for yourself. Invest a 2-cent postcard and get our complete sales story. NO COST OR OBLIGATION!

NOW... FOR THE FIRST TIME you can get this machine for \$50.00 direct from the manufacturer! RESALE PRICE \$79.50.

MACHINE FULLY GUARANTEED FOR 1 YEAR

**The RE-NU Service Co.** Dept. B, 133 Broadway, Clifton Heights, Pa. Phone: Madison 3-7396

## A TRIAL ORDER WILL CONVINC YOU!!

**6 A BIGGER DEAL Assorted Watches \$49.**

Guaranteed like NEW!

With yellow expansion band. Reconditioned and guaranteed like new.

**Waltham-Gruen-Bulova WATCHES For MEN and WOMEN**

**\$9.75 EACH**

Original Gold-Filled Expansion Band, 95c extra.

**WEINMAN'S** 182 So. Main St., Memphis, Tenn.

## NEW FULLY AUTOMATIC COOKER FRYER

Complete With FIRE KING OVEN GLASS COVER - Retail: \$39.95

**10 Exclusive Features:**

- Completely Automatic Signal Light
- Advertised in Life and Good House-keeping
- Approved by Un-writers Laboratories
- Cooks
- Roasts
- Blanches
- Stews
- Stews
- Stews
- Bun Warmer
- All Purpose Food Warmer Server

Lots of 3 or more \$7.95 each  
Sample \$8.50 each  
Terms: 25% Dep., Bal. C.O.D.

**NATIONAL DISTRIBUTING CO.** 222 Calumet Bldg. Miami, Fla.

## SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG!

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR**

Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35 year record of Honest and Dependable Service is your guarantee of Quality Merchandise, at lowest wholesale prices.

**Gellman Brothers** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### ADVERTISING RATES

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 15c a word—Minimum \$3

**DISPLAY-CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATE: \$1 per agate line—\$14 per inch (unless credit has been established)

**CASH WITH ORDER**

**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**  
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

## ACTS, SONGS & PARODIES

**ACTS WANTED WHO NEED SOCK COMEDY** material. New comedy material. Full of gag lines, stag lines, parodies, hecklers, adlibs, openings, etc. Free monolog with order. \$3. Showbiz Comedy Serv. Dept. M 12, 1613 E. 29 St., Brooklyn 29, N. Y. mh12

**EMCEE—THE AMAZING ENTERTAINERS** publication, containing patter, Skits, Parodies, Monologs. Seven different issues and book of comic sayings. \$4. Emcee-B, Box 983, Chicago 90. mh12

**20,000 PROFESSIONAL GAGS, ROUTINES, doublets** 500 pages. \$2 for comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing, N. Y. mh14

## AGENTS & DISTRIBUTORS

**A BEST-SELLING GROUP OF TRADE** Journals available for experienced subscription salespeople. Also Farm Papers and credit cards. Trade Press, 3119 Topeka Kansas City 9, Mo. mh12

**A BRAND NEW ITEM—FIRST TIME ANY-** where. Not sold in stores. Buy direct from manufacturers. 100% profits. Begin earning big cash first day. Details free. "Husk" O'Hara, 5732 North Kenmore, Chicago 40, Ill. mh12

**AGENTS—SELL RICH LOOKING 34X66** imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and Oriental patterns. 2 rugs, \$2.50 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-1m

**AGENTS, SELL ROSARIES—PLASTIC, \$4.10** doz. moonstone, \$11.30 doz.; others, list available. Jewelfruit, 147 N. Maple St., Mesquite, N. Y. mh19

**AGENTS—FAST SELLING BEAUTIFUL** Rhinestone Heart Necklaces and Rhinestone Heart Earring Set; all pronged rhinestones, \$13.50 dozen; sample, \$1.25. Santos Sales Co., 921 Eastwood, Chicago 40, Ill.

**AGENTS—MAKE UP TO \$100 DAY SELL-** ing Amazing Color Filters. Put your Television in colors. Send \$2 for sample any size. Prompt delivery. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. mh19

## AAA AMAZING CLOSEOUTS

Ropes, all beads, asst. dz. \$5  
Ropes, chain & beads, asst. dz. \$4  
Tailored earrings, asst. gr. \$15  
Tailored pins, asst. gr. \$15  
Stone Earrings, asst. gr. \$15  
Stone Pins, asst. gr. \$15  
Rhinestone neck & earrings, boxed, dz. \$9  
Bracelets, round & link, asst. gr. \$30  
Sample boxes reg. price 20% deposit, balance c.o.d. No catalogue.

**NEW ENGLAND JEWELRY**  
124 Empire St. Prov., R. I.

**ATTENTION—HOSIERY; LOW PRICES FOR** jobbers, pitchmen and salesmen; complete list of men's, children's hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. 65-174, 1258 Market St., Chattanooga, Tenn. mh19

## !! ATTENTION, BUYERS!!

Vacuum cleaners, all makes. Tanks, up-ribs. New, rebuilt and guaranteed. Also repairs, rewinding machines, general merchandise, home and farm supplies, hand and power tools, costume jewelry, etc.

**FACTORY PRICES! FREE CATALOG**  
Write us your needs

**METROPOLITAN**  
4143-3 Ave. Bronx, N.Y. CY 5-5960

**BIG MONEY—OSCAR MAKES EVERYONE** laugh. Whirlwind seller, 900% profit. Fifty samples (\$2.50 retail) for 25¢. Manager, Box A884, 920-Third, Seattle 1, Wash. mh19

**BIG PROFITS IN YOUR OWN WHOLE-** sale merchandising business. No inventory, no inventory! America's greatest wholesale Appliance, Homewares, Jewelry, Sporting Goods catalog. Save yourself 60-75% Space for your own name. We drop ship! Free sales plan, General Wholesale sales, Box 3058CC, San Francisco, Cal. mh19

**CASH IN ON TREMENDOUS DEMAND** for new, cheap burglar alarm for automobiles, homes, stores, auto service stations. Dept. Printers, Initials and Sign Letters. Everybody wants one. 286% profit. Unique sample offer. Northwest Electric Co., 361-C Main, Mitchell, S. Dak.

**CIRCULARS—SIZE 3x6, 150 words, 1000** circulars, \$2.75 postpaid; size 6x9, 300 words, 1000 circulars, \$3.50 postpaid; size 9x12, 600 words, 1000 circulars, \$11 postpaid. I do not print the circulars. For \$1 I will send printers' address. Max Saltzman, Dept. Printers, Initials and Sign Letters, North Hollywood, Calif. mh19

**CIRCULATION MEN FOR SOUTHERN,** central and western states; good proposition; age no handicap. Contact Gasoline News, 3134 N. High St., Columbus 2, O. mh19

**COMIC BOOKS (COVERLESS)—REGULAR** 10¢ sellers; assorted, \$20 thousand E.O. Philadelphia; 20 different samples, \$1. Savor, 707 Poplar, Philadelphia 23, Pa. mh12

**COPY OF \$975 DIAMOND BRACELET** Triangle Watch. Excutive smarting sample, \$10.75. On our sizable stock of 47-J Watches and all kinds. No tariff increase. 65 yrs. exp. Result Sales, 580 Fifth Ave., New York. ch-mh19

**DECALCOMANIA TRANSFERS NOW OF-** fer in quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line. Dept. Printers, Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass. ch-np

**FAMOUS MFR. CLOSEOUTS**  
Beautiful Summer assortment \$3.50 dz. Asst. Earrings, gang carded 1.55 dz. Cufflinks, carded 1.95 dz. Cufflinks, boxed \$3 & \$5 dz. Rosaries (made in Italy) 1.95 dz. Tailored or stoned Earrings 2.00 dz. Baby Head Necklaces, boxed 1.50 dz. Baby Cross Necklaces, boxed 3.50 dz. Neck & Earrings, boxed 9.00 dz. Rhinestone Neck & Earrings, boxed 12.00 dz. Beautiful, Royal, set \$4 and \$5 dz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

**SAMUEL SILVERMAN & CO.**  
1820 Westminster St. Providence, R. I.  
FUNBAG—RETAIL \$1; 2 DOZ. 4x6 INCH bags on card \$5 card. Postage paid on 6 cards. Specialty, 1422 Poplar, Terre Haute, Ind.

## ANIMALS, BIRDS, PETS

**CALIFORNIA SEALS, SEA LIONS—WILD** or trained; main suppliers zoos, circuses Herma Beach, Chicago, Ill. mh19

**FOR SALE—TWO DOGS DOING 7 TRICKS,** including rope balancing trick. Faith King, Rt. 3, Pataskala, O.

**FOR SALE—PAMAHASIK'S FAMOUS** bird act: Cockatoos, Macaws, Small Dog Act, White Fantail Pigeons, 3504 N. Eighth St., Philadelphia 40, Pa.

**PROP. PAMAHASIK SELLING ALL EX-** hibitory profits. Catalog free. Monro, 1218 AF South Jefferson, Chicago, Ill. ch-np

**YOUR BUSINESS CARD PERMANENTLY** processed on a cake of soap will wash off. Lasts as long as the soap itself. Terrific door opener, adv. specialty. 25¢ brings sample. Write J. Barrett Co., Box 6531, Pittsburgh 12, Pa.

## BUSINESS OPPORTUNITIES

**ASSOCIATE WANTED—INVEST, HELP** expand, operate 100 acre Dude Ranch opening 1955 in Michigan. Beautiful riding trails, lake, canoes, swimming, large recreation hall, cement tennis court, archery, rifle ranges. All modern conveniences. Irwin M. Baker, 701 N. Michigan Ave., Chicago 11, Ill.

**ATTENTION, ARCADE-KIDDIELAND** owners. Arcade complete with kiddie rides, Auto-Photo, recorders and late amusement pieces for sale or lease. Hollywood Arcade, 430 S. State St., Chicago, Ill. mh12

**CONCESSIONS FOR RENT—1485 BROAD-** way (Times Square), New York City. Contact Peerless Co., 220 West 42d St., New York City. Phone Wisconsin 7-6173.

**750 ASSORTED POLKAS—BOTH SPEEDS,** Dana Standard Hummingbird, \$135 buys whole lot. Rhythm Row, Inc., 307 Harvard St., Brookline 46, Mass.

**FORCED TO SELL—LARGE PORTABLE** Roller Rink, completely equipped. Must be sold immediately. Sacrifice price, \$4200. Box C-189, c/o Billboard, Cincinnati, Ohio. mh26

**FOR SALE—DANCE STUDIO IN THRIV-** ing community, 275 students. Residence (4 rooms) and two studios combined. Ideal for couple mutually interested in teaching. Write P. O. Box 543, Cincinnati 1, O. mh26

**FOR SALE—MAIN HIGHWAY, MILE OUT** from Colgate College, Modern Grill, fully equipped, full license. Liquor, wine, beer. Big business. Living quarters, 4 acres land. Grand opportunity for someone who wants lifetime security. Near Vernon Downs racetrack. \$28,000 buys everything, \$13,000 cash. Balance terms. Write The Candlelight, Hamilton, N. Y.

## FOR SALE—SHOOTING GALLERY, 10x9

10 ft. by one row rolling balls, two rows moving targets, center moving targets, three stationary rows, five bull-eyes and side walls, \$575 complete, 4013 Devon Ave. Phone 52-0109, Corpus Christi, Tex.

**NEW ELECTRIC MACHINE BAKES** greaseless doughnuts; attracts crowds; youth coin money serving hot doughnuts; weighs 60 pounds; small investment; free credits. Norbert Ray Co., 3005 S. 15 Ave., Minneapolis 7, Minn.

**PAINT SIGNS WITH MASTER PATTERNS.** Set 1 1/4" to 12" prepaid, \$1. Sample 3¢. Everly, BB-583, Newton, Iowa. mh12

**WANT—MAJOR RIDES, KIDDIE RIDES,** Shows; any worthwhile Attractions, Concessions at Rainbo Lake, Opening March 23 thru Sept. All replies Dillie H. Lincoln, c/o Sanitary Lunch, 201 Hillisboro St., Fayetteville, N. C.

**WHOLESALE PRICE LIST—APPLIANCES,** Luggage, Typewriters, Jewelry, Watches, Power Tools, Kodaks, Westinghouse, G. E., Motorola, Norge, 25¢. Belmont, 859-861 Du-Mont Ave., Brooklyn 7, N. Y.

**2000 AUCTIONS AND COMMUNITY SALES** listed in 40 States, towns and days given. Valuable. \$1. Simpson, 2705 Julie St., St. Joseph, Mo.

## COSTUMES, UNIFORMS, WARDROBES

**FOR SALE—ALL SEQUIN LATEST MODEL** French Ballerina Gowns. Can be seen by appointment. Phone: Illinois 7-2366 or write "Susanne," c/o Billboard, 1564 Broadway, New York.

**STRIP PANEL AND BRA, \$5—BALLY** Capes, \$5; beautiful Ostrich Head-dresses, Crown Suits, accessories. All brand new. Cash. Flash used. Derby, 1000 Broadway, New York.

**FREE LIST, Leroy Carpenter, 10** Eldorado Place, Weehawken, N. J.

## FOR SALE SECONDHAND GOODS

**FOR SALE—I BACK TURNING LATHE** for 10", 12", 16" stampers. Pump and vacuum chuck. \$750 firm. Pitco-Academy, Route 10, Hanover, N. J.

**FOR SALE FOR PHOTO USE—HOUSE** trailer, 3 mounted stuffed animals. Very profitable and attractive. M. C. Wells, Horse Cave, Ky.

**PHOTO TRAILER—THE FINEST, WITH** deluxe living quarters, equipped with two cameras, takes three size pictures, Open rear, like awning. Sold with or without photo equipment; can be used as concession or mitt camp. Reasonable. A. W. Johns, Box 281, Dawson, Ga.

## FOR SALE—SECONDHAND SHOW PROPERTY

**BLEACHERS—NEW AND USED; CHAIRS,** folding, theater and stadium; Tables, Tents, Sidewalk, Lone Star Seating Co., Box 1734, Dallas, Tex.

**CHAIRPLANE, OCTOPUS, SHORT ARM** and Trailer, 20x40 Bingo Top and Frame, Big Sign Horse Race Wheel, Mickey Percell, 50 Williamsport, Pa. mh19

**CHEVROLET POPCORN TRUCK—GLASS** enclosed, open on three sides. Equipped with new, '41 model "Cretors" Popper, and peanut bins, butane gas; complete stock bought to open; boxes, bags, etc. Will net \$2000 in perfect condition. Good rubber ready to roll. Sickness causes me to cancel the season engagement. Picture on request. Sacrifice for \$500. Robert "Pop" Hansen, c/o 475 Fifth Ave., Troy, N. Y.

**FELT ACROBATIC MAT FOR SALE WITH** carpet runner. Good condition; \$75 takes all. Write Haughey, 82-64 Langdale St., Bellrose, N. Y.

**FOR SALE, HIRE ROOF BEER OUTFIT—** Complete, ready to go. Fine condition. Write Bennett, 416 So. 18th St., Mattoon, Ill.

**FOR SALE—IF INTERESTED IN COM-** plete race track equipment, Moon Rocket, Caterpillar, Spitfire, bleachers, lighting system check my ad in General Outdoor Department, this issue. Don McElhenny, c/o Amusement Center, Cedar Rapids, Iowa.

**FOR SALE—15 CAR LUSSE AUTO** Scooter complete. Operated since 1954. 40x80 building, all tools, spare parts, \$2000. Gledhill Ry. Co., 344 Louett, Grand Rapids, Mich.

**FOR SALE—20x20 TENT, COMPLETE, \$100;** Concession Trailer, new, \$150; Snow Machine, \$25; Pop Corn Popper, gasoline burner, \$15. Tommy Middleton, 303 E. Savannah Ave., Valdosta, Ga.

**FOR SALE, 24 SEAT MIX-UP—46 TRUCK** to haul same. Five hundred cash. Ira Burdick, 611 No. 7th St., Temple, Tex.

## FOR SALE

**Midge-O-Racer, like new, Carrousel, 45 ft.,** good condition. Also 4 Allan Herschell 32 L type Merry-Go-Round Horses. A-1 condition.

**R. & A. AMUSEMENTS**  
4337 La Cara St. Long Beach, Calif.

**GOLF, \$7; PANEL FRONT SHOWS, \$7;** Fit Show (Spidora, Turle Girl), \$8; 20 other illusions; \$38; all \$50. Free circular. Brill, Box 875, Peoria, Ill.

**HAMMOND ORGANS (TWO), GOOD CONDI-** tion. Model B with speakers. Williams and Lee, 464 Holly Ave., St. Paul, Minn. mh12

**G 12 MINIATURE TRAIN WITH TRAILER,** Loop-O-Plane with truck. Cheap for cash. C. Panacek, 3453 N. 3, Milwaukee, Wis. mh12

**G 12 ADDISON TRAIN—4 COACHES,** \$1250 or also Octopus new tubs, \$3800. Write P. O. Box 4233, Tampa, Fla.

**HOT DOG (ALL TYPES, INCLUDING** barbecue); Star Popcorn Machines, Doughnut Equipment; Frozen Custard (new & used). Griddles (all kinds fry & heat Restaurant Equipment). State your needs. Star, 2904-12th St., N.W., Canton, O. mh12

**ICE CREAM FREEZER—ELCTHO FREEZE** direct draw, model 25P; water cooled. Used one season like new, \$1,600. Can be seen in operation. Telephone Reading, Pa., 25634. mh12

**MANGELS KIDDIE BOAT RIDE—USED 5** weeks; good as new. Cash price, \$1500. Bury Brothers, 2720 E. Market St., Pa. mh26

**MANUFACTURE, REPAIR, TRADE ANY-** thing canvas. Any size, good as new tents. What do you have or want. Smith Tent Auburn, N. Y. mh12

**DIRECT from MFR.**

**12" GIANT 12"**

**\$36.00** Per Gr.  
**\$4.50** Sample Dozen Style #L-12. Refills 13¢ Each.

Retractable Ball Pen. Terrific novelty—sells on sight. Assorted colors.

**ROYAL Retractable BALL PEN**

New Low PRICE!  
● Press Button to Write.  
● Press clip to retract.  
● In attractive colors. FREE display cards and guarantee slip upon request.

**MODERN PEN MFG. CO., INC.**  
395 Broadway, New York 13, N. Y. CAnal 6-8016

**\$21.60** Gross Sample Dozen \$3.00 4" Refills 6¢ ea. Quantity Discounts.

**FREE FRISCO SPINDLE WHEEL & BUMPER GAME**

Write today for complete details

- Hand Polished ALUMINUM IDENTs \$7.50 Gr. & Up
- GRAB BAG RINGS \$5.00 Gr.
- HEART & DISC PENDANTS Hand Polished, Nickel Plated \$39.00 Per Gr.
- MEXICAN EARRINGS \$5.40 Dz. & Up

SEND FOR NEW CATALOG TODAY. We pay postage on all prepaid orders except Air Mail.

**FRISCO PETE**  
226 S. Wells St. Chicago 6, Ill. All Phone: FRanklin 2-2567

ALL-WEATHER **Plastic Pennants**

Durable—Tough—Brilliant  
48 assorted colors—18-inch Plastic Pennants sewed on a tough heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

**A & A NOVELTY CO.**  
Cincinnati 36, Ohio

## MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

**Cuttler & Company, New York,** is featuring a new, low-priced fitted handbag called the Beauty Bar made of leather-like vinyl plastic which is colorfast, washable and will not peel or crack. In addition to its large regular compartment, the handbag contains a separate compartment on the side of the bag which contains two perfume bottles, a cold cream jar made of unbreakable polyethylene and a replaceable mirror. The Beauty Bar compartment as well as the rest of the handbag contains brass fittings which add to its stylish design. The item lists at \$14.95. Cuttler & Company is offering them to the trade at \$39 per dozen. Profits will be high with the item, the firm says.

**Tee Jay Toys Company, Inc., New York,** reports doing a big business with its 30-inch giant all-cotton stuffed plush bear, still offered at \$20 a dozen. Interested parties who happen to be in New York are invited to the factory showroom to see the firm's new and complete line of plush and cotton stuffed toys.

A new revolving, self-service jewelry rack complete with six dozen assorted scatter pins and earrings is being offered by **Packard Jewelry Company, New York.** The jewelry is packaged in dust-proof cellophane. Deal No. 1 contains three dozen assorted pairs of earrings, two dozen assorted pairs of scatter pins and one dozen assorted brooches. Price, including rack, is \$24. Deal No. 2 contains 12 dozen of any assortment desired

and is offered at \$45, rack included. Write for full information and a free 32-page catalog, Packard urges.

**Steinberg Baum, Chicago,** has announced that its 1955 catalog is off the press. The book has over 1,000 illustrations showing a large line of nationally advertised name-brand merchandise, including watches, furniture, toys, leather goods, appliances, tools, housewares, premiums, etc. Space is available for imprinting your name and address. The free catalog provides a way of setting up your own business since you can sell directly from it, eliminating the need of stocking merchandise, the firm points out. Steinberg Baum fills orders in less than 24 hours. The firm urges that readers write for a copy of the catalog containing an order form for your convenience.

Science has engineered a new magnetic fish hook and lure holder named **Hookie.** This ingenious holder is constructed of tough plastic, 3¼ by 1¼ by ½-inch in size and is equipped with a built-in magnetic assembly. Attached to the back of the unit is a sturdy 2-inch pin and safety catch for fastening Hookie to hat, jacket, etc. Eight contoured grooves are set at an angle of 45 degrees and start at the top of the unit extending downward to hold eight hooks or lures. Hooks are placed into the grooves where the magnetic system holds them firmly in place. **Hookie, Inc., Elmhurst, Ill.,** claims the design makes it impossible to stick the fingers. The item retails for \$4.95, postpaid, including four flies.

**THE ORIGINAL "HIT" MINIATURE CANDID CAMERA**

FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES

Sensational camera sells like wild! Precision made lens and shutter. Comes complete with genuine pigskin carrying case and carrying strap. Eye-level view finder, polished nickel plated parts.

**FREE wholesale CATALOG**  
Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, housewares, toys, novelties, watches and hundreds of other items.

Gold Finish Model "Hit" Camera \$15.50 Per Doz. Sample \$2.00

**\$13.50 PER DOZ.**  
SAMPLE \$1.75  
Film for "Hit" Camera. 60¢ Package of 6 rolls.

**GEM Sales Co. 533 Woodward Detroit 26, Mich.**

**Two \$ For The Money**

Write for Catalog of other Bargains!

Handsomely Boxed Smartly Styled

**6-Piece WATCH SET**  
Swiss Watch with sweep second-hand and expansion band . . . Smart cuff links . . . matching Tie Clasp . . . Money Clip and Key Holder! Send \$7.90 for sample set. Same as above with rebuilt Elgin or Waltham Watch, \$8.90.

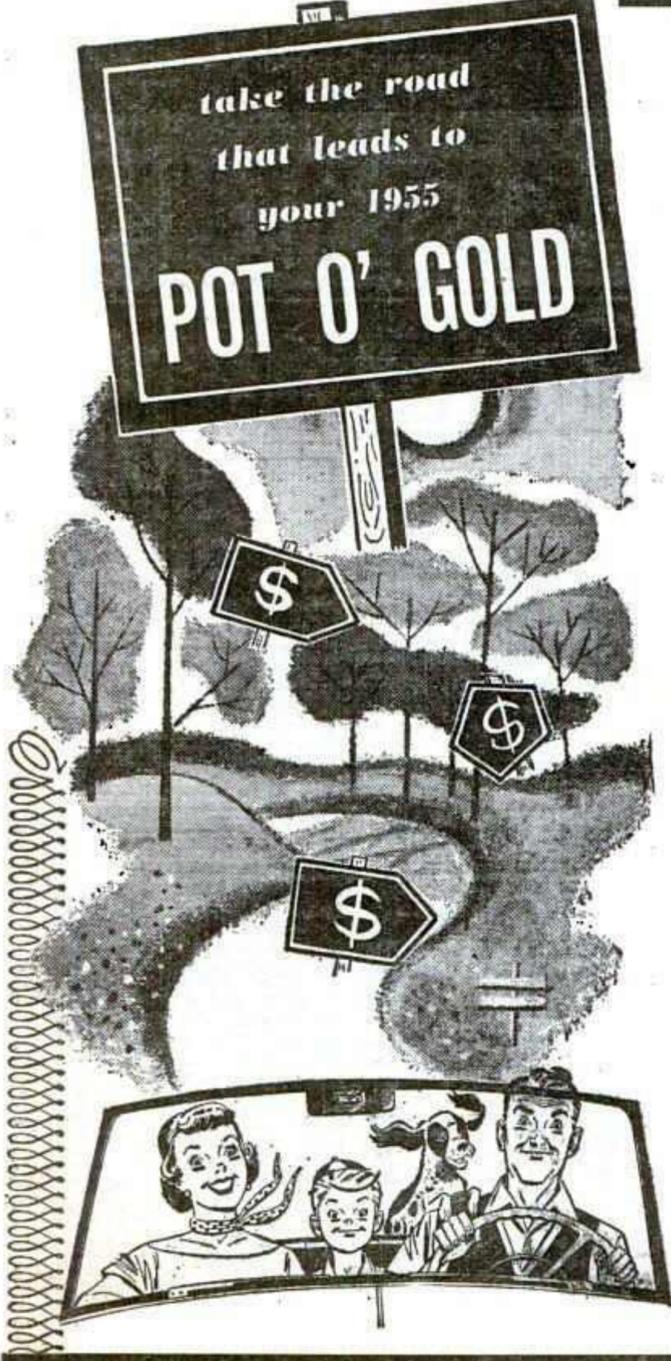
**\$6.90 SET**

Gold Plated! Beautifully Boxed!

**Costume Jewelry Sets**  
12 Gorgeous styles with hand-set sparkling stones. Assorted colors and black cameo. Send \$1.00 for sample.

**\$9.60 DOZ.**

**Cel-Max, Inc. 582 So. Main St., Memphis, Tenn.** 20% with order, balance C.O.D.



## YOUR SHORTEST ROUTE TO EXTRA SALES

# THE BILLBOARD Spring Special

... the Direct Link between You and the Most Active Buyers of PRIZE, GIFT and NOVELTY MERCHANDISE of every Description.

**IN 1955 . . . MORE PEOPLE** will have MORE MONEY and MORE LEISURE TIME in which to spend it. Attendance at Carnivals, Circuses, Parks, Fairs and All Places of Amusement will be GREATER.

**Your Spring Special Advertisement Will Sell More Because . . .**

- It is the traditional Buyers' Guide of all Concessioners and Merchandise Users.
- It will contain the 1955 Fair Dates, a revised Park List and other valuable statistics—plus Powerful Editorial Coverage to command and hold attention for months to come.
- It will have 3 weeks of Pre-Issue Promotion, including a 100,000 direct mail campaign to generate maximum reader interest and extra Circulation
- This maximum reader interest and increased circulation is yours at no extra cost. Regular advertising Rates apply.

**FORMS GO TO PRESS MARCH 31**

Contact Your Nearest Office Today!

<b>CINCINNATI 22, OHIO</b> 2160 Patterson Street DUncar 6-450	<b>CHICAGO 1, ILLINOIS</b> 188 W. Randolph St. CEntral 6-8761	<b>NEW YORK 36, N. Y.</b> 1564 Broadway PLaza 7-2800	<b>ST. LOUIS 1, MO.</b> 390 Arcade Bldg. CHEstnut 1-0443	<b>HOLLYWOOD 28, CALIF.</b> 6000 Sunset Blvd. HOLLYwood 9-5831
---	---	--	--	--

# Sensational Seller!

MAKE BIG MONEY SELLING OUR NEW

## capri

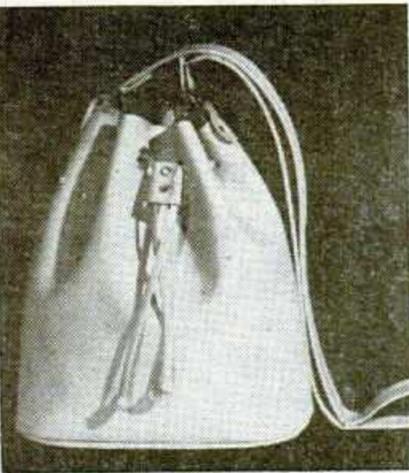
### Shoulder Strap Handbag

Made of fine quality 35 gauge

**COL-O-HYDE**  
(Stronger Than Leather)

Size of bag 10" high by 8" wide.

Colors: Red, Black, Navy, White, Sauterne Creme, Panama Beige and Goldendale Tan. Elegant Styling, Popular Priced. Luxuriously Soft, Newest Colors.



Sensationally Priced at **75¢** EACH in Gross Lots  
\$108.00 Per Gross, F.O.B. New York

SEND \$12.00 FOR SAMPLE DOZEN PREPAID AND BE CONVINCED

IMPERIAL MERCHANDISE COMPANY  
893 Broadway, New York 3, N. Y.

### Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Sium, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

- MILLS' SPECIALS**
- PLIER SETS, 3 piece, forged German steel, in plastic kit, bargain. SET ..... \$1.50
  - FLASHLIGHTS, Chrome, corrugated finish, with ring, shock absorber lens. Gross \$64.80. DOZEN ..... 6.60
  - MECHANICAL Jumping Dogs, Rabbits and Squirrels, assorted. Gross \$36.00. DOZEN ..... 3.60
  - MIRACLE CROSS and Chain with Lord's Prayer. DOZEN ..... 4.95
  - MIRACLE Crosses or Hearts, with chains, boxed, with Lord's Prayer. Large size. Retail \$2.98. Sample \$1.00. DOZEN... 10.80
  - CUFF LINK and Tie Bar Sets, Boxed, assorted styles. DOZEN SETS ..... 6.00
  - NEEDLE BOOKS with threader. Contains 60, 70, 85, 100 needles, 4 styles. GROSS ..... \$6.50, \$7.20, \$7.80, 9.00
  - GILLETTE type blades, 5 in box. Millions sold. 1,000 BLADES... 4.45
  - SLUM DEAL, 2500 assorted pieces. Ideal give-away. DEAL SEND DEPOSIT OR FULL PAYMENT. F.O.B. NEW YORK. FREE CATALOGS.

**MILLS SALES CO**  
Cut Rate WHOLESALERS Since 1916  
26 West 23rd St., New York 10, N. Y.

The Nation's Finest Source for exclusives and **NAME BRANDS**  
Write for Free Catalog  
**TEMPLE COMPANY, INC.**  
804 Sansom St. Phila. 7, Pa. Market 7-8242

**TERRIFIC VALUE!!**  
**Rosary Bracelets**  
Beautiful imported faceted beads. Each with fancy filigree caps. Complete with medal and crucifix. Beautifully packaged. A sure-fire profit maker.  
\$3.95 dozen. \$45.00 gross.  
**CUSTOMCRAFT JEWELRY MFG. CO.**  
26 Custom House St., Providence, R. I.

**NEW MOVIE BOOK**  
Has direct appeal for ALL movie fans. Kids grab it at \$1. Adults, too. Big discounts for jobbers to theaters, newsstands, bookstores, etc. Great for special promotions. Fine premium item. First time offered. Rush 50¢ for sample and full details to: "HOW HOLLYWOOD RATES" Box 296-G Los Altos, Calif.

**PAPER MEN**  
GOOD PROPOSITION for Kentucky and Tennessee business. Write **KENTUCKY-TENNESSEE STATE FARM PAPER UNIT**  
300 East Market Louisville 2, Ky.

**GIVE TO DAMON RUNYON CANCER FUND**

Direct From Manufacturer! You'll develop **MONEY-MAKING VOLUME** with these L-50 Retractable **BALL PENS** \$18.00 gross

10 STRIKING SELL-ON-SIGHT COLORS with L-O-N-G INTERCHANGEABLE REFILLS at 6c each (Prices upon request) Same refills as L-50.

**COSMO PEN CORP.**  
23 West 38th Street, New York 18, N. Y. BRyant 9-2757

A "DEPARTMENT STORE" IN PRINT  
**CONSUMER TESTED FULLY ILLUSTRATED 1955 WHOLESALE CATALOG ABSOLUTELY FREE...**  
We pay postage!  
\* Furniture \* Leather Goods  
\* Appliances \* Toys  
\* Tools \* Jewelry  
plus hundreds of other items.  
**SPECIAL PROVEN PLAN**  
Send for your copy today.  
**STEINBERG-BAUM CO.**  
3319 N. Cicero Ave., BB-A, Chicago 41, Ill.

The Best Sales Boards and Jar Games  
Write for information and prices.  
**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

**HAWAIIAN TI LOGS**  
\$70.00 per 1,000. Flash, 18 plants, \$10.00. Grows in water or soil—Grows by itself—We ship fresh perfect logs—no spoilage—Generous sales aids free with each order.  
**SHERFY'S LTD.**  
2126 Boyer Seattle, Washington

**PORTABLE BINGO BLOWERS**  
"CARRY IT LIKE A PULLMAN SUITCASE"  
Measures only 32 inches in length, 10 inches in width and 24 inches in height. Weighs only 27 lbs. Operates on AC, 110 volts, self-cooled motor. Complete with ping-pong balls. ONLY \$49.50 F.O.B. N.Y.C. Free circular:  
**LIPKA MFG. CO.**  
617 East 11th St. New York 9, N. Y.

# PIPES FOR PITCHMEN

By BILL BAKER

WE HEAR BY WAY . . . of the underground that Bill Newman, Al DeZure and Morris Cooper are picking up a lot of loose lettuce in department stores thruout the country demonstrating their new Pedi-Stone.

"WAS GLAD TO HEAR . . . that Dr. Clyde Forkner was getting the geedus around the Danville, Va., tobacco markets," scribbles C. D. Newsome from Lexington, Ky. "Would like to hear from Major Pardee from the Corn State, Horace Brazzile and Senator Dietrich." Brother Newsome confides that he has been doing pretty well for himself down in the Blue Grass.

HANK FREDERICK . . . reports that Joe Barker and Joe Halley were seen recently in the vicinity of Fort Wayne, Ind. Hank says that the boys weren't doing anything but killing a lot of time.

FROM CHICAGO . . . we get the following lowdown: Eddie Gillispie, who hasn't been seen around town for a long time, is there now doing a good job of pushing rug braiders. Harry Dempsey, working rug cleaner in Sears, is topping all the stores on State Street. June Kare doesn't seem to be recuperating any too fast from her recent accident and may have to spend some additional time in the hospital. Marty Brown is reported to have planed to Europe for a three-week trip.

HERE'S A SEQUEL . . . to Jack Sharding's last pipe: "Sometime ago I asked (in the Pipes column) if anybody in the business had one of those seven-in-one scopes which used to be a real pitch item some 25 years ago. I agreed to try to have them made and then supply them to the boys. I got several replies and it seems that all of them wanted to handle them if I could have them made. Well, I happened to go into an antique shop in Los Angeles recently and picked one up for five bucks. The guy explained that the sky-high price was being asked because they are now considered collectors' items. Now I am trying to get in touch with a factory in Japan to have them made cheap enough to handle. If I'm successful in working out a deal with some manufacturer, I'll run an ad in The Billboard when they are ready. I'm sure they will be big sellers again after being off the market for 25 years. Tom Kennedy, Herb Cas-

per, Jack C. Mills and Humdy De Craw, why not pipe in once in a while? We are anxious to hear what you are doing."

BIG AL WILSON . . . postals that he and Jack Anthony worked coils at the Tampa Fair. He further reveals that he's planning to make the Home Show in Boston with Bill Emery.

WE'VE JUST RECEIVED . . . a report on two of the old time brothers who have been counted among the missing for a whole bunch of months. Penning from Miami, Ray Herbers says, "Count Seldom Scoff and Doc Lushwell just blew into town c.o.d. with a new joint called FLEA-A-ZUKEM. Let's have a pipe from the author on these two guys."

KEN HOCKETT . . . will be glad to learn that old Doc Lushwell is still very much around and up and at 'em. Reports have it that he blew into Miami recently with his old friend Count Seldom Scoff. We mention this here just in case Ken didn't get a chance to see the recent pipe from Ray Herbers.

SOME FEW WEEKS BACK . . . in this corner, Chic Denton slipped veteran Frank L. Sullivan a little good-natured ribbing about his (Frank) having been a student of Ed Matthews some years ago. Now Frank takes his pen in hand to defend his pitcheroo prowess. He wants Chic and every body else to know that he broke himself into the business in San Francisco around 1916. Anything he knows, he learned the hard way and has never been a student of any one.

"WISH YOU'D DO ME . . . a favor," pencils our friend Mrs. Bob Noell, of Noell's Ark, Gorilla Show. "Let the boys and girls know how to get over to our place in Tarpon Springs, Fla. There are two zoos here. One belongs to Trudy who has a big operation. She imports animals from South America and goes in for it in a big way. Her operation is on new Highway 19. That ain't our'n. On old Scenic Highway (alternate Highway 19) is a place called Monkey Ranch. It's just one mile south of Tarpon on alternate 19—that's us." Mrs. N. has asked us to give with these details because recently her friends, Hoxie Tucker and his wife Betty, came all the way up from Miami to see her and then wound up in the wrong zoo.

## COMING EVENTS

Continued from page 56

- Pennsylvania**  
Philadelphia—Gift Show, March 26-31. Donald C. Little, 220 Fifth Ave., New York.  
Philadelphia—Philadelphia Motor Boat & Sportmen's Show, March 4-12. Clinton W. Smullen.  
Tarentum—Boat and Sports Show, May 9-14. James W. Grinder, 139 E. 7th Ave.
- Texas**  
Cuero—S. Tex. Stock Show & Rodeo, March 28-April 2.  
Dallas—Garden Center Flower Show, March 12-19. Joseph B. Rucker, State Fair Park.  
Dallas—Southwest Sports & Vacation Show, April 15-24. Martin P. Kelly, Prom. Dept., Dallas Morning News.  
Dallas—National Home Show, April 30-May 8. Grover Godfrey, 102 Walnut Hill Village, Dallas.  
El Paso—Flower Show, April 16-17.  
Galveston—Home & Do-It-Yourself Show, May 4-8. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen.  
Houston—Sports Show, March 18-27. Mercedes—Rio Grande Livestock Show, March 8-13.  
Odessa—Odessa Rodeo, March 9-13.  
Pasadena—Home and Industrial Show, April 6-10. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen.  
San Antonio—Piesta San Jacinto, April 17-23.  
Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach.
- Utah**  
Delta—Millard Co. Jr. Livestock Show, May 20-21. Ward Nielsen.  
Ephraim—Sanpete Rambouillet & Jr., Fat Stock Show, May 21-22. Geo. Beal.  
Ferron—Jr. Livestock Show, May 12-15. Willis Hill.  
Richmond—Black and White Days, May 21-22. Quentin Peart.  
Salt Lake City—Home Show, May 11-16. E. I. Greenband, 39 Exchange Place.  
Vernal—Unitah Basin Jr. Livestock Show, May 27-28. Marvin Smith.
- Virginia**  
Richmond—Home and Garden Show, March 18-23.  
Richmond—Orchid Show, March 26-27.  
Richmond—Jr. Stock Show & Sale, April 12-13.
- Washington**  
Richmond—Rose Show, May 10-15.  
Winchester—Shenandoah Apple Blossom Festival, April 28-29. J. Pinckney Arthur.
- Washington**  
Enumclaw—Enumclaw Jr. Dairy Show, May 21. Martin J. Teeter.  
Seattle—International Trade Fair, March 11-25. Kenneth V. James, 215 Columbia St.  
Spokane—Sports Show, April 18-24.  
Spokane—Spokane Jr. Livestock Show, May 3-6. P. R. Gladhart.  
Spokane—Inland Empire Home Show, May 21-29.  
Toppenish—Central Wash. Jr. Livestock Show, April 26-28. Willa M. Rowland.  
Wapato—Wapato Jr. Livestock Fair, April 18. Blaine C. Hardy.
- Wisconsin**  
Madison—Wisconsin Sport, Travel & Vacation Show, April 26-May 1.  
Milwaukee—Home Show, March 12-20.  
Milwaukee—Milwaukee Sentinel Sports & Vacation Show, March 26-April 3.  
Tacoma—Tacoma Home Show, March 22-27. Edgar V. Smith, 1103 1/2 Division Ave.
- CANADA**  
**Alberta**  
Edmonton—Spring Livestock Show and Sale, March 21-25.
- Ontario**  
Ottawa—Ottawa Tulip Festival, May 15-19.  
Toronto—International Trade Fair, May 30-June 10.  
Toronto—Canadian National Sportsmen's Show, March 11-19. Loyal M. Kelly.
- Quebec**  
Montreal—Eastern Canada Better Home Builders' Show, April 18-23.
- Saskatchewan**  
Regina—Sportsmen's Show, May 3-11.  
Saskatoon—Light Horse Show, April 5-8.  
Saskatoon—Breed Show and Sale, April 12.  
Saskatoon—Bull Show & Sale, April 13.  
Saskatoon—Pat Stock Show & Sale, May 27-28.  
Saskatoon—Interprovincial Bull Show & Sale, April 13.

**24" ELECTRIC BEGGING RABBIT OR EAR DOLL**  
"SQUEEZE ME AND MY EYELITE-UP!"  
• High grade plush  
• Cotton stuffed  
• Plastic non-breakable face  
• Easy battery removing  
• \$28.50 per doz.  
Asstd. carton of 4 dozen **\$27.00**  
Quality Plush Bunnies  
38" (closeout) \$24 dz.  
38" (special) 30 dz.  
38" ..... \$18 dz.  
20" ..... 12 dz.  
10" ..... \$6 dz.

**32" GIANT PLUSH BEAR** \$21.00  
COTTON STUFFED ..... dz.  
**23x18 PLUSH FRENCH POODLE** \$24.00  
Asstd. colors with chain, cotton stuffed ..... dz.  
**SAME POODLE—SOLID COLORS** \$30.00  
Black, White & Grey ..... dz.

NO EXTRA CHARGE FOR SAMPLES  
**20 PIECES (2 of each) ..... \$37.00**

Act today! See samples! Compare! Toy Show—Rm. 1035—Hotel McAlpin.  
FOB N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog.

**ACE Toy Mfg. Company**  
122 W. 27th St. N.Y. N. Y.

**PRICED TO MOVE IN VOLUME**

OFFERED INDIVIDUALLY OR IN 3 PACK GIFT SET

- Pocket Secretary ..... \$100 \$22.50 gross
- Flat Wallet ..... \$102 14.50 gross
- 6 Hook Key Holder ..... \$107 16.75 gross
- 3 Piece Boxed Set of
- Above items ..... \$1.50 gross

All net, F.O.B. Factory. 25% with order, balance C.O.D. or send full payment and we will pay postage. 5 day money back guarantee.

**ALL CRAFT PLASTICS CORP.**  
84 Huyler St. Teaneck, N. J.

**THE NEW LUCKY HORSESHOE RING**

With 11 faceted Diamond-like Brilliants. Genuine rhodium finish.

**\$6 Doz. \$66 Gross plus postage**

**STERLING JEWELERS**  
44 E. Long St. Columbus, Ohio  
Send for Catalog

**CHAIRS • TABLES**  
IMMEDIATE DELIVERY  
138 STYLES • STEEL • WOOD  
FOLDING • NON-FOLDING  
ON CHAIRS MINIMUM ORDER IS 4 DOZ.  
STATE QUANTITY NEEDED—ASK PRICES  
**Adirondack Chair Co.** Dept. T-4  
1140 BROADWAY (275) N.Y. • MU 3-4834

**I. D. JEWELERS**  
Wholesalers—Jobbers  
**NATIONALLY ADVERTISED WATCHES**  
Free brochure and jobbers' price list.  
453 Congress, Portland, Me.

**\$50.00 IN A DAY**  
Selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. New and phenomenal. WRITE FOR FREE SAMPLE DETAILS TODAY.  
**UTILITY DURAWEAR CO.**  
53 W. Jackson Blvd., Dept. BB-312  
Chicago 4, Illinois, U. S. A.

**ELECTRIC SHAVERS**  
NAME BRANDS ONLY  
Write for price list.  
**CASH SALES COMPANY**  
1048 Fifth Ave. Pittsburgh 19, Pa.

**Wholesale Jobbers Only BINGO**  
Featherweight Sheets—Heavy Cards  
**WORTHMORE COMPANY**  
1825 S. Michigan Ave. Chicago, Ill. Dept. B-3

**ADVERTISERS** know exactly what **THE BILLBOARD** delivers because The Billboard is a member of the Audit Bureau of Circulations.

**PHONEMEN**  
**4 HIGH-CLASS MEN ONLY**  
 Tickets—UPC's—Banners.  
 Catholic Church sponsorship. Best deal ever. Unexcelled list of leads. Office open, phones in.  
 Hughes and others I know. Call. Pay daily. Banners and UPC's, 25%; tickets, 20%. Phone  
**JAY RICHARDS**  
 Bancroft Hotel Saginaw, Mich.  
 No collect calls, please.

**PHONEMEN**  
 Can use 5 good Men who can sell Banners, UPC's. Deal now going in Grand Rapids and 3 other towns, ready to go. Call if you can join at once.  
**Mearl N. Johnson**  
 Grand Rapids, Mich. Cherry 1-4249  
 Midland and Flint also set up.  
 Or Larry Evans, E. Chicago, Ind.  
 Moose Lodge—Phone 6109

**WANT BARITONE**  
**FOR CLYDE BEATTY CIRCUS**  
 Also Trumpet able to report March 16 at El Paso, Texas. Union.  
 Wire prepaid to  
**VICTOR ROBBINS, Bandleader**  
 Deming, New Mexico

**WANT PHONEMEN**  
 Labor deal. Year round work for good, steady, reliable men. No drinkers. No collect calls. Contact  
**JOE SAPERIO**  
 between 1:00 p.m. and 5:00 p.m.  
 Springfield, Missouri, 4-7238

**PHONEMEN**  
 BOOK, U.P.C., BANNERS  
**CHRM. CIRCUS COMM.**  
 MUNICIPAL AUDITORIUM  
 San Antonio, Texas—Tel. Capitol 2-0811  
 3 Other Offices Ready

**ADVANCE AGENT**  
**WANTED**  
 Must be experienced booking mobile exhibits and have car. Answer by letter only.  
**JACK W. BURKE**  
 26 Riverside Ave. Baldwin, N. Y.

**WANT**  
 To hear from Sideshow Acts that pitch. Need one more Elephant Man. Want to buy Lead Stock for Sideshow. State all in first correspondence. Write  
**MILLER BROS.**  
 Fort Weare Game Park  
 Pigeon Forge, Tenn.  
 Telephone: Sevierville, Tenn., 3602

**PHONEMEN**  
 Experienced on Labor Year Books. Steady work for sober, reliable men.  
**GEO. FIGY JR.**  
 Phone: Ivanhoe 9-2505 Lansing, Mich.

**15—PROMOTERS—15**  
 With crews. If not sober and reliable, save your time and mine. For Wisconsin, Illinois and Iowa. Phone  
**BURT METZGER**  
 Walnut 5-0201, Benton Harbor, Mich.

**HOPPY CHAPMAN**  
 Wire or call.  
 Want Man capable of being Promotional Manager and handle crews for  
**MERCHANTS FREE CIRCUS**  
 AND PALACE OF WONDERS.  
 Showing on the streets, one-day stands. Opening March 23.  
**B. C. DAVENPORT**  
 Phone 756-X Gonzales, Texas

**3—PHONEMEN—3**  
 Top-flight producers for Fire, Police and Labor. You have everything you need here to make \$200 per week. . . strong sponsorship, everybody working and plenty of money in the best boom town in S.W. Good treatment, too, but you can't drag your feet. Call PAUL BOOTH, Lake Charles, La. He 3-4748. No collect.

**CIRCUS PHONEMEN**  
 Banner specialists. King Bros.' promotion. Deal just starting.  
**PROMOTION MANAGER**  
 Phone: Michigan 7361  
 Address: 240 S. Ludlow St., Dayton, Ohio

# UNDER THE MARQUEE

By TOM PARKINSON

Several Ringling-Barnum clowns appeared in the Gasparilla Day parade at Tampa recently. . . . David Hoover will have his lion act on Polack Eastern for two weeks ending April 22. His wife, Lois Barnes Hoover, also will be there, and then they will return to the Beers-Barnes Circus. . . . Clown Wyatt Davis worked the Mardi Gras in New Orleans.

Polack Western, opening Friday (25) in Chicago, will be the scene March 8 of finals in a contest to pick the champion firemen's dog in the area. . . . RKO-Pathé, Inc., is releasing a short subject, "Big Top Caravan," filmed on a French circus, Friday (25).

F. E. Schmitz and A. Morton Smith, both of the Ward-Bell staff, caught Clyde Bros.' Circus in Dallas (16) and visited with owner Howard Suesz, Jack LaPearl, Ted LaVelda, Don Jerry Hartley, Bob DeVenney and Eddie Kuhn. Also visiting were Bill Moore, Ted Bowman, Chick Denton and Mrs. Jimmy Millette.

Captain Leslie's Seals will make sports shows in Portland, Me.; Regina, Sask.; Edmonton, Alta.; Calgary, Alta.; Vancouver, B. C., and Victoria, B. C. A Montreal club date will follow the Portland show and a tour of Montana for Charles Zemater's office will follow Victoria.

Ray Dean, veteran press agent, is ill and would like to hear from friends who may write to him at Sunridge Rest Home, 881 Sumbury Road, Columbus, O., reports Joe R. Mills. . . . After playing a TV show at Station CMQ, Havana, Pedro and Durand performed at a Grotto show in Cincinnati, February 17-19, then departed for Miami to fill club dates. Cincinnati newspapers made particular mention of the performance of seven-year-old Pedro Jr.

According to Floyd (Rube) Arnold, recent visitors on the Tommy Scott show, hillbilly and circus attraction currently playing Texas, included Bob Stevens, Mr. and Mrs. Ted Williams and daughter and Jimmy Rae from the Hagen Bros.' Circus in Harlingen; the Punketts, Buck Cohn and Arky Williams, of the old Dailey show, in San Marcos, and Ben Davenport, Corky Plunkett and Lyn Smith in Yoakum.

Fay and Bill Snyder's trained boxers were the featured attraction at the Ringside Club, Mansfield, O., the week of February 21. . . . The Novellos, ladder equilibrists, followed a recent engagement at the Club Montmartre, Havana, with two appearances on TV, the "Garry Moore Show" and Ed Sullivan's "Toast of the Town." The act, which just concluded a date at the Bellevue Casino, Montreal, opened at Radio City Music Hall, New York, March 3. . . . Leo Francis, white face clown, will work the Shrine Circus, Indianapolis, March 17-20.

Mrs. Mabel Mix, widow of Tom Mix, and his ex-wife, Victoria Mix, with her daughter, Thomasina Mix Andre, are in a Superior Court dispute in Los Angeles about selling his biography to a film firm.

King Bros. play Chattanooga April 15 writes Hi Lo Merck, who expects to catch it there. . . . Charles (Vensel) Brady, Mills Bros.' superintendent, was subject of a feature in The Cleveland Plain-Dealer recently.

Byron Gosh, of All-American Circus, visited Bill Dollar, agent, at Birmingham. Visitors to the show in Fulton, Miss., and Hamilton, Ala., included David Freeman, an agent, and Arthur Still-

man. Show is headed north thru Georgia, North Carolina and West Virginia.

Homer and Herbie Hobson hosted Polack people at their annual party at their Chicago spot Sunday (27). . . . P. J. Ringens, former high act, is working a seal act. . . . Frank Cain writes that he was not at the Minneapolis Shrine show. He will play the Cincinnati Shrine date and a string of special dates.

New York edition of the Wall Street Journal Tuesday (1) carried a page 1 story about the circus being framed at Columbus, O., by Don McCullough, Fred Pfening and others. . . . Theo Forstall, treasurer on the Ringling show, was en route this week from the West Coast to New York, with a stop-over at Chicago.

Johnny Fulghum spent the winter in Portsmouth Va., and now is going back to Richmond. He will be with King Bros., advance this year. Fulghum recently visited with Walter Nealand and Henry Holder of the Marks carnival.

The Eddie Fontaines and the Harry Chipmans have been exchanging visits at their Fontana and Alhambra, Calif., homes. Both were with the Beatty show. Chipman also met Harry Sweet, formerly with circuses, and upon comparing notes they found both had married nurses, lost money with restaurants, trouped with circuses and gone into newspaper business. Los Angeles area members of CFA met at the Lyman Sheldon home Sunday (27) with 28 attending.

The Vernon McReavys escaped serious injury when their car and a truck collided on a hill near Tamazunchale, Mexico, recently and they are again in Monterrey, Mexico.

Alex Konyot, now with Arthur Godfrey's stables in Virginia, showed horses on the Godfrey TV show Wednesday (2). . . . Chicago Daily News on Monday (28) carried a front page picture showing Mrs. Ed Widaman and one of the Widaman elephants in the Hotel Sherman lobby. The bull was in the loop to advertise the film "Jupiter's Darling."

Richard Arcand, head of the Circus Clown Club, writes that he has been signed to clown a circus in Japan for June and July. . . . Chicago members of CFA attended Polack Western Sunday (6), with 26 attending. . . . Nicu DeBarcsy, midget, who retired from show business in 1932, observed his 70th birthday recently in Drummond, Okla.

C. E. Duple, Jeffersonville, Ind., authored a long letter to the Rochester, Ind., newspaper about the auction of the West Baden Springs Hotel, which was built by Ed Ballard and was associated with the American Circus Corporation for years.

George A. Welch, of New Holland, Pa., last survivor of the brothers who operated Welch Bros.' Circus until 1915, celebrated his 86th birthday February 28. . . . Ed Riley, a former Ringling boss billposter, is off the road at Memphis.

Wally Ahlberg, CFA state chairman, writes that 50 members of CFA caught the Shrine show at Minneapolis and visited with Roy Deisler, Elden Day, Harry and Charlotte LeVine, Portis and Mary Sims, Ed and Darlene Sellek, Leon Smith, Frank Cook, Slivers Madison, Bud Carlell, Bill Bentledge, Arden Beecher, Walter Dew and Henry Boers.

From Polack Western, Harold Barnes writes many trailerites stored their rolling homes during the Chicago and Louisville stands and will return to them at Indianapolis. . . . Chester Stanley is working with Jimmy Carey on front door tickets. . . . Chester Sherman has turned dressing room chaplain with choice bits of philosophy to aid all in trouble. . . . Several insurance salesmen have been sweet-talking performers. Kurt Wicons-

is taking any and all policies and even Mac MacDonald succumbed. . . . Albert Ostermaier joined in Louisville with his new trained goat act, and he is assisted by Elaine Miller, who has the fastest change on the show since she follows herself. . . . While Barney (Soldier) Longsdorf and Bill (Tarazan) Clarkson struggle with a heavy aerial rigging, Dick Roberts, Frank Dougherty, Freeman Pursley, Cleo Gamble, Walter Taylor and Lee Hester set the one-man stage wire rigging.

Visiting Hamid-Morton in Milwaukee while Polack was idle were Vander Barrette, Ronnie Lewis, Joe Sherman, Carol Brent, Sharon McFarland, Elmer Ford, Elaine Miller, Beverly Duke, Berle Smith, Dollye Green, Walter Klauser and Rolando. Recent visitors to Polack Western were Charley Duble, Fritz Opson, Homer Hobson, Lola Dobritch, Lucio Cristiani and son, and many members of the Showmen's League of America.

Harry A. Hammill, Uvalde, Tex., who formerly was part owner of Dailey Bros. and Austin Bros. circuses, and his wife have completed a trip to Boston and Canada by ship and then from Chicago to Rockport, Tex., by private boat on rivers and the inland waterways. Hammill reportedly has the circus urge again.

Andrew Donaldson, of the Strobidge Lithograph Company, Cincinnati, was in Chicago this week. . . . Pearl Farris, formerly with Cole, Biller, Dailey, and Wallace & Clark, has signed to go with Clyde Beatty Circus this season as a Side Show performer. . . . The Crowells, trampoline duo, with Ida May Crowell doubling with a contortion turn, are with John Cuneo's enterprise and working along with the boxing kangaroo act.

After working indoor dates for Patterson Bros. Circus, Wolcott's Canine Revue will be on "Big Top" TV show March 26 and then join Rogers Bros. Circus with dogs and ponies. . . . Henry Varner is working for Irish Greer at Tony Diano's animal ranch in Canton, O., on weekends. . . . Jack Bennett writes that he has had his Jack Clark Circus of Magic playing schools in Kansas and Oklahoma.

Book reviews over the country Sunday (27) put the okay on George (Slim) Lewis' new book, "Elephant Tramp." The book mentions people and shows well known in circus business, including Robert Atterbury, Frank Ketrow, William P. Hall, Deafy Denman, Herb Walters, Floyd King, and Al G. Barnes. Lewis gives first-hand accounts of the handling and demise of elephants Black Diamond and Tusko, with plenty of fresh material included. Lewis is now at the Oklahoma City Zoo, and put an elephant and chimps thru their acts recently for Marlin Perkins, of the Lincoln Park Zoo, Chicago.

The Amazing Monahans, teeterboard-Risley, will play the Fresno, Calif., home show March 23-27. They were guests of the Bogdadis Risely act at the Moulin Rouge recently, and also the Carsony Brothers in the Los Angeles area. They visited with the Seven Ashtons, who played Los Angeles with Motorama. This was practically a convention for Risley performers, writes Bob Monahan. The Silhouettes, high act working films, have been daily visitors at the Monohan quarters in Sepulveda, Calif.

Fearless Gregg, veteran thrill act and stunt man, is planning to sell his human cannonball act. . . . Wayne Guthrie, of the Indianapolis News, continues a series of columns about circuses with Frank S. Lewis' recollection of the old Charles Bartine two-car opera.

**SYDNEY THE GREAT**  
**AMERICA'S ONLY**  
**GIANT BOXING**  
**KANGAROO**  
**OVER**  
**6 FEET TALL!**  
 The Main Event Wherever He Plays.  
 Contact:  
**HAWTHORN MELODY FARMS ZOO**  
 Libertyville, Illinois



**PHONEMEN**  
 Exceptional opportunity for a young, aggressive Phoneman (now working on circus promotion) who is traveling with wife. Will use wife as office secretary at \$40 per week and pay 5% override to man as office manager, plus regular 20% commission. This is steady year round work with an old established indoor circus. Interested only in men of high caliber, good character and clean habits. All replies will be kept in strict confidence so write, giving full details of experience, etc., to BOX D-101, Billboard, Cincinnati 22, Ohio. (Be sure to give specific mailing instructions.)

**L. F. STOLTZ WANTS**  
**PHONE MEN**  
 Circus deal, season's work. Must be high-class salesmen. No drinking tolerated. All answer to Al Hassan Temple, 115 1/2 East 4th Street, Little Rock, Ark. Phone: Franklin 54739.

**PHONEMEN**  
 Moramos Shrine Circus.  
 Book and tickets. Daily collections. Start immediately.  
**EARL WALDMAN**  
 Clearwater 3-0939  
 Windsor, Ont., Canada

**2 PHONEMEN**  
 This is it. 5 cities in Midwest, exclusive. Full summer's work. If you can pitch and a gentleman, come on. Others, PLEASE. UPC, book, tickets. You can get big scores here.  
**COLLOPY**  
 133 Warren St. Dayton, Ohio  
 He 2142

**CIRCUS ACTS**  
 Weekend of April 14-16 and weekend of April 21-24. Airmail photo and salary.  
**PROGRAM PUBLISHING CO., INC.**  
 203 "I" St., N.W. Washington, D. C.

**PHONEMEN**  
 Bristol, Johnson City, Cleveland — all Tenn.; Bluefield, W. Va., Police Deal; Chattanooga, E. O. Smith, come in. Hoppy, want you to book now.  
 Phone 5788, Bristol, Tenn.

**\$100 REWARD**  
 For information on the whereabouts of Karl Monday; also known as Wm. O'Connor and Junior King.  
 Phone collect.  
**BURT METZGER**  
 Walnut 5-0201, Benton Harbor, Mich.

**ACTS**  
 Want Acts of all types. Send full details and photos.  
**LEN HUMPHRIES**  
 Suite 115, 331 Bay St.  
 Toronto 1, Ont., Canada

**PHONEMEN**  
 UPC's, Banners, Book. Phones in ready to go. 25% pay and collect daily. Power men ONLY. Strong deal with National Guard sponsor in army town. Drunks, stay away, 'cause I'll chase you. Ted Wells, John Saddler, George Shaw, Barney Spears, come on and get well. Ticket if I know you. Call  
**RICK KANE, Crew Manager**  
 Fort Smith, Ark. SUNset 3-2313 or 3-2314

**PHONEMEN**  
 Have 12 deals in 4 States, all set to go. If you are a reliable, sober man, we can use you. So call  
**LUDLOW 1624—Columbus, Ohio**  
 or 31001—Clarksburg, W. Va.

**EUGENE "ARKY" SCOTT**  
 Elephant Man at Liberty  
 Write Circus City Apts., Sarasota, Fla.

**CLYDE BEATTY CIRCUS**  
**WANTS**  
**4—EXPERIENCED BANNER MEN—4**  
 If you want money, this is your chance. Virgin territory, new towns every day. Drunkards, stay away. If the shoe fits, this means you. I had my share. Can use good, fast Sign Painter. Top pay. No collect calls—No collect wires. We pay you every day—So you can pay your way. Contact  
**ED FONTAINE**  
 9642 LOMBARDY AVE. FONTANA, CALIF.

**VON BROS.' CIRCUS**  
**WANTS**  
 Phone Men, Man with own organ, Family Acts, Elephant Man, Candy Butchers, Working Men who can drive. State all in first letter. Show opens April 2.  
 Address: Marion, S. C.

## Old-Timers' Event Prepped at Mineola

MINEOLA, N. Y., March 5.—With the Friday (4) Western Night at Earl Van Horn's Mineola Roller Rink now history, officials of the arena are making preparations for the fifth annual Old-Timers' Jubilee, to be held Thursday (31).

The fifth annual Western party was highlighted by the award of 17-jewel wrist watches to the best-dressed cowboy and cowgirl and to the best-dressed Indian boy and Indian girl. Western games were played at the affair. Features included a judge's bench, sheriff's quarters, an adjoining jail house and deputies who skated about the floor seeking to lock up skaters. The night is the only one of the year which permits skating in dungarees.

Rink owners Van Horn, Harry Bickmeyer and Inez Van Horn and their employees are making extensive plans for this year's Old-Timer's event. Over 3,000 letters

are being prepared for mailing to former and present Mineola skaters, inviting them to participate in the affair.

New this year will be a contest to determine the girl with the prettiest skating dress. It will be open to everyone, amateur or professional, and a prize will be awarded the winner. Prizes valued at \$350 will be awarded for contests that embrace voo-doo, chicken scratch and waltz events. As in past years, many celebrities are scheduled to attend the party, which has grown in scope and magnitude each year.

## Groton's 100G Spot Prepping For May Debut

GROTON, Conn., March 5.—One of Connecticut's largest roller rinks—the \$100,000 project on Bridge Street here—will be ready for operation by May, according to Elias (Lou) Trefes, Westerly, R. I., owner and general contractor.

The flat truss building, raised on concrete grade beams, will provide a skating area of about 80 by 180 feet. The rink floor will be laid with rock maple boards two and one-half inches wide.

Trefes said he is arranging a schedule to accommodate groups wishing to conduct parties. Many clubs and organizations in the Groton area already have indicated an interest, he added.

A parking area near the structure will accommodate 400 cars, "800 if we expand the lot," he said. Future possibilities include a rear addition to house bowling alleys.

## Alexandria Leads AOW Southern Div.

ELIZABETH, N. J., March 5.—Alexandria (Va.) Arena, with 122 points, holds a 12 point lead over its nearest competitor, Reading (Pa.) Rink, in the Southern division of the America on Wheels inter-rink racing league, it was announced this week by Jack Edwards, AOW director of speed.

In the third slot with 92 points is the Bladensburg (Md.) Arena racers, followed by National Arena, Washington, with 88 points. Next competition will be held March 12 at National Arena.

## MAMMOTH TEAM AIMS AT CROWN

DENVER, March 5.—Mammoth Gardens this year boasts practically the same racing team that it has fielded for the past five years and promises strong competition for a big share of the prizes at this year's RSROA meet.

Last week Bob Brown, one of the original championship team members of five years ago, re-donned his skates after three years of military duty. He will join Bill Kenney and others of the Mammoth team and will take his place on the relay team.

## PSAA Execs to Confer on Tax Relief in D. C.

### Also Sked Confab On Delinquency Problem With Bobo

FEASTERVILLE, Pa., March 5.—In its continuing fight for removal of the tax inequity against private enterprise in recreation, the Participating Sports Association of America will send two of its officials to Washington March 15 for conferences with government officials. Making the trip will be Vernon D. Platt, association president, and Arthur Litzenberger, Philadelphia, chairman of the PSAA's legislative committee.

Currently the rinks and swimming pools of the country that are government-owned are free of tax on their admissions, whereas those owned by private interests are taxed 10 per cent on admission tickets.

Richard Simpson, Pennsylvania congressman, has introduced a bill to remove this inequity, said Platt. The Simpson bill is HR 2669. Mr. Eberharter, also of Pennsylvania, has introduced an identical bill. These bills are now before the House Ways and Means Committee awaiting action.

Following their Capitol Hill conferences, Platt and Litzenberger will confer with James Bobo, of the Juvenile Delinquency Committee. This organization, said Platt, has become interested in recreational problems of private interests, as a large segment of recreation for youth is carried on by private interests.

"It is hoped," said Platt, that further study will lead the way to government recognition of the need for assistance to our industry thru better and more thoughtful taxation, advantages of depreciation allowances for recreational plants and other advantages in order to stimulate private enterprise into investing in recreational facilities."

The PSAA has been leading this movement in Washington since 1951. Its greatest success was action which led to the granting of the 50-cent exemption. The association convention will be held March 27-28 at Somerton Springs here.

## DRIVIN' 'ROUND THE DRIVE-INS

HALSTED DRIVE-IN, two-screen operation in Chicago, was one of the earlier openers in the area, bowing March 4. . . . Connecticut's capital city, Hartford, has decided not to officially protest the proposed establishment of the world's largest drive-in theater in the North Meadows section. Efforts were defeated, in a special meeting, by vote of six to three, to have the council oppose an application pending before the State police commissioner. The council majority, as well as former Mayor Thomas J. Spellacy's Committee on Development of the North and South Meadows, felt that the city was powerless to halt the venture in favor of preserving the acreage for more tax-productive industrial development. The drive-in, backed by A. J. (Jack) Bronstein, president of the East Hartford (Conn.) Family Drive-In Theater Corporation, will have capacity for 2,010 cars. A spring, 1955, opening is planned.

Claude J. Schlanger announced that the Bucks County Drive-In near Doylestown, Pa., is being enlarged to make it among the largest in the East. The spot, which opened last August, is getting an additional box office, new screen surface, in-car heaters, additional concession facilities, and is being generally improved.

## J-A QUEEN CONTEST

### 1,300 See Krzeminski Gal Take Top Honors

NEW YORK, March 5. — A crowd of 1,300 skaters, biggest to jam Empire Roller-drome, 200 Empire Boulevard, Brooklyn, in five years, was on hand Saturday night (February 26) to see Pat Krzeminski of Garfield, N. J., crowned in glamor-packed finals of the New York Journal-American's 15th annual Skate Queen Contest. A week earlier, close to 1,000 reported to watch as a field of 541 entrants was whittled to a select group of 72 finalists.

The entry list was third best in the thirteen (13) years the contest has been conducted as a one-rink promotion at Empire. In 1952 and 1953, fields were 605 and 600 respectively.

Finals were judged by Martha Wright, former star of South Pacific whose radio program is heard Monday thru Friday, 9:30 a.m. to 10, on CBS; and hit song writer George Weiss who subbed for the ailing Jon Gnagy, prominent artist and TV personality. Weiss has written such top tunes as "Wheel of Fortune," "I Don't See You in My Eyes," "Surrender," "A Girl, A Girl," "Cross Over the Bridge," "Rumors are Flying," "I'll Never Be Free," "Confess" and "Can Anyone Explain." His latest is "How Important Can It Be."

Elims were handled by Nancy Woodruff, who is Miss Rheingold of 1955, and Journal-American skate scribe Bill Love.

The Krzeminski girl, who entered from the Paramus, N. J., Rink, is 20, stands five feet, seven inches, has green eyes and brown hair, attends Paterson State Teach-

ers College and previously had won a "Miss Poland" and "Miss America on Wheels" contest and was a Skate Queen runner-up several times.

Prizes for the winner were a luxury cruise to Bermuda aboard the Furness Liner "Queen of Bermuda"; accommodations at Harmony Hall, a Bermuda spot noted for its Calypso shows and night life; a Lady Bulova self-winding wristwatch, a pair of Chicago "Gold Medalist" precision skates; the Durante trophy; and a bouquet of American Beauties.

Runners-up Estelle Tiegel and Carole Chazin, entered from Brooklyn's Eastern Parkway Arena, also received Lady Bulova wrist-watches.

Bulova wristwatches were also awarded to Sallie Bordsky of Eastern Parkway and twins Claire and Janet Kaznowski, representing the Patchogue, L. I., Roller-drome. Chicago-Hyde ball-bearing skate sets went to Pat Campbell, Empire; Joann Monaco, Empire; Andrea Rothenberg, Empire; Harriet Slawson, Mount Vernon and Mary Stevens, Empire.

Sunny Skate Bags went to Elizabeth Cohan, Empire; Elaine Gleicher, Empire; Barbara Hyman, Fordham and Peggy Ramar, Wal-Cliffe.

Altogether, there were 15 prize-winners to commemorate the 15th running of the S. Q. event. To round out the finals, operators Mike and Sunny Durante presented a program of exhibitions, starring Edgar Watrous, a leading contender for senior men's honors in the RSROA league.

## ROADSHOW REP

THAT OLD-TIMER from Jeffersonville, Ind., C. E. Duple, writes to ask whether any minstrel veterans are around who were with the "Who, What and When" show of 1903 and 1904. Milt Boyer was the owner-manager, Duple recalls, and the cast included Jack Westover, tenor; Nat Blossom and Wally Stock, blackface; Mons. Forbes, slack wire juggler; Bert Parker, impersonator; James and Davis, comedians; Felix Givens, orchestra leader and a musician line-up of Ira Haynes, Bert Williams, Vern Patterson, George Young, George Peck and Charles Thomas. How many readers of this column remember the Mastodon Minstrels, headed by Clarkson and Hill? Duple asks. "That show featured Lou Worth, Billy Woodall and Bert DeVore. The troupe played the Memorial Theater, Valparaiso, Ind., March 23, 1920. This information was supplied recently by Chuck Zulick, Valparaiso reporter." Duple recalls another old minstrel troupe, the Roy E. Fox Lone Star Minstrels. "Trouping thru Texas in the fall of 1910, I recall seeing that show's paper," said Duple. "They were under canvas. In later years the outfit became the Roy E. Fox Players, featuring Hazel Fox." . . . Christy Obrecht sends word from San Antonio that he is taking in the stock show and rodeo there. . . . Gale Crimmings reports that he has promoted five amateur group shows in the Cambridge, N. Y., sector since November. He also has his eye on a spot for a summer theater in the Pawlet, Vt., area. . . . The Boyd Family Show is in Northern Michigan on a west-to-east trek. The outfit reports good business when the weather is right. . . . Everett Gray is promoting amateur shows in Northern New Hampshire, using "Little Maine Town" as his opus.

who made the character popular with reps," writes Al Pitcaithley, a former rep man now in radio at Carlsbad, N. M. "Pearl Willson, Fred's former wife, was at one time character woman with the Schaffner show. From my recent notes in the column I located George and Bess Henderson, one-time popular leading team with Midwest shows and with whom I worked on the Hazel Cass show in 1926. George now runs a drive-in theater in Temple City, Calif., and their son, Jack Winston, teaches music in the high school there. Thru George I also learned that Billy and Pearle Topp are living in Bakersfield, Calif. Billy was for many years manager of one of the Cass units and was the first director-manager I ever worked for in the rep field. I was godfather for their daughter, Willa Lou, at her christening at the Little Brown Church in the Vale, Nashua, Ia. Harry and Maudina Dunbar are also located in Temple City, according to George. They are in the apartment house business. Scanning some publicity released at Station KAVE the other day, I learned that Jack Sterling, of the popular CBS radio program, 'Make Up Your Mind,' is none other than Jack Sexton Jr., former leading man with John Winninger, George Roberson and other shows. His parents were performers also. His father, Jack Sr., passed away some years ago in Chicago, I believe. Now that we have settled the identity of the first Toby, why not get some opinions as to who was the funniest. I never saw Fred Willson, but would cast my vote as a close tie between Neil Schaffner and Rod Brassfield, and the late Leslie E. (Skeeter) Kell as a close second."

ARE YOU GOING TO MISS ANOTHER SEASON!!!!  
WHY? You can buy a new Tent Rink and get in on the ground floor. Close down that indoor rink for the summer.  
**Porto-Bilt**  
141 Mann St. Smyrna, Georgia

**SPECIAL SALE!**

3000 PR. NEW "CHICAGO" RINK Skates, Army Surplus! 778C, \$3.50 Pr. 778SP .....\$3.75 Pr.

400 PR. USED SHOE SKATES, MEN'S AND LADIES', good condition, for rental ..... 5.00 Pr.

250 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES. New 785P reject wheels .....\$8.50 Pr.

250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly \$6.75. NOW .....\$5.50 Pr.

3600 ECONOMY PRECISION Bearings, fit any wheel ..... .20 Ea.

1000 PR. SECOND-HAND HEEL STRAPS ..... .12 Pr.

350 SETS HOWARD FIBRE PRECISION WHEELS ..... .50 Set

WOOL POM-POMS, all colors .. 3.00 Dz.

BUNNY FUR POM-POMS, with bells, jumbo size ..... 4.00 Dz.

Write—Wire—Phone!

Terms: 1/3 Down, Balance C.O.D. Authorized Distributor for "Chicago" Roller Skate Co.

**JACK ADAMS & SON, INC.**  
723 Morris Park Ave., Bronx 62, New York  
SYcamore 2-1110-1111

**SKATING RINK TENTS**

42 x 102 { IN STOCK  
52 x 122 { AT ALL TIMES

In Texas, 40'x100' .....\$475.00  
In Wisc., 52'x140' ..... 600.00  
In Ill., 40'x80' ..... 300.00  
In Ill., 40'x100' ..... 475.00

**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.  
(Phone: 3-8885)

**CURVECREST RINK-COTE**

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres.  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself!

**NEW PORTABLE SKATING RINKS**

Write today for full particulars.  
**Lynn's Portable Rinks**  
Sissonville Star Route, Box 102  
Charleston, W. Va.

**COMPLETE PORTABLE RINKS FOR SALE**

Beautiful designed tents—interchangeable floors—no bolts required for rails. Write for information. Place orders now for Spring delivery.

**Tillinghast Mfg. Co.**  
P. O. Box 27 Phone 79 F 2 Venus, Texas

**We BUY AND SELL NEW and USED RINK ROLLER SKATES**

Lowest prices. Write for quotations—1-day service.

**JOHNNY JONES, JR.**  
representing the CHICAGO ROLLER SKATE CO.  
51 CHATHAM ST., PITTSBURGH 19, PA.

**THE USERS of "CHICAGO" SKATES**

Are Successful

There is a reason. Service and PROMPT DELIVERIES.

**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St. Chicago, Ill.

**No. 778P**

Manufacturers of all kinds of Roller Skates



# MULLINS Royal Pine SHOWS

**NEW ENGLAND'S  
FASTEST  
GROWING  
MIDWAY  
A  
BIGGER and BETTER  
FOR 1955**

Now booking for our 1955 season of New England's finest route of still dates, celebrations and fairs. Six fairs contracted; two more to be announced. Opening April 28 in Maine.

All concessions now booked with me please contact me for opening spot

**WANT WANT WANT**

**CONCESSIONS**—Ball Games, Scale and Age, Novelties, Glass Pitch, Photo, Jewelry, Custard, Basketball, Short Range or any Hanky Pank that does not conflict as we only book one of a kind.

**SHOWS**—Drome, Glass House, Fun House, Unborn, Arcade, Mechanical. Girls for Girl Shows contact Mrs. Toby Kneeland, 1477 Fifth Ave., Troy, N. Y. Acts for Side Show contact Capt. Blackie Fairbrother, 1477 Fifth Ave., Troy, N. Y.

WILL BOOK OR BUY FOR CASH—LATE MODEL TILT

Some percentage still open

All reply to: CLIFFORD W. MULLINS, 197 State Street, Bangor, Maine. Phone: Bangor 8307

Have opening for attractive French Fry Concession.

Billposter with own transportation; prefer one who will put up paper.

Foremen and Second Men for all Major Rides. Must be licensed semi drivers. Top salary and working conditions. Drunks, chasers, stay where you are.

Winter quarters open April 1st, Bangor, Maine. RIDES—We have eight office-owned rides. Will book Rides not conflicting.

## BEAM'S ATTRACTIONS

26 weeks of outstanding Celebrations and Fairs. Every Celebration is community sponsored with special promotion and always a free gate. Fairs start in August and are continuous until closing.

ALL CONCESSIONS ARE OPEN EXCEPT EATING AND BINGO

AGENTS are needed for Popcorn, Candy Apples, Floss, Sno-Cones. MOTORDROME OPERATOR with Riders. Will rebuild walls in winterquarters so that Drome will be first-class in every respect.

SIDE SHOW OPERATOR—Have complete equipment. Will get new banners if needed. Also Manager for Snake Show.

HELP—Foreman for Merry-Go-Round and Caterpillar. Second Men for all Rides. Top wages if you are sober and can drive semis. Capable Show People can be placed. SEEVER brothers report to winterquarters March 20.

WRITE—WIRE—TELEPHONE

## BEAM'S ATTRACTIONS

WINDBER, PA.

Telephone—Day 722—Night 784-J

## FOR SALE COMPLETE RACE TRACK EQUIPMENT

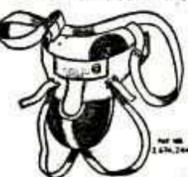
\$15,000.00 lighting system (knocked down ready to load) for \$5,000.00. 3,000 feet of cyclone chain link fence, one dollar per foot. Gates, \$2.00 per foot. 5,000 bleachers, factory built, Leavitt wood. 14-tier high, complete with railing, lights, walk-ups and created plank to set them on, two dollars per seat. Two groups of 1,500 and one of 2,000 seats. All kinds of concession stands, concession equipment, P.A. equipment, Fosdick electric eye, etc. One Moon Rocket Ride, complete with 25-horse 3-phase electric motor with speed control, fluorescent lights and new canvas center, \$3,500.00. One Caterpillar and one Spitfire, owned by Bill Dyers, Searcy, Ark.; with transportation. All equipment priced knocked down ready to load. You can really save on this equipment. Terms: Cash.

### CoMAR AMUSEMENT CENTER

Don McElhinney  
Phone 3-5693 Cedar Rapids, Iowa

## A NEW REVOLUTIONARY IDEA IN RUPTURE SUPPORT

### "2 IN 1" TRUSS & SUSPENSORY



Pat. #2,674,244.

No measurements required. Just state right or left.

What do you expect of a truss: support, comfort, light weight, sanitary? All of these features are embodied in this new patented truss. It combines a truss with a suspensory. Your doctor will tell you that you need that extra support afforded by the suspensory. The truss is self-adjusting, requires no fitting, weighs only three ounces, easily washed. You yourself control the pressure required to hold the hernia in place. No steel bars to irritate. Comfortable in any body position, bending, running, walking, jumping, it always stays in place once you adjust it. In fact, you can keep it on when you go to bed, you won't know you have it on. Regardless of the type of truss you are now wearing, you owe it to yourself, for your health's sake as well as your comfort, to try this revolutionary truss now! State right or left. The price is only, \$4.95 Single and \$6.95 Double. Send for one today. Money-back guarantee.

\$4.95

Post Paid

B. Brodick, 1457 Broadway, N. Y. 36, N. Y.

## OPERATOR WANTED!

To Install and Operate  
Kiddies and Adult Rides

on grounds of America's largest farmers' market

Adjoins Levittown, Pa. Main highway location. 17 acres of paved free parking. Exceptional opportunity.

Write or Phone BOB WOLDOW

### BRISTOL (PA.) FARMERS MARKET & AUCTION

Route 413, Bristol, Pa. Phone: Bristol 8-2773 or 8-7704  
(Philadelphia, Pa. Phone: Rittenhouse 6-1330)

## W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

"Indiana's Finest Motorized Carnival"

OPENING IN APRIL AT JEFFERSONVILLE, INDIANA.

NOW BOOKING RIDES, SHOWS AND CONCESSIONS.

Concessions: Will sell X on Pottery or Glass Pitch. X on four Ball Games, two Bottles and two Punks or what have you to book?

Shows: Girl, Monkey, Snake, Drome, Fun House, Mechanical or Glass; must have your own show complete and your own transportation.

Rides: Will book or buy Rock-o-Plane, Round-Up, Scrambler, Rolloplane or Fly-o-Plane. Will buy Kid Rides. All mail will be answered.

W. R. GEREN, 2510 Marr Rd., Columbus, Indiana Phone 4600

### HARRISON GREATER SHOWS

Opening last of March or first of April, near Columbia, S. C.

Playing Uptown Locations. No Gate—No Racket.

Want Hanky Panks of all kinds, \$21 week privilege. Small Cookhouse or Sit Down Grab. Jim and Gene have opening for your Cookhouse. Will sell exclusive on Popcorn, Apples, Floss, Bingo and two Milt Camps and Photos. This is a small show—4 Rides, 3 Shows, about 25 Concessions, just big enough to play uptown lots. Have complete Jig Show with new top for right party. Doc Anderson, Johnny Riddick, Floyd or anyone with me before or anyone interested in this show get in touch. Playing South Carolina, North Carolina and Virginia. Want Merry-Go-Round, Ferris Wheel and Chairplane Foreman. Tom Smith, Joe Hedgebeth, George Cole, Bob Gregory, get in touch at once. Want Second Men on all rides and Semi Drivers. Have opening for one Girl Show. Have complete outfit for 5-in-1 Show. Wally White, get in touch. All mail and wires to FRANK HARRISON, Athens, Ga., until March 20; then Columbia, S. C. P.S.: Bill Cox, am waiting on you.

### LAST CALL

## MILLIKEN BROS.' SHOWS

Opening Waycross, Ga., March 17 through 26—Two Saturdays. Auspices City Recreation Dept. Location, Memorial Stadium.

Place any kind Grind Shows, Rides that don't conflict, Hanky Panks, Mug Outfit, Custard, Water Game, String Game, Block or Heart Pitch. Agents for Ball Games. All replies: MILLIKEN BROS.' SHOWS, Bristol, Ga., until March 14; then Waycross, Ga. P.S.: Can use first-class Girl Show after this date.

## EDDIE'S EXPOSITION SHOW

OPENING APRIL 23, NEW KENSINGTON, PA.

WANT Ball Games, Milk Bottles, Cat Racks, Coke Bottles, Milk Cans, Huckly Buck, Balloon Dart, Clothes Pin, Jewelry, Photos, Hats, Scales or Age, Frozen Custard, Penny Arcade, Wheels that work for stock, Glass Pitch. Rides—Any Ride that does not conflict with what we have. Shows—Have fronts and tops, what can you put in them?

EDDIE DIETZ, 165 N. MONROE ST., BUTLER, PA. TEL. 7-1933.

GIVE TO DAMON RUNYON CANCER FUND

## WANTED RIDE CONCESSIONS

Kiddie and Adult

Excellent location at intersection Route 9, Glens Falls—Lake George Rd., 1 1/2 miles north of town. Terrific traffic count; 16,000 cars in 12 hours. Percentage basis.

WRITE P. O. BOX 598

Glens Falls, N. Y. Phone 3-0549

## FOR SALE

Parker 40-ft. 2-abreast Merry-Go-Round. Has 24 beautiful Parker wooden horses, none broken; very good canvas, 16-section platform. Allis-Chalmers gasoline motor, practically new music cabinet with wire recorder. This ride is in very good shape, all newly painted last summer. Ready to run, as is, price \$5,000.00. Come and see it. R. E. PORTER, 30 Wolf Lake Rd., Muskegon, Mich. Phone: Muskegon 42-2646.

## BOAT & SPORT SHOW

May 9-14 Inclusive

Tarentum Bldg.—Tarentum, Pa.

Exhibitors Wanted

Located on the Allegheny River in the heart of the Fishing and Boating Area. Sponsors—Tarentum Boat Club and Tarentum Police Pension Fund.

## CONTINENTAL SHOWS

Opening April 16

WANT Custard, Cork Guns, Photos, Dart Games, Pitches of all kinds, or what have you?

Shows—Have several new Tops, Fronts and other equipment for one more Girl Show or other worth-while Attractions. Will consider reliable Operators.

Will book Octopus. Good opening here for same; must be well kept.

For Sale—New Wrestling Ring, 14x14, all-steel tubing, never used; 20x60 Side Show Top, two months old, complete with A-1 banner line—banners, platforms; two Semis, one 30-ft. low-boy rack, one 20-ft. low-boy rack. No deals. If interested come look it over and bring cash.

ROLAND E. CHAMPAGNE

3 COURTNEY LANE Tel.: Glenview 36594 LOWELL, MASS.

## DIESEL-ELECTRIC PLANTS

All rebuilt like new and guaranteed; 220 V & 110 V

2—100 KW International UD-24, 1200 RPM, duplicate plants. 1—100 KW Caterpillar D-17000, 900 RPM. 1—80 KW Caterpillar D-13000, 900 RPM. 1—100 KW G.M. 6-71, 1800 RPM. 2—60 KW G.M. 6-71, 1200 RPM. 1—60 KW G.M. 4-71, 1800 RPM. 1—40 KW G.M. 4-71, 1200 RPM. 2—30 KW Buda 6 DTC-317, 1800 RPM. 1—15 KW Caterpillar D-3400, 1200 RPM.

Also we have gasoline plants to 25 kw. Write, wire, call, visit us.

SUMTER ELECTRIC REWINDING COMPANY  
303 S. MAIN ST. Phone: SPruce 3-7347 SUMTER, S. C.

## EXCHANGE CLUB of MOUNT CLEMENS, MICH., SPORTSMEN'S EXPOSITION & FAIR

7 NITES—MAY 28 THRU JUNE 5, 1955—5 MATINEES.

Want Motor Drome, Feature Shows, Minstrel Show, Walk-Thru Show, Major Midway Booked. Demonstrators for EXHIBITS Section (a get-well winner). Write, Wire or Phone. No Collects.

Booking Chrm., BILL FINK

122 SOUTH AVENUE MOUNT CLEMENS, MICH.

## GLASS CITY SHOWS

Now contracting for '55 season. Gala opening week May 10.

Hanky Panks and Shows, contact. (None office owned.)

GERALD R. ANDERSON, Gen. Mgr.

1488 South Ave. Toledo 9, Ohio  
P.S.: Fair Secretaries and Committees of Ohio, Indiana and Michigan, have some open dates on second unit. Will book or buy 2 or 3 Major Rides.

## ALABAMA AMUSEMENTS

Want Concessions: Photo Gallery, Slum Jewelry, Slum Bowling Alley, Slum Clothes Pin Pitch, Block Hoop-La, Scale & Age. Want Agents for Coke Bottle, Bumper, Pan Game and Penny Pitch. Also Bucket Agent. We open on the 14th of March.

Ride Help: Foreman for Smith & Smith Chairplane, Second Man for Octopus and Merry-Go-Round. If you drink, stay where you are. Must be licensed semi driver. No time to write, join on wire.

FRANK W PEPPER

c/o WESTERN UNION, MOBILE, ALA.

## ★ ★ ROYAL MIDWEST SHOWS ★ ★ OPENING APRIL 23 — SOUTHERN INDIANA — TWO SATURDAYS

Can place Photos, Darts, Fish Pond, Hoop-La, Cat Rack, Age and Scales, Hi-Striker, Glass Pitch, Long and Short Range, Mouse, Pan Game, Ball Games, Buckets, Swinger, Wild Animal, Girl Show, Fun House, Glass House, Pony Ride, Manager for Athletic Show, Ride Help.

ROXIE HARRIS

P. O. BOX 142, FINDLAY, OHIO Phone: Van Buren 9-1117

## JUST BIG, NOT COLOSSAL

## Abandon Colorful R-B Story Phraseology

NEW YORK, March 5. — New York editors probably won't even recognize the advance copy handed them by Ringling circus press agents when they make their first go-round of the dailies here about the middle of this month.

The stories, according to advance reports, will be concise, journalistic models, giving the facts in reportorial style. Missing will be the colorful phrasing and lavish use of descriptive adjectives that have marked, and been expected of, circus copy for decades.

Just how the editors will take to the new look and sound of the Big Show's stories won't be determined until Ed Knoblauch, publicity chief, and his cohorts begin to hand it out. A safe guess is that there will be nostalgic thoughts allowed in print.

## Work Begins

Bev Kelley, radio-television chief, is already in town working on promoted time for the Big One and its features. Knoblauch is reported due in by the 15th. Aiding him will be the biggest press corps the Ringling show has ever used here.

Slated to work New York with Knoblauch are Frank Braden, Allan Lester, Eddie Howe and Ed Johnson, with Bill Fields, Broadway and circus specialist, again aiding with the Gotham date. In the past the Big Show has been inclined to hold off the starting date of one or two of its press agents until after New York.

## Mills Talent Arrives, Heads For Quarters

NEW YORK, March 5.—Fifteen persons arrived from England on the liner United States yesterday morning to join the Mills Bros.' Circus. They were met by Starr De Belle, publicist, and left the same day for the show's headquarters in Jefferson, O.

In the party were the Dew-two dwarfs, and Mary Herbert, a dwarf; Pickles the clown, Eddie Kendall, clown, and Ann Cooke, elephant head carry.

Spec girls are Sheila Hirst, Margaret Wotten, and Edna Sharpe, all new, and Josephine Rankin, Patricia Jameson, Lilly Blakeman, Kathleen O'Reilly and Audry Penney who were with the show last year.

Vicki Cox, who will serve as secretary to Owner Jack Mills, was also in the party.

Allen's Bears, just closing with Clyde Bros., will open March 21 with E. R. Gray's indoor unit. Coming up for them later are H. W. Jacobsen's Hollywood Productions dates and a summer season with the Jay Gould Circus.

## Chicago Up for Polack; Night Shows Start at 7

CHICAGO, March 5. — Polack Bros.' Circus this week was ahead of last year on its Chicago run to date. Louis J. Stern, managing director, said the show was ahead in all departments.

The score took on added significance because most dates of this and some other shows have been reported off from last year's grosses.

Unique night show schedule here calls for performances to start at 7 p.m. on all days except the certain Saturdays and Sundays when three performances are

Knoblauch will be handling the New York date for the first time this year. Altho he was on hand and beginning to function in his present capacity a year ago, Roland Butler, long-time Ringling press chief, remained with the show during the first part of last season.

## Big Ad Space

The appearance of the agents will follow the most lavish use of newspaper advertising space in the history of the Big Show. While the expenditure of big money might make its importance felt in lesser towns with smaller papers and result in additional free space for the circus it can hardly be expected of the Manhattan dailies. It is unlikely that the circus will regard the increased lineage as an influencing medium either since the agents in the past have always valued the paid space only for the listing of the time and place. They barged into city rooms and sold the circus as an institution and the attractions on their merit.

## RINGLING TO ADD SEAT, CAGE WAGONS

Return to Separate Menagerie Means More Capacity in Big Top

SARASOTA, Fla., March 5.—Seating capacity of Ringling Bros. and Barnum & Bailey Circus under canvas will be back up to about 9,200 this season, as the return to a separate menagerie tent permits use again of two additional seat wagons.

Two reserved seat wagons were left behind when the big top interior was altered to make room for the menagerie. This cut the big

## Hamid-Morton Up on Advance Sale at K. C.

KANSAS CITY, March 5.—An advance sale of 55,000 tickets for the 15th annual Kansas City police circus preceded the arrival this week of the Hamid-Morton troupe by special train.

Maj. E. L. Kellerstrass, circus chairman for the police, said sales were about 5,000 ahead of the same time a year ago. Slightly lower prices helped boost ticket sales. General admission was \$1.12, down from \$1.22 last year. Box seats were \$2. Children's matinee tickets were 50 cents.

At the Municipal Auditorium, all Kansas City secondary school pupils and members of school safety patrols were guests at the opening performance.

scheduled. Stern said the schedule could not be used in most other stands, but that it was proving out okay in Chicago.

In the past, numerous shows—circuses, ice shows, legit offerings and others — have experimented with starting times of Sunday night shows. But this Polack experiment was believed to be the most extensive. Stern pointed out that the show now breaks about 10 p.m. and the hour's difference means some more children will be permitted to attend the night shows.

## Mills Activity Steps Up; Acts Start to Arrive

JEFFERSON, O., March 5.—Winter quarters activity has stepped up for Mills Bros. Circus. The Bulgarian, flying act, arrived from Italy ahead of schedule. Starr DeBelle left Cleveland, where he conferred with General Manager Jack Mills, for New York to meet the ship bringing over most of the new Mills importations. Paul and Jinx Nelson are among those who have arrived in quarters and started training work.

Good weather has permitted outside work on equipment, and numerous visitors have been coming to quarters to watch preparations. Hying these crowds was a feature article in The Youngstown Vindicator on Sunday (27). The full-page photo layout showed views of the quarters and pictures of the Virgil Sagraves family, the Four Namedils, Marjorie Leonard, Charles (Vensel) Brady and Starr DeBelle.

top's capacity to 8,632. This time, the show will have the full line-up of reserved seat wagons and eight blues wagons. Wooden chairs are to be used on the reserved wagons this season.

Menagerie cages will include four new ones. These will be for rhino, tiger cubs, okapi and polar bears. The other cages will include the 11 12-foot wagons, a 21-foot cage and two giraffe wagons.

Present plans call for carrying 55 elephants in four stock cars. Four more cars will be used for horses. In recent seasons, the show has used two elephant cars and three horse cars.

## C. V. Turner Heads Kelly-Miller Billers

HUGO, Okla., March 5.—Charles V. Turner, last year the assistant general agent of Ringling-Barnum, has been named to head up the 20-man billing crew on Al G. Kelly & Miller Bros.' Circus as advertising manager.

The announcement was made by General Agent Art Miller, who also revealed that Tedd Meyer had been named director of publicity for press and radio, with J. Eddie Holmes as assistant.

Miller said that Pete Lindemann and Howard C. Farrington would return as contracting agents. James C. Clark will be in charge of the No. 2 billing brigade and G. Paul Jones, Miller said, would be manager of the opposition brigade. Jones was with Kelly-Miller 1947-1949 and since then has been ahead of Cole & Walters.

Turner, who left the Ringling show as a result of the change in general agents, has been with Hagenbeck-Wallace, John Robinson and Cole Bros. in past seasons. He was in charge of Ringling billing.

Meyer, who trouped with Ringling and Cole earlier, has been in newspaper work in Kansas.

## Davenport to Open

GONZALES, Tex., March 5.—B. C. Davenport is planning to open a merchants' show about March 20 in Texas.

## REPORT CONCELLO, BEATTY IN ACCORD

But Partners Give No Confirmation; Both Reported Going to Quarters

ROCHESTER, N. Y., March 5.—Altho there were reports this week that Clyde Beatty and Arthur Concello, partners in the Clyde Beatty Circus, had reached an agreement, neither gave any confirmation. Beatty, contacted at the Orrin

Davenport show here, stated that he had nothing to say on the subject. He indicated he would return to the Deming, N. M., quarters of the show from here and that he may have a statement at that time.

Concello went back to Deming from Detroit but could not be contacted there. The partners reportedly ended a series of stormy conferences in Detroit on a note of co-operation. Concello then hired a number of workmen and headed for quarters.

The show has been scheduled to open March 19 at El Paso, Tex. In the disagreement, which started over the status of General Agent Bill Moore, Concello reportedly tried to sell his controlling interest back to Beatty.

## Bucks to Open March 28, Go West in Texas

PRESCOTT, Ark., March 5.—Edgar B. Bucks' Circus is scheduled to open March 28 in Texas and work its way westward, it was stated this week by H. N. (Doc) Capell, whose sons will operate the show this season.

He said it was being cut down so as to move on fewer trucks than last year. Concession department will be show-owned this time, altho it was leased in previous years. Big top will be a 90 with a 40 and two 30s, while the Side Show top will be a 40 by 90 with a 120-foot double-decked banner line. Two pit shows will be carried, also.

Capell said he is back on his feet after three trips to a hospital for a stomach ailment. Pete Hickman is handling the bulls since Van Thomas experienced a stroke, losing use of his left arm. Capell sold a tapir to Kelly-Miller circus, and Swede Manes, boss animal man, was bitten several times on the legs while shifting the animal for delivery.

Visitors in quarters recently have been Pete Cristiani, Eva Davenport, Si Rubens, Hank Carlisle, Dale and Lois Madden, George Wilson, C. A. Vernon, Tommy Tidwell, Harry Anderson, Mural Webster, Doc Hayes and Tommy Schike, Capell reported.

## Polack Eastern Signs Repeats; Roanoke Scores

WILKES-BARRE, Pa., March 5.—Baltimore and Philadelphia dates for Polack Bros.' Eastern unit were signed for repeats this fall by Sam Polack, agent, it was announced this week.

Opening in Wilkes-Barre Wednesday (2), the show drew a capacity matinee of 5,500 and a near-full house of 5,200 at night.

At Roanoke, Va. (24-26), the show enjoyed its best local run. Coming up next is a stand at the Sampson Air Force Base, Geneva, N. Y.

Franklin and Astrid took the place of the Marvellos in the program. Richard Slayton, equestrian director, has been doing TV guest shots. Costine's Chimps also made a TV show. Personnel gave a hospital show Thursday (3).

## 2 R-B Shows Aid Kid Camp Group

NEW YORK, March 5.—Matinee and night performances of the Ringling Circus on April 1 have been taken over to raise funds for the Summer Day Camp in East Harlem of the James Weldon Johnson Community Center.

This is the first announcement of groups taking over performances of the show which opens Wednesday (30) in Madison Square Garden.

## Polack Prepares First Publicity Films, Slides

CHICAGO, March 5.—Western unit of Polack Bros.' Circus is stepping into television promotion with a series of film clips, plus sets of animated slides. These are being prepared at the Filmack studios here by Justus Edwards, Polack Bros.' director of publicity.

Edwards said this marked the show's first real efforts in TV, altho some slides made by local stations have been used at various cities on the show's route in the past. Show also continues use of its radio transcriptions.

The TV films include three 1-minute clips, one 2-minute edition and one 5-minute film. One shows takes of the various animal acts on the show; another shows animals and people in tight wire tricks; others show both animals and people in dancing, acrobatic and somersault sequences. One movie is of animals and aerialists who stand on their heads or work upside down.

The films are to fill a demand for newsreel types of programs. The 10 and 20-second styles of animated slides are in addition and these will include place and date information. The movies were taken in Fort Wayne, Ind., recently, and Polack will have them ready for use in time for its Indianapolis stand.

Edwards stressed that in no case do the films tend to "give away the show." Acts are not shown in their entirety, nor are key turns or climaxes depicted.

He also recalled that in Oklahoma City last fall the show carried out a "bold experiment" in which it eliminated use of radio and concentrated on two TV stations. He stated that while this was successful at Oklahoma City, it was a system which would not necessarily be successful in other places.



**EDITORIAL**

## Fact Finding Heats Up

Altho the habits of Congress are a bit difficult to understand—as when a Senator and Congressman introduce one another's conflicting bills—the pattern of events during the past two weeks indicates Fact Finding is gaining strength.

The original advantage enjoyed by the licensing agencies, an advantage derived from the almost unprecedented organized strength behind the Kilgore bill, is slowly being dissipated. The gap is narrowing not so much because of defensive measures on the part of the juke box industry, but because the legislators are becoming more aware of the tremendous complications involved. They are learning that a lot of missing facts must be amassed before conclusions can be drawn.

That such an awareness should crystallize is inevitable. It develops as more and more people become cognizant of the opinions of unbiased copyright experts, such as Prof. Walter J. Derenberg, professor of law at New York University and a member of Attorney General Herbert Brownell's anti-trust committee, and Professor Benjamin Kaplan, of the Harvard University School of Law. (See separate story.)

There's no black or white, right or wrong to the copyright problem. It is not as simple as that. Congress, for over 30 years, has unsuccessfully tried to come up with the answer. The Kilgore bill is exactly the same as those which stymied previous Legislatures.

Let's be done with this time-consuming, misguided effort. Let's get into the basic economics of the problem, the basic economics of the music business. Let Fact Finding go beyond the licensing agencies, beyond the Music Operators of America, to the people who are directly involved—the operators, writers and publishers.

## GETS IN COPYRIGHT ACT

### Suggests Fact-Finding Org Like Anti-Trusters'

• Continued from page 21

have gained the impression from reading some articles in . . . Billboard, etc., that you are interested in getting reactions to the bill which you have proposed, I am taking the liberty of offering these thoughts to you."

#### Consideration Unlikely

It appears unlikely at this time that Professor Derenberg's suggestion for a Library of Congress committee on copyright will get serious consideration in Washington. Nevertheless, the suggestion was indicative of the awakening of interest, particularly on law campuses, in the fact-finding proposal. Previously, Prof. Benjamin Kaplan, of the Harvard University Law School, in a communication to Representative Thompson, voiced interest and indicated that the subject would be taken up by the Harvard Law School faculty (The Billboard, Feb. 26).

Prof. Derenberg enclosed with his letter a schedule of New York University Law School's copyright seminar. The seminar course is directed by Professor Derenberg "with the co-operation," he explained, "of outstanding experts in various specialized branches of copyright law." These experts include the following, several of

whom are familiar figures on Capitol Hill as supporters of legislation in previous Congresses to end the copyright law's exemption of juke box royalty payments.

The seminar roster of experts includes:

Arthur Fisher, Register of Copyrights, Library of Congress; Herman Finkelstein, general attorney, American Society of Composers, Authors and Publishers; John Schulman, general counsel, Authors' League of America; Edward E. Colton, negotiator for the Dramatists' Guild; Edward A. Sargoy, former chairman, Copyright Committee, American Bar Association; Morris Ebenstein, legal department, Warner Bros. Pictures, Inc.; Samuel W. Tannenbaum of Johnson & Tannenbaum; Robert J. Burton, vice-president and resident counsel, Broadcast Music, Inc.; Charles B. Seton, of the New York Bar; Philip Wittenberg, author of "The Marketing of Literary Property"; Prof. Harry C. Henn, of Cornell University Law School; Joseph A. McDonald, treasurer, National Broadcasting Company, and former general attorney, American Broadcasting Company, and John P. Allison, formerly editor, "Tax Barometer."

## Coin Industry Leaders Map 1955 UJA Drive

NEW YORK, March 5.—Coin machine industry leaders organizing the annual dinner in behalf of the United Jewish Appeal held their initial meeting Friday (4) at the headquarters of the Music Operators of New York.

The dinner, honoring Joe Young, head of the Young Distributing Company, local Wurlitzer outlet, will be held June 15 in the main ballroom of the Sheraton-Astor Hotel.

Attending the Friday session

### Kemper Busy Man

HARTFORD, Conn., March 5.—Irv Kemper, general manager of the recently opened Runyon sales branch at 181 Pleasant Street here, still services Westchester County, N. Y., accounts on AMI sales. Nat Gutkin is service manager at Hartford.

were Al Denver, MONY head; Seymour Pollack, representing the Westchester Operators' Guild; Sidney Levine, MONY counsel; Lou Boorstein, Leslie Distributors; James Caggaino, head of the Coin Machine Employees' Union; Joe Young and Abe Lipsky, Young Distributing Company, and Barnett Tannenbaum, representing the Associated Amusement Machine Operators of New York.

Also, Meyer Parkoff and Murray Kay, Atlantic-New York Corporation; Jack Mitnick, local AMI factory representative; Barney Sugarman, Runyon Sales, Dave Stern and Bob Slifer, Seacoast Distributors; Herb Sternberg, Standard Factors; Marcus Klein, Harvey Koepfel, Joe Connors and Al (Senator) Bodkin.

Meyer Parkoff, chairman of last year's affair, was presented a scroll, donated by UJA, by Al Denver. The citation was "in grateful rec- (Continued on page 82)

## Chi Assn. Seeks Nod for Entry In Queen Contest

CHICAGO, March 5.—At least one contestant in the RCA-MOA Miss Juke Box of '55 contest will be sponsored by the Recorded Music Service Association, it was decided Thursday at a meeting of directors of the association.

Ray Cunliffe, president of the Chicago organization, said that letters would be mailed to all members urging their co-operation and participation in the contest.

Another subject discussed at the meeting was the anti-juke box legislation introduced last month in Washington. Cunliffe said that all members and non-members in the city would be contacted and asked to support the fight against the new legislative move.

## Langer Intros Bill Identical To Thompson's

WASHINGTON, March 5.—The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks indicated that copyright revision will get high priority on the Subcommittee's agenda as Sen. William Langer (R., N. D.) hopped a bill this week, as anticipated (The Billboard, March 5), identical to Rep. Frank J. Thompson Jr.'s (D., N. J.) bill to create a federal copyright fact-finding commission.

The wording of the Langer Bill is unchanged from Thompson's. (Continued on page 76)

## Sentinel Skeds Initial TV-Juke Shipments May 1

EVANSTON, Ill., March 5.—Sentinel Radio Corporation will start shipping its new combination 27-inch television set and juke box cabinet May 1, according to Arthur Welch, sales and promotional manager.

The unit is expected to be sold directly to music operators and distributors, rather than thru the firm's radio and television distribution channels.

The unit will be produced in (Continued on page 76)

## MOA MEETING MAILINGS HIT 60,000 MARK

OAKLAND, Calif., March 5.—The fourth nationwide Music Operators of America convention mailing left MOA headquarters here this week, raising the total promotional pieces mailed to approximately 60,000.

George A. Miller, president and general business manager of MOA, said that the mailing this week totaled about 11,000.

All of the mailings were in the form of a post card, each in a different color. The cards pointed out in bold letters the dates of the convention in Chicago and also listed operator advantages to be gained by attending the event.

At least two more mailings, each to number about 11,000, are expected to go out before convention time, March 28-30.

## Next Week

The first of a two-part series on dime play across the nation as reported by The Billboard's Music Operator Survey Panel. The first article will report current dime play operations and methods operators use to gain good will before converting. The second article, which will appear in the March 26 issue, will detail collection patterns after conversions and after customers become accustomed to the change.

## Eastern Mass. Ops Consider Dime Play

Geraco Heads Newly Formed Organization; Worcester Jukemen May Join Group

BOSTON, March 5.—Altho only a handful of eastern Massachusetts juke box operators have converted to 10-cent play, the Eastern Massachusetts Operators' Association is currently mapping an all-out drive to get the entire area on a dime basis.

Meeting at the Hampton Court Hotel, Brookline, Thursday (3), members of 40 operating firms, most of them from the metropolitan area, discussed the use of 30 selections as a lever to get dime play started.

Officers of the recently organized association, presiding for the

first time, are Jim Geraco, National Music, Boston, president; Saul Robinson, Paramount Music, Boston, vice-president; David J. Baker, Melo-Tone Music, Arlington, treasurer, and Mary Sufcliffe, secretary. On the executive board are Peter Pompeo, Pompeo Music, Roxbury; Ralph Lackey, Karel, Roxbury, and Stan Kokas, Capitol Amusement, Lynn.

#### Few Converted

Baker estimated that of about 10,000 juke boxes in the area, no more than 40 have been converted to dime play. He said that he had (Continued on page 76)

## Exhibits, Agenda Set for MOA Meet

50 Booths, 26 Exhibitors Confirmed; Convention to Get Underway in 3 Weeks

OAKLAND, Calif., March 5.—It looks like it's going to be a battle-royal for the spotlight at the fifth annual convention of the Music Operators of America: Exhibits vs. operator business meetings.

From exhibitors came the announcement that over 50 booths had already been assigned to various manufacturers. This will be the first convention in MOA's history that the four juke box manufacturers will be represented and equipment will be exhibited on an open floor rather than in a separate room.

On the other hand, the music operators' business meetings are expected to vie for principal interests. George A. Miller, president and general business manager of MOA, said that reports and discussions on such widely diversified topics as copyright legislation, a third performance rights society, a record manufacturers' round-table meeting, and a national health plan would liven the three days of business sessions.

The convention will be held at

the Morrison Hotel, Chicago, March 28-30.

#### Banquet Highlight

The convention banquet is to be a gala affair. Recording stars from (Continued on page 74)

## Permo Readies For MOA Meet

CHICAGO, March 5.—Permo, Inc., announced this week that it would exhibit some 50 different phonograph needles designed for juke box use at the coming Music Operators of America convention, March 28-30.

Gail Carter, vice-president and general sales manager of the firm, said that there were currently 32 needles in Permo's standard line and another 18 in the diamond versions.

Expected to be on hand at the convention to meet operators will be Carter, Ernie Mount, Jim Franklin and Eddie Crowley.

## 2d UMO Teen-Age Party Pulls 2,000

DETROIT, March 5.—Approximately 2,000 youngsters—a capacity crowd—jammed the Parkside and Patton Recreation Centers here last Sunday (27) for the second United Music Operators of Michigan sponsored teen-age show.

Recording artists from nearly a dozen labels, a host of disk jockeys and news commentators, representatives from the mayor's office, the police department and a number of civic organizations made Sunday's event one of the most successful of its kind ever staged here.

The purpose of the teen-age parties, explained Roy Small, conciliator of UMO, is to build good will and to encourage youngsters into setting up their own entertainment groups on neighborhood levels. Competitive contests between the local groups will be scheduled in the near future and the best talent from each will take part in a master teen-age show, Small said.

According to Small, the parties will be regular year-round events for young folks.

Recording artists who entertained the teen-agers included the Chuckles, X Label; Stan Wisniak, accordionist from Club Folks TV; Roy Hamilton, Epic; Tommy Mara, M-G-M; Nick Forest, Crystal; Pat Boone, Mercury; Pattie Jerome, Coral; Pete Hanley, Fortune; Classmantes, Silhouette; Bill Darnel, X Label; Frankie Castro, radio-television entertainer; Sax Cari and the Qualitones; curly Hickson and his band; the Diablos, Fortune, and the Swans, also of Fortune.

Among the amateurs who performed were the Joe Kaus Quartet, Wallace Stevens, the Bongolers of Franklin Settlement, and Delbert Brown.

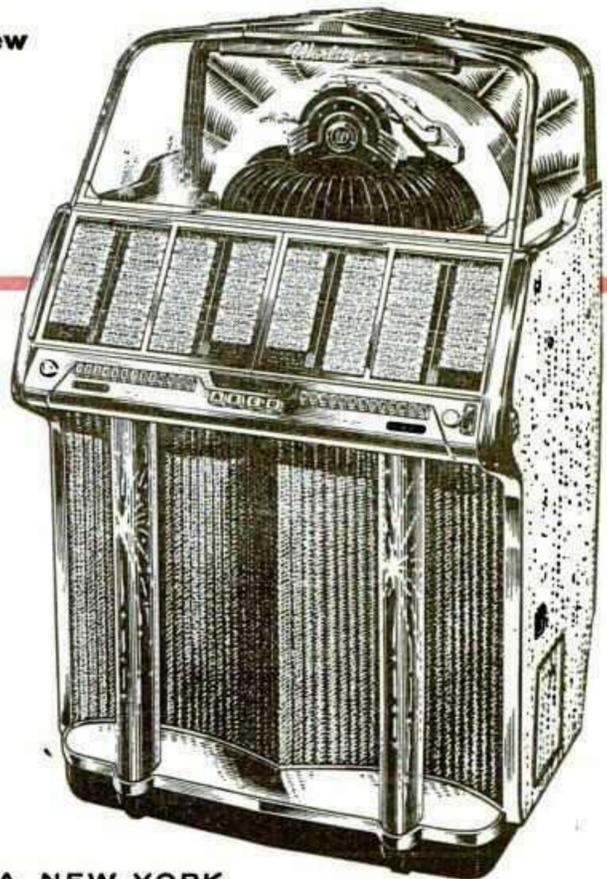
Local disk jockeys and newscasters who took part were: Paul Dean, WJR; Dan McLeod, WJBK; Larry Gentile, WJBK, and Ben (Continued on page 86)



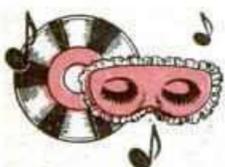
GIVES YOU A  
**CORNER**  
 ON THE  
**BIG MONEY**  
 LOCATIONS

▶ The Wurlitzer 1800, ultimate achievement in coin-operated phonographs, is not only designed to get and hold the big money locations, but to turn ordinary locations into extraordinary earners.

Available in gorgeous array of fresh, new sky colors, equipped with the famed Carousel Record Changer, and producing through its Dynatone Sound System the finest High Fidelity Music ever offered on any coin-operated phonograph, the new Wurlitzer Model 1800 has already proven to be the highest earning phonograph ever offered operators.



**GET INTO THE**  
**BIG MONEY**  
**WITH THE**  
*Wurlitzer 1800*



DYNATONE 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

4-FOR-25c

# Op By-Passes 10c Opposition With Bargain

DURGANO, Colo., March 5.—By-passing customer opposition to dime play is often difficult, but never impossible, says Roy Kyser, veteran Durango music operator. Kyser, who currently operates about 85 per cent of his juke boxes with dime chutes, is one of the few Colorado juke box operators who has accomplished successful conversions.

Kyser agrees that there are a dozen ways to introduce dime play, but his favorite is four tunes for a quarter. A phonograph is placed on location set for dime play, three-for-a-quarter. If there is any opposition he immediately ups the quarter purchasing power with an additional tune. When used this way, he said, the 25-cent chute looks like a "bargain package" and has plenty of play appeal.

Later, when all is normal again, the three-for-quarter play can be brought back, he says.

## Plastic Domes at Marvel Available

CHICAGO, March 5.—Marvel Manufacturing Company, producers of plastic replacement domes and pilasters for juke boxes, announced this week that its newest additions, domes for the Wurlitzer models 1500, 1400 and 1250, were in production and immediate delivery was available.

Ted Rubenstein, head of the firm, said that with these new additions, Marvel has rounded out its line to cover all four of the major juke boxes.

*What are the buying habits of the juke box operators who purchase nearly 50,000 new machines a year?*

You'll find the answers in  
The Billboard's exclusive  
8TH ANNUAL JUKE BOX OPERATOR POLL

# MOA CONVENTION NUMBER

ISSUE DATED MARCH 26 • ADVERTISING DEADLINE, MARCH 16

SMILE HUNT

# Clippings Aid Ill. Op Build Good Will

URBANA, Ill., March 5.—Building a sound customer good will program is certainly not restricted to big business, says George Goodwin, local music operator.

Goodwin's music route extends along Highway 66, between Springfield and Streator, and includes such locations as restaurants, taverns and clubs. Because of the distances involved, he is usually unable to service his locations more than twice a week and as a result he depends upon good will to keep his customers smiling.

Realizing that people like to see their names in print, Goodwin, for more than a year, has regularly purchased newspapers published in the towns along his route. He clips all items about his locations or about the location owners, pastes them on white cards, signs his name, and mails them to the location owners.

"The article may only be about the location owner's wife shopping in Chicago, or about a roadside diner installing a new cook stove, but whatever it is, the location owner is always happy to see it," says Goodwin. "And it certainly builds good will and makes for excellent public relations."

# UMO Cancels March Meeting

DETROIT, March 5.—This month's meeting of the United Music Operators of Michigan was cancelled here, according to UMO conciliator Roy Small, so as not to conflict with the Music Operators of America convention, March 28-30.

Small also reported that six new firms had been added to the association's roster. They are G & R Music, G. T. & C. Company, Hit Record Music Company, Jenks Music, Mayrand Music and Vagabond Music.

The next regular meeting of UMO will be held April 4.

# Mountain Distrib Adds Salesman

DENVER, March 5.—Mountain Distributors, AMI outlet in this area, announced that a new staff member, Anthony Grunder, had been added in its sales department.

Pete Geritz, head of Mountain Distributors, accompanied Grunder around the territory, introducing him to operators. He will cover Northern New Mexico and Southern Colorado.

Meanwhile, Geritz reports that the firm's one-stop record shop is picking up. "In fact," Geritz said, "our 1954 sales increase can be contributed greatly to this added operator service."

According to Savio, and bringing the employees into the act makes for a true picture of the musical tastes of any given location.

## MOA Sets Exhibits, Agenda

Continued from page 72

nearly every label are expected to be on hand to add to the festivities.

Hirsh de La Viez, MOA executive and chairman of the banquet committee, reported that several top-name artists had already confirmed invitations to appear. Hirsh was in charge of last year's banquet when such stars as Eddie Fisher, Eddie Calvert, Tony Bennett, June Valli, and others teamed up to make the event an outstanding success.

This year's entertainment program already includes the Fontane Sisters, Johnny Maddox, the Hill Toppers, Billy Vaughn, Mac Weisman and Pat Boone. Others expected to confirm invitations are Perry Como, Dorothy Collins and Frank Sinatra.

A list of 26 manufacturers, distributors and other firms in or allied with the phonograph industry, was released this week as confirmed exhibitors. Included were: AMI, Rock-Ola, Seeburg, Wurlitzer, Capital Records, M-G-M Records, Columbia Records, RCA Victor, Mer-

cury Records, Dot Records, Decca Distributing Co., M. S. Distributing Co., Downbeat, The Billboard, Cash Box, Auto-Photo Co., WSM "Grand Ole Opry," ABT Manufacturing Co., National Rejectors, Permo, Inc.; Capital Projector, Star Title Strip, Consolidated Coin, Barney Young (NJB), Sentinel Radio Corp. and Alfa Corp.

### Business Meetings

The business meetings will be held daily from 10 a.m. to noon. No afternoon sessions will be scheduled, giving operators ample time to visit the exhibit floor. Exhibit hours will be from 2 p.m. to 9 daily, except Tuesday (29), the night of the banquet, when the exhibit floor will close at 6 p.m.

The registration booths will open Sunday (27) afternoon on the first floor of the Morrison Hotel. Registration badges will be available from Sunday to Wednesday, and all exhibitors, operators and guests must have badges. The convention registration fee will be \$2 per person.

## Westchester Ops to Hold Fete, May 10

PORT CHESTER, N. Y., March 5.—Sellout attendance at the last three annual dinners of the Westchester Operators' Guild has forced that organization to move to the 700-seat capacity New Parkway Casino, Tuckahoe, N. Y., for the fourth annual dinner, May 10.

Seymour Pollak is general chairman in charge of the affair. Committee heads are Nathan Bensky, co-chairman and entertainment; Carl Pavesi, tickets; James A. Smith, souvenir journal; Edward Goldberg, seating arrangements; Louis Tartaglia, treasurer, and Malcolm Wein, toastmaster.

Officers of the organization are Carl Pavesi, president; Max Klein, vice-president; Seymour Pollak, secretary, and Louis Tartaglia, treasurer. On the board are James A. Smith, Nathan Kadish, Edward Goldberg and Harold Rosenberg. Malcolm Wein is counsel.

### 'TAILORED'

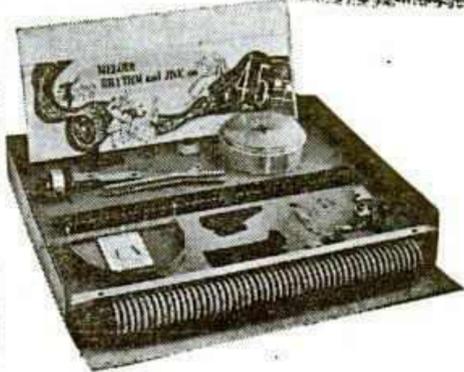
## Phono Menu Determined By Census

DENVER, March 5.—Using a "consensus of opinion" of all employees at every phonograph location is a sure-fire method of tailoring the juke box menu to its surroundings, according to Mike Savio.

Savio, head of Apollo Music Company here, long ago developed a printed form, which is handed to location owners as records are changed, with the suggestion that they fill out not only their favorite selections, but the favorites of the bartenders, waitress and customers as well.

When the next call is made, the list is used to make sure that each choice gets on the phonograph, along with the standard list which covers the field in general.

Allowing the location owners the opportunity of having their say in making up the juke box menus is a constant source of good will, ac-



## NELSON MODERNIZATION of Seeburg M 100-A to 45 rpm

- Easy to install . . . takes only one hour, no special tools required!
- New low cost . . . pay for conversion out of lower 45 rpm disk prices!
- Kit delivered complete . . . no extras to buy!

If you operate Seeburg M 100-A's, why continue to pay higher prices for 78 rpm disks when you can now convert your machines to 45 rpm, simply, quickly, and at low cost? The savings you'll earn by buying 45 rpm disks—instead of costlier 78s—will pay for the cost of conversion in short time . . . and cut costs and increase your take in the long run too! How? The answer is simple: Nelson Modernization Kits enable operators to convert their Seeburg M 100-A's themselves . . . in approximately one hour . . . without special machine tools or costly extras! And—once you're playing 45 rpms—you'll find, in addition to the price break, you'll gain these special advantages:

- ★ Better sound reproduction
- ★ Longer Record Wear
- ★ Less Storage Space
- ★ Opportunity to ease into dime play thru EP's.

FOR COMPLETE DETAILS, FILL OUT AND RETURN THIS COUPON NOW!

D. W. PRICE CORP. Manufacturers

11167 W. PICO BLVD. LOS ANGELES 64, CALIFORNIA  
O.K. . . . Show me how I can convert my Seeburg M 100-A to 45 rpm play . . . and pay for conversion out of record costs! Please rush information to:

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

A NEW PERFORMANCE FEE rate schedule for background-music operators is being worked out by the American Society of Composers, Authors and Publishers. Increased use of tape is back of the move.

RHYTHM AND BLUES MATERIAL will not be given to any more Mercury pop artists, if artist and repertoire-men Luigi Creatore and Hugo Perette have their way. This despite the success of Georgia Gibbs in the idiom.

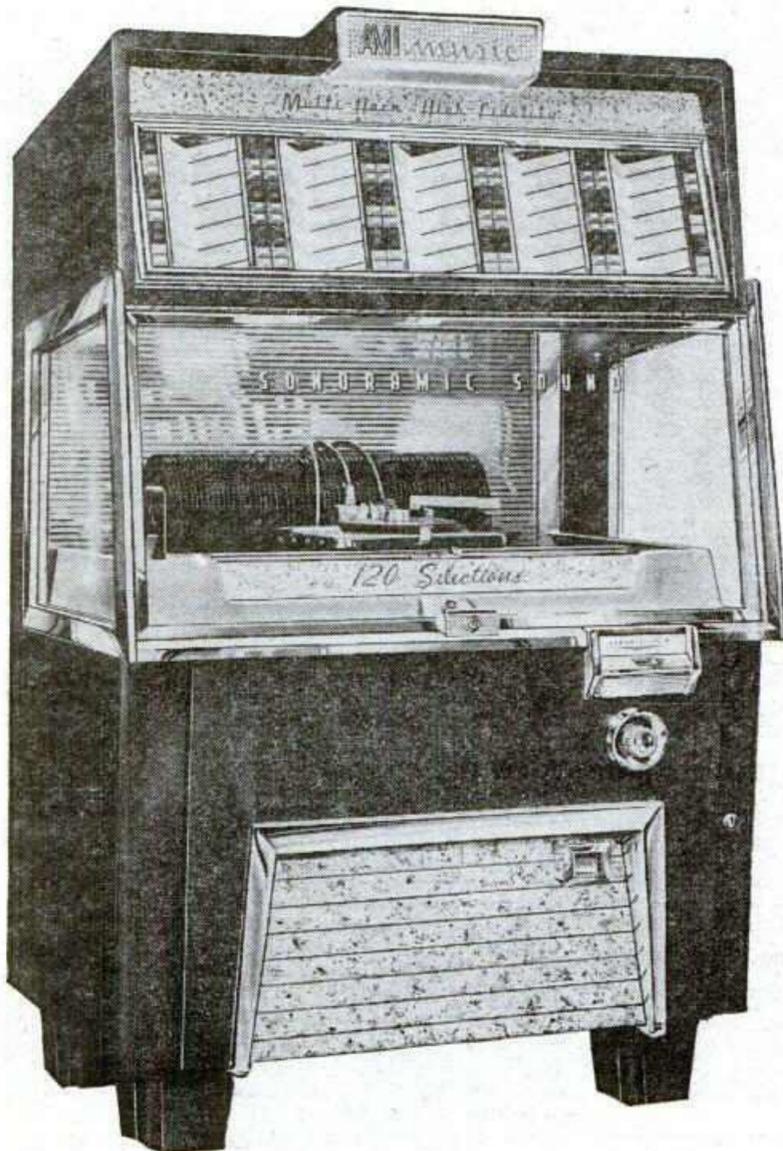
DISK PIRACY may be in for a body blow in the successful action brought against A.F.N. by legalist Julian Abeles. The action involved off-the-air Glenn Miller etchings.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

AMI NEW Model "F" is the

# first

phonograph in the world with a self-contained multi-horn sound system



Only the most expensive custom-built high fidelity sound systems are comparable to the Model "F"—and they cost as much or more than the entire AMI juke box itself!

Full Range Multi-Horn High Fidelity

Sonoramic Sound

120, 80, and 40 Selections

Choice of 8 Spectacular New Colors:

Tahitian Brown, Firecracker Red, Happy Blue,  
Paddy's Green, Bright Sand, Sunburst Yellow,  
Atoll Coral, Embered Charcoal.

*Originator of the Automatic  
Selective Juke Box in 1927*

**AHEAD THEN—AHEAD NOW**

## AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

*Licensee:* Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

# Business Agent Post in Cincy Union a Hot Seat

CINCINNATI, March 5.—Any successor to Harry E. Friedman, deposed business agent for Local 122, Coin Vending Machine Employees (AFL), a teamster affiliate, will be well screened by police, it was indicated Thursday (3) by Chief of Police Stanley R. Schrotel.

This was apparent 24 hours after Friedman's successor, Hy Sobel, former partner in a local restaurant, was interviewed by Schrotel, and then stepped out of the picture. Police quoted Sobel as saying afterward: "I'll either work within the bounds of the law or hand in my resignation." Other sources, however, said Sobel had asserted that he didn't want any part of the new job, even recruiting new members.

"We feel we are obliged to protect both employees and management in this community and that neither should be exposed to any extortion program," Schrotel said.

The latest action came after a spokesman for the Automatic Phonograph Owners' Association here said: "We won't accept Sobel, either. If the employees agree, that's their business." Friedman, business agent of the local since 1953, had been replaced this week by Sobel. The latter said that he got the job thru William E. Presser, Cleveland, head of the Ohio Congress of Teamsters. The APOA has persistently refused to join Local 122.

Altho Schrotel would not elaborate further on his statement, it was known generally that the police department had tried to move Friedman out of the Cincinnati labor picture. The APOA last year declined to recognize Friedman as the local's head.

### Disagreement

The disagreement between the two groups arose when Al Salupo died in 1953 and was replaced by Friedman. Salupo had negotiated

a contract with the association whereby its members paid union dues of \$13.50 per month for each employee.

The association would not sign the same contract with Friedman. At that time George Starling, then head of the Teamster's Joint Council, said he'd stand by Friedman, and Friedman stayed.

The result was that the association pulled out of the union, and all of the phonograph owners' employees went along.

To strengthen their stand, the phonograph owners put the \$13.50 union dues in their employees' pay checks instead of the union funds.

Sobel said that he was not sure what he was going to do.

## Langer Intros

Continued from page 72

Practically at the top of the list of the Subcommittee's agenda is the Kilgore Bill to end the present law's exemption of juke boxes from paying copyright royalties.

Langer, in addition to being sponsor of a Senate version of the Thompson Bill, is also a co-author of the Kilgore Bill. Kilgore, chairman of the Senate Judiciary Committee, has nine co-sponsors of this bill, including Chairman Joseph O'Mahoney (D., Wyo.) of the Senate Judiciary Subcommittee on Patents, Copyrights and Trademarks.

Langer's hopping of a counterpart to the Thompson Bill greatly strengthened the likelihood that both the Kilgore and Langer-Thompson bills will be considered at the same hearing. The Subcommittee's decision on a hearing date, if hearings are decided upon, will be guided largely by the workload of the full Senate Judiciary Committee. At present the full committee has a heavy agenda.

# Rock Ola Distrib In Mexico Attends Chi Service School

CHICAGO, March 5. — Raul Caesar Romero, son of David Romero, president of Industria Nacionales de Sonido, SA, Rock-Ola distributor in Mexico, and Gilberto Medellin, INSSA superintendent, wound up attendance at a month-long special service school here at the Rock-Ola plant.

David L. Romero, his wife and another son, David Jr., also visited the plant, arriving here last Wednesday.

David Romero Sr., said that he looked to 1955 as a banner year for the Mexican juke box business.

## Sentinel Skeds

Continued from page 72

Los Angeles, Welch said, where Bill Simmons, once associated with Wurlitzer, has been named national manufacturing representative. Initial production will probably be 100 units a week, Welch added.

### Unit Features

The unit incorporates seven speakers, five tweeters at the top of the set and two 12-inch speakers in the base. The top section of the cabinet holds the 27-inch television set and the base provides space for a juke box record mechanism.

The juke box feature was adopted, Welch explained to provide music operators with a new cabinet for record mechanisms losing play because of worn cabinets.

The mechanism will offer 15-minutes of play for 25 cents.

A few of the units, Welch said, will be displayed in the Hotel Dallas, in that city, where Harry T. Drolliner, Southwest regional manager, will conduct a showing for coinmen.

Sentinel will also be exhibiting its new line at the Music Operators of America convention in Chicago, March 28-30.

## THE BILLBOARD INDEX

# ADVERTISED USED MACHINE PRICES

## MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Mar. 5	Issue of Feb. 26	Issue of Feb. 19	Issue of Feb. 12
<b>AMI</b>				
C-40	\$195.00			
E-40	395.00			
E-80	640.00		\$485.00	
Model A	99.50 135.00	\$119.50	100.00(2)	200.00
Model B			109.00 119.50	200.00
Model C	150.00	195.00 225.00	175.00 195.00	190.00 195.00
			215.00	229.50
Model D-40	295.00 300.00	229.50 295.00	229.50 295.00	229.50 275.00
		300.00 325.00	300.00	300.00
Model D-80	375.00	319.50 375.00	319.50 375.00	319.50
		425.00		
Model E 120	595.00 670.00	625.00	595.00(2)	
<b>EVANS</b>				
Constellation				179.50
<b>MILLS</b>				
Constellation	59.50			
<b>ROCK-OLA</b>				
1422	59.50	50.00		40.00
1426	69.50(2)	79.00		
1428	150.00	119.50 150.00	150.00	
1432	229.50	229.50	229.50	229.50
1434 Rockets	325.00	325.00	325.00	325.00
1436				379.50
1436, 78 RPM				300.00
<b>SEEBURG</b>				
H-146-Hideaway	35.00	35.00 75.00	35.00	
H-147-Hideaway	50.00	50.00	50.00	
H-147-M-Hideaway		100.00		
H-148-Hideaway	65.00	65.00	65.00	
M 100-A (78 RPM)	349.50 350.00	350.00	350.00	350.00
	375.00(2)	375.00(2)	375.00(2)	375.00(2)
M 100 B	515.00 525.00	525.00(2)	525.00 565.00	525.00 550.00
	569.50 575.00	575.00(2)	575.00(2)	575.00
M-100-BL	525.00 600.00	600.00	600.00	650.00(2)
M-100-C	625.00 650.00	625.00 650.00	650.00	
M-100-G	745.00			
M-100-W	725.00			
146	50.00 59.50		75.00	
147	65.00 69.50	89.50	75.00	50.00 89.50
	89.50			
147-M	95.00	95.00	89.50 95.00	
148	125.00			90.00
148 ML	109.50 159.00	100.00 109.50	109.50 159.00	109.50
		159.00		
<b>WURLITZER</b>				
100				185.00
1015	69.50 75.00	75.00(2)	69.50 75.00(2)	67.50 75.00
	99.50	105.00	90.00 99.50	99.50 105.00
			105.00	
1080		50.00		
1100	119.50 175.00	119.50 175.00	119.50 150.00	119.50
	185.00	185.00	185.00	
1250	199.50 200.00	199.50	200.00	
	225.00	279.50	279.50	279.50
1400	279.50 325.00	350.00		
1450	395.00	395.00	375.00 385.00	395.00 445.00
1500	425.00(2)	445.00	395.00 425.00	
	445.00		445.00	
			480.00	
1500-A		725.00	425.00	
1550	425.00			
1700	695.00			

## Mass. Ops Study Dime Play

Continued from page 72

converted nine stops and another operation had converted 12.

Melo-Tone has been placing from 10 to 20 per cent 30 selections on 1-cent stops, but Baker said that this percentage would probably have to be increased for maximum effectiveness.

The association, organized late in February, added eight operating firms to its roster at the Thursday meeting to bring the total to 40. Distributors attending the meeting were J. H. Columbo, Music & Television Corporation, Rock-Ola outlet; Irwin Margold, representing Trimount Automatic Sales, Seeburg distributor, and Bob Jones, representing the Redd Distributing Company, Wurlitzer.

Ray Shea, Worcester operator, addressed the meeting. While the Worcester operators have no formal organization, leading music merchants get together frequently to discuss their problems.

Discussed at the meeting was the prospect of the Worcester operators organizing as a local organization of EMOA. Also debated was the prospect of EMOA joining forces with the Western Massachusetts Operators' Association, Springfield, to form a strong all-state group.

Friday (4), members of the executive board met with Boston juke box distributors to consider

action to fight the proposed legislation which would give ASCAP royalty fees on juke box play.

### Palsy Program

The operators and distributors also mapped out its program of co-operation with the Massachusetts Cerebral Palsy Association in its forthcoming fund-raising campaign.

EMOA members will display cerebral palsy cards on their juke boxes and will set aside proceeds on designated boxes for one day a week during the drive, the coins to go to the MCPA.

In addition, 20 boxes will be donated by the association, placed on high-traffic transient locations, and the receipts for the entire month will go to fight palsy.

Working with the association on the drive is Paul Stevens, Paul Stevens Associates, Boston public relations firm.

Assisting at the initial organization meeting of EMOA were Abe Fish, past president of the Connecticut Music Operators' Association; James Tolisano, CMOA president; Paul Reichschaefer, Reliable Coin Machine, Hartford, Conn., and Ralph Ridgeway, president of the Western Massachusetts Operators' Association. The organization meets next at the Hampton Court, Thursday (19).

## COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

● **CHANCES GOOD FOR COPYRIGHT HEARINGS.** Full report from Washington, D. C., on weekly developments as Congress moved a step closer to deliberating the issue of copyright revision in a new spurt of activity (Page 13, The Billboard, March 5).

● **3D COPYRIGHT ORG MOA'S OBJECTIVE.** Up-to-date report of the venture by Music Operators of America into the recording and publishing fields with National Juke Box Music, Inc., including major changes which loom in MOA-NJBM set-up, and the important role major disk labels will play. (Page 13, The Billboard, March 5.)

● **EVANS SHUTS DOWN TO LIQUIDATE ASSETS.** H. C. Evans & Company, one of the oldest and best known firms in both the coin machine industry and the outdoor amusement field, will soon open its doors for the last time. (Page 63, The Billboard, March 5).

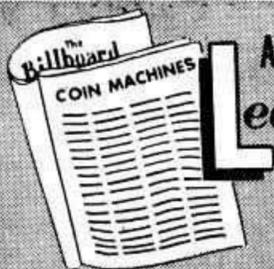
● **MUSIC OP ASSN. CONTEST CLICKS** in Cincinnati. Automatic Phonograph Owners' Association of Cincinnati ends successful six-week name-the-tune contest with disk jockeys. (Page 63, The Billboard, March 5.)

● **IND. HOPPERS \$25 GAME LICENSE BILL.** A bill calling for licensing of coin-operated shuffle games, pinball and gun games at an annual fee of \$25 was advanced for a vote in the Indiana House of Representatives. Other legislative action reported this week from Utah, California and Ohio. (Pages 68-9, The Billboard, March 5.)

● **300 OPS ATTEND NY SHOW** of Cole, Mills and Hebel. An estimated 300 vending operators attended the first three-manufacturer combined showing in the history of the vending machine industry. (Page 59, The Billboard, March 5.)

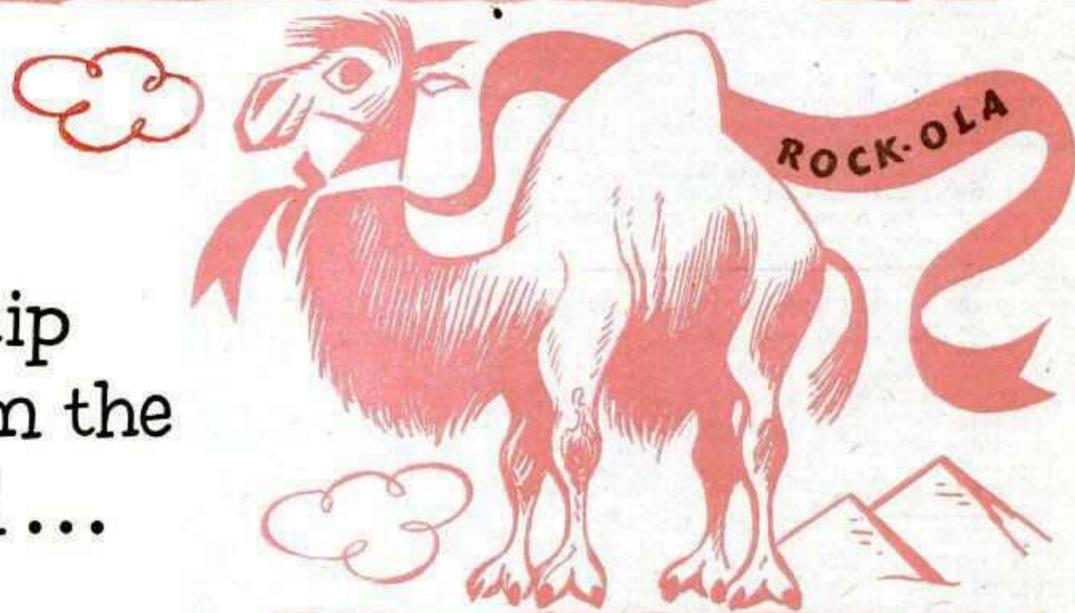
IF YOU MISSED READING THE MARCH 5 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



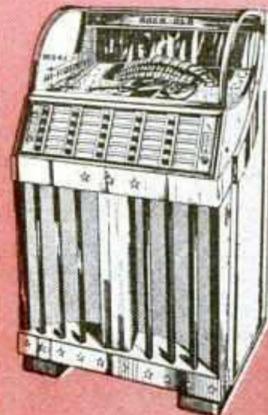
A Continuing Story of Leadership in Action

we  
took a tip  
from the  
camel...

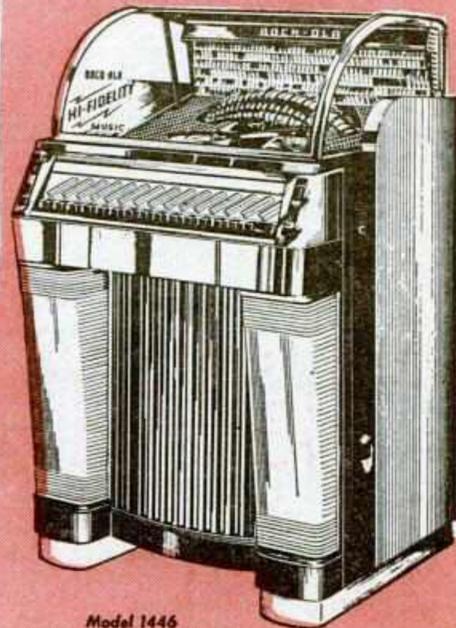


...now you can go  
longer between  
collections

- because of these jumbo-sized  
coin collection units.  
Another outstanding feature of  
the famous Trouble-Free  
ROCK-OLA mechanism



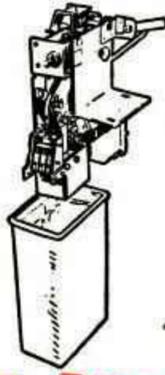
Model 1442  
with 50 selections



Model 1446  
with 120 selections



Collection Mechanism  
for Model 1442



Collection Mechanism  
for Model 1446

**ROCK-OLA** HI-FIDELITY  
*Music*

**ASK YOUR ROUTE MAN... HE KNOWS**

"acclaimed 'round the world"

- Here's what Leo. J. Freidel, routeman for  
Gordon Stout Company, Pierre, So. Dakota  
says about ROCK-OLA Hi-Fidelity Music

"You asked me how I like the New Rock-Ola. One thing sure, they cause  
us no trouble at all. It is a small neat package that fits in well anywhere.  
Hi-Fi has now been added to keep pace with popular fancy and in  
my five years experience with the Gordon Stout Company, Rock-Ola  
has always been one of our favorite machines."



LEO J. FREIDEL

For further information write  
**ROCK-OLA Manufacturing Corp.**  
800 N. Kedzie Ave., Chicago 51, Ill.

## Theater Concessionaires to Look At Vending at N. Y. Popcorn Confab

ABC Exec to Discuss Ice Cream Machines; Newman to Talk on Drink Unit Operations

NEW YORK, March 5.—The attention spotlight will be centered on vending at the International Popcorn Association's Annual Spring Eastern Seaboard Regional Meeting to be held at the Park Sheraton Hotel here Tuesday (8). Lee Koken, RKO Theaters concession head and general chairman of the program, said that Sam Rubin, ABC Vending Corporation, will discuss the role of the ice cream machine in his talk, "New Ways to Merchandise and Increase Ice Cream Sales."

Concession men will also hear Harold Newman, Century Theaters, discuss "Beverage Machines Effective Operation—Locations for Greater Sales." All talks will be followed by a 30-minute open-floor discussion and question-and-answer period.

Also on the agenda are the following talks: "Incentive Plans and Training Personnel," James Loeb, Walter Reade Theaters of New Jersey; "Manual Drinks Place in the Conventional Theater," Arthur Siegel, Selmix Corporation, Long Island City, N. Y.; "Theater Popcorn Points-of-Purchase Display," Bill Smith, Popcorn Institute of Chicago, and "Film Tie-In Campaigns and Merchandising," Ken Kornfeld, ABC Vending Corporation of New England.

Other subjects and speakers will be: "IPA Provides Industry Leadership for America's Fastest-Growing Business," Thomas Sullivan, IPA executive secretary; "Industry's Newest 24-Ounce Cup for Butter Corn Sales in Both Cleveland and Drive-In Theaters," Lawrence Barber, vice-president, Maryland Cup Company; "Cafeteria Operation and Its Advantages," Saul Lerner, Long Island Family Drive-In Theater. *(Continued on page 85)*

## N. J. Milk Price Drop Should Aid Venders

Ops Have Greater Margin if They Hold Fast on Quarts; Half Pint Prices Same

TRENTON, N. J., March 5.—The 1.8 cents a quart reduction in the price of fluid milk ordered this week by the New Jersey Office of Milk Industry should prove a comfort to the blossoming outdoor milk vending operations in the Garden State.

The present price structure runs pretty much like this: home delivery milk, 26 cents; supermarket price is 24 cents; vending price—and the price at the corner grocery—is 25 cents.

The reduction—from 12.6 cents to 10.8 cents—will be effective March 15 to June 15. This brings the price in line with what is currently being paid farmers in New York and Pennsylvania. On June

15, the price goes back to 12.6 cents, at which time it is also expected to go up in neighboring States.

At the end of this week, South Jersey dealers began lowering their retail prices by 2 cents a quart. North Jersey prices had already dropped 2 cents a quart when the retail price control of milk was removed February 15.

In Jersey City, an official of *(Continued on page 81)*

## 3 Firms Now In Financing On Nat'l Basis

CHICAGO, March 5.—More dollars for vender financing from more lenders will be an important factor in industry growth this year.

At least three companies are now offering vender finance plans on a national basis.

Newest bidder for volume business in operators' deferred payment paper is Merchants Acceptance Company here. Standard Factors Corporation, New York, entered the picture last November with a lower interest, longer repayment and limited recourse plan. Walter E. Heller & Company, here, oldest firm offering national coverage, doubled its vending paper volume last year over 1953.

Milton E. Hellman, vice-president of Merchants Acceptance, in announcing his firm's financing service to operators on a national level, stated: "We are making these facilities available on the same basis formerly reserved for the so-called conservative industries such as machine tools and other heavy equipment lines."

## NATD Award Groups Named

NEW YORK, March 5.—Robert Z. Greene, president of the Rowe Corporation, will be a member of the manufacturers' committee selecting the winner of the Kolodny Young Executive Achievement Award for wholesaler personnel, to be presented March 29, at the 23rd Annual Convention of the National *(Continued on page 87)*

## New Cig and Photo Supply Venders Bow in Denmark

COPENHAGEN, March 5.—Two improved venders were introduced here recently. One is a cigarette vender of the Soren Wistoft firm, and the other a special assemblage of two standard Wittenborg vender units for the sale of photographic supplies. It includes a drop box for films deposited for development.

The cigarette vender resembles the late models of the Wittenborg units, but has many distinctive differences, including a new name plate. Like the new Wittenborg machines, this vender has a coin

slot and chute which will accept either, or both, 1 and 2-kroner coins and makes change.

It consists of two modernized units—one above the other. The upper unit has nine stacks of cig- *(Continued on page 87)*

## Am. Tobacco's Sales Dip, But Profits Rise

NEW YORK, March 5.—The 1954 sales of the American Tobacco Company declined to \$1,068,579,299 from \$1,088,380,427 the previous year. President Paul M. Hahn claimed the manufacturer of Lucky Strike, Pall Mall and Herbert Tareyton cigarettes grabbed a larger share of market for the third successive year. *(Continued on page 85)*

## Vending Ops Sing Lenten Blues, as Cig, Soft Drink, Candy Sales Slump

Music and Game Route Play to Taper Off Too, as Tavern Business Feels Impact

NEW YORK, March 5.—While millions of Catholics and Protestants are giving up confections, cigarettes, drinks, or certain types of food in varying degrees during Lent, thousands of vending operators are giving up gross sales—also in varying degrees—during the same period.

The Lenten season, which started Ash Wednesday (February 23), runs to Easter Sunday (April 10), and, if past indications mean anything, takes will be off for most of the nation's vending operators, and for a good share of the music and game men as well.

It is virtually impossible to assess just how much sales have been off in the past and what the 1955 drop will be. As Lent comes during the same general calendar period each year, there is no way to compare a Lenten March with a non-Lenten March.

Cigs Prime Target

Nevertheless, most operators are agreed on several effects the Lenten season has on their sales. No one knows how many persons give up cigarettes for Lent, or whether or not they stick with their denial of smoking, or how long they stick with it. But, it is

## VENDING OVERSEAS

### Europe's Venders Sell on Sidewalks

• *Continued from page 1*

for making drip coffee. Another manufacturer carries the process still further and actually enables the customer to grind his portion of coffee fresh from beans after the insertion of a coin.

Communists, a huge variety of different coins and taxes are all problems the vending machine industry in Europe must cope with. One operator in the Geneva area, who has tried hard to introduce an American coffee machine in the local factories in the western part of Switzerland, reports Communists to be his prime problem. The Communists don't damage the machines, but rather concentrate their efforts in verbal barrages, scaring the non-Communist workers away from the venders by smearing them as tools of "filthy, decadent American capitalists"—there only to filch money from the unsuspecting Swiss workers.

Interestingly enough, however, automatic selling has made progress even in Russia. (In fact, it may not be too long before the Soviet government adds the coin-operated vending machine to its long list of Russian "inventions.")

Iron Curtain Vending

Moscow's chrome-and-marble Zakuochaya Avtomat (automatic light-lunch) is a good example. At the Avtomat Russians can buy dishes from coin-operated cubby

holes, wine and soft drinks, and sandwiches—ham, cheese, salami, salmon and even red caviar.

First opened in 1937, the Moscow Avtomat has just reopened after a year's shutdown for a complete overhaul. Unlike automats in the U. S., slotted tokens are used instead of regular coins. Everything from one ruble (25 *(Continued on page 86)*

## Denver Roaster Enters Liquid Coffee Vending

DENVER, March 5.—After 51 years of coffee roasting and distribution in traditional channels, the Spray Coffee Company of Denver has made a forceful entry into the new field of liquid coffee vending.

The program, which has interested Spray Coffee Company for the past two years, was formalized recently when Floyd R. Pool Sr., and Floyd R. Pool Jr., formed an entirely new firm, Coffee Time, Inc., for the sole purpose of operating liquid coffee vending machines in the Denver area.

"We have watched the progress *(Continued on page 81)*

## Union News, Interboro Test Dime Candy Bars

NEW YORK, March 5.—Two of the nation's largest candy venders have begun converting 5-cent machines to 10 cents, with initial conversions taking place primarily in the New York area.

The Union News Company, operator of vending equipment in transportation depots throuthout the nation, has been converting gradually in New York for 90 days, and according to Bob Arnold, in charge of the vending division, plans to go to a dime on a national basis.

Arnold disclosed that all venders on the Boston Subway System are on a 10-cent basis, and that he expects to see all the firm's New York machines converted soon.

Better Values

He cited the danger of conversion of price without conversion of product. In all cases, he added, nationally advertised bars and better values have been substituted wherever the price has been increased.

The Interboro News Company, operator of 500 candy venders in the New York subway system, is also running 10-cent tests. George Booth, Interboro executive, said

that 100 machines, all on the IRT subway line, were converted last week.

Interboro is using the straight dime vend in its experiment. Booth said, tho, that if the tests prove promising, the firm's eight-column units will carry three columns at 10 cents and five columns at 5 cents.

Up till now, Interboro had concentrated its bar sales to Baby Ruth at 5 cents. On the tests, tho, other brands are being offered, and continued Booth, Interboro will offer selectivity if and when 10-cent vending predominates.

## Cig Smoking Dips 9% in Dec.; Drops 5% in '54; Cigars Off

NEW YORK, March 5.—The latest report of the U. S. Internal Revenue Service reveals a continuing decline in cigarette smoking. December consumption fell 9 per cent below the like month of 1953, and it is estimated that smoking

for 1954 trailed the previous year's figure by 5 per cent.

IRS figures show manufacturers shipped 28,700,000,000 tax paid cigarettes during December, about 2,400,000,000 less than in December, 1953.

Preliminary estimates place 1954 shipments at 368,000,000,000, compared with 386,800,000,000 in 1953.

Off 10%

Cigarette production in December was off 10 per cent, while 1954 annual production was 401,900,000,000, compared with 423,100,000,000 the previous year.

Cigar production and consumption *(Continued on page 85)*

## Benson Boosts Milk Venders To Up Sales

CHICAGO, March 5.—Away from home, a drink of milk is harder to buy than a bottle of pop or beer and vending machines is one way to solve the problem.

So declared Ezra Taft Benson, Secretary of Agriculture, in a talk before the 40th annual meeting of the National Dairy Council here. *(Continued on page 81)*

# GET YOUR SHARE OF THE BIG PROFITS IN GUM WITH THE FAMOUS *Northwestern* PACKAGE



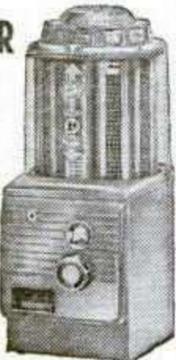
## GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidrome" display top attracts sales.

# TAB

## GUM VENDER

You'll hit the jackpot with this tab vender. New "Quick Change" merchandise drum cuts servicing time in half. Ten columns for wide selection and bigger capacity have doubled and even tripled sales.



# BALL



## GUM VENDER

Profit with ball gum through the famous Northwestern Jet. Vend ball gum, ball gum and charms, or capsules — 1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

Wire, write or phone for complete details

**THE NORTHWESTERN CORP.**  
235B East Armstrong Street, Morris, Ill.

## Vending Execs Participate in Catholic Drive

NEW YORK, March 5.—Vending personalities will figure prominently in the 1955 annual fund appeal of the New York Catholic Charities.

Victor D. Zaminsky, president of the Union News-Company, has been named general chairman of the Trade and Industry Committee of the Cardinal's Committee of the Laity.

Heading the tobacco and candy committee is John R. Kehoe, also of the Union News Company. Among the vice-chairmen of the trade and industry committee is James T. Murray, Coca-Cola Bottling Company.

## Ark. Cig Tax Dips

LITTLE ROCK, March 5.—Cigarette tax collections in Arkansas for the month of February totaled \$485,206.

This was a decline of \$23,973, compared with the \$509,179 collected from the same source in February, 1954, it was announced by State Revenue Commissioner J. Orville Cheney.

## Lorillard Sales Down \$33 Million From '53

NEW YORK, March 5.—Sales volume of the P. Lorillard Company dropped nearly \$33 million during 1954 from the previous year, while the net fell from \$7,193,571, or \$2.28 a share, to \$6,342,143, or \$1.98 a share.

Gross sales declined to \$231,046,695 from \$253,933,462. According to the Lorillard annual report, these figures reflected the "industry-wide sales decline."

While the company affirmed its belief that cigarette smoking is not injurious to health, it admitted that the publicity linking smoking

to lung cancer was a factor in declining sales. How much of a factor it was, the report said it had no way of measuring.

### Other Factors

Other reasons cited for decreased sales were the population shrinkage in younger age groups and the growth in older groups; the stiffening competitive situation resulting in the introduction of more than a dozen new brands in 1954, and the growth of king-size cigarettes which require more tobacco but reduce unit consumption.

The report pointed out that 1953 sales were up 12 per cent from the previous year while overall industry sales remained constant, and that it was necessary "to siphon off high inventories at the retail level" during 1954.

The sale of Kents, the Lorillard filter brand, provided the bright spot in the report—it was up 32 per cent over 1953. Old Gold regular sales dropped, but king-size sales were up.

## '54 Top Year For Dr. Pepper Fountain Sales

DALLAS, March 5.—The fountain division of Dr. Pepper Company this week reported 1954 as its best sales year and announced plan for a 20 per cent increase in advertising and sales expansion.

W. W. Clements, vice-president and general sales manager of the firm, said fountain sales last year were up 31 per cent over 1953.

This was part of a record high in over-all sales reported earlier by Dr. Pepper, which ranks nationally among the top five soft drink producers and second in the South.

The step-up in advertising will be made thru trade magazines such as *VEND*, sister publication of *The Billboard*, in addition to greater emphasis on point of purchase advertising. Copy in the trade advertisements is correlated to the firm's new over-all advertising theme of "The Friendly Pepper Upper That Never Lets You Down."

Clements stated that greater distribution of Dr. Pepper fountain sirup in both fountain outlets and cup vender outlets contributed to the sales gain.

New territories to be covered by fountain field representatives this year, some of which had only partial coverage in 1954, include Georgia, Florida, Alabama, Mississippi, Tennessee, Arkansas, Louisiana, Kentucky, Maryland and Delaware.

## Cup Firm Names Dawson Chairman

EASTON, Pa., March 5.—Dixie Cup Company announced this week the election of Cecil F. Dawson as chairman of the board.

Dawson, former president, succeeds Hugh Moore, who was recently appointed to the newly created post of chairman of the finance committee.

C. L. Van Schaick, former executive vice-president, was elected president. Other appointments were William C. Genne as vice-president and Craig Moore as sales director of the firm's Commercial Products Division.

## Ga. Cigar, Cig Taxes Up in Feb.

ATLANTA, March 5.—Cigar and cigarette tax collections were up \$109,201 in February, compared with the same month a year ago, it was announced by T. V. Williams, State revenue commissioner.

The commissioner said he thought this was brought about by excess purchases by distributors, in advance of activation of the new cigar and cigarette tax act.

Williams added that February tax collection (from all sources) increased \$1 million over the same month a year ago.

## MANDELL GUARANTEED USED MACHINES

N.W. Deluxe 1¢ & 5¢ Comb.	\$12.00
N.W. #39 1¢ Porc. B.G.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mds.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mds.	5.95

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.52
Pistachio Nuts, Vendor's Mix	\$.52
Pistachio Nuts, Shell	\$.48
Cashew Whole	\$.52
Cashew Butts	\$.50
Peanuts, Jumbo	\$.42
Spanish	\$.35
Mixed Nuts	\$.55
Almonds, #80 ct., 5 lbs., vac. pk.	\$.85
Baby Chicks	\$.33
Rainbow Peanuts	\$.32
Boston Baked Beans	\$.32
Jelly Beans	\$.28
Licorice Lozenges	\$.28
Leaflets (similar to M & M), 550 ct.	\$.40
Assorted Fruit Charms, 100 ct.	\$.42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.	\$.30
Adams Gum, 10 flavors, 100 ct.	\$.45
Wrigley's Gum, all flavors, 100 ct.	\$.48
Beach-Nut, 100 ct.	\$.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

### VICTOR'S STANDARD TOPPER

100 or more \$12.00 ea.  
4 to 99 \$12.50 ea.

(packed 4 to case)  
Time payment plan available.  
Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

**Pioneer Vending Service**  
590 Albany Ave., Brooklyn 3, N. Y.  
Phone: PResident 4-5358

### Scale Route

LONG ESTABLISHED EASTERN SHORE Exceptional Buy

Maryland—Virginia (100)  
Philadelphia (300)

Outstanding opportunity to purchase profitable operation. For complete details contact . . .

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcast 7-1448

### RECONDITIONED VENDORS

ALL MACHINES COMPLETELY CHECKED AND READY FOR LOCATION! ORDER WITH COMPLETE CONFIDENCE!

#### BULK VENDORS

N.W. Model 49, 5¢	\$12.50
Silver King 1¢ or 5¢	8.50
Advance Ball Gum—NEW	5.00
Sparks Scales—NEW	49.50
Victor Model V, 1¢, Globe	8.00
Victor Model V, 1¢, Cabinet	8.50
Columbus Tri-More, 3 Comp.	17.50
Cadillac Jr., 5¢	4.95
DuGrenier Adams 4 Col., 1¢	17.50
Mills Adams 6 Col., 1¢	17.50
Pop Corn 5¢ Machines	85.00

#### SPECIAL CLOSE-OUTS

Master 1¢—NEW	\$ 7.50
Master 1¢ & 5¢ Comb.—NEW	12.50
Advance Ball Gum—NEW	5.00
Sparks Scales—NEW	49.50
Victor Universal—NEW	8.95
Cash Trays	3.50
Hershey Candy	7.95
Comb Machine	13.95
S.K. Hunter or Penny Back	10.00

WRITE FOR CATALOG OF NEW AND USED VENDORS AND SPECIAL LIST NO. 10 OF MERCHANDISE, SUPPLIES, CHARMS AND ACCESSORIES.

1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609-A Spring Garden Street  
Philadelphia 23, Pa.  
LOmbard 3-2676

GET ACQUAINTED WITH VICTOR'S new and original charms for bulk and capsule vending. Send \$1.00 for 20 samples, in capsules, prepaid, plus operators confidential wholesale price list.

**VICTOR VENDING CORPORATION**  
5701-13 Grand Avenue, Chicago 39, Illinois

AT BIG SAVINGS

## BALL and VENDING GUMS

LOW Factory Prices

**BUBBLE • CHICLE**  
**CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. . . . .25¢ lb.  
Chicle Ball Gum, 130 ct. . . . .34¢ lb.  
Clor-o-Vend Ball Gum . . . . .40¢ lb.  
Clor-o-Vend Chicks, 320 & 520 ct. . . . .36¢ lb.  
Chicle Chicks, 320 & 520 ct. . . . .30¢ lb.  
Bubble Chicks, 100 ct. . . . .38¢ box  
5-Stick Gum 100 packs . . . . .\$1.90

F.O.B. Factory, 150 Lb. Lots

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

---

GET ACQUAINTED WITH VICTOR'S new and original charms for bulk and capsule vending. Send \$1.00 for 20 samples, in capsules, prepaid, plus operators confidential wholesale price list.

**LOGAN DISTRIBUTING CO.**  
916 Milwaukee Avenue, Chicago 22, Illinois

## CIGARETTE, CANDY AND DRINK MACHINES!

**THIS WEEK'S SPECIALS!**

**ROWE DIPLOMAT ELECTRIC**  
← 8 Cols., 340 Cap. →  
**\$150.00**

**ROWE CANDY MERCHANT**  
with chandemaker  
7 Cols., 158 Cap. →  
**\$165.00**

### UNEEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap.	\$ 75.00
Model E, 8 Cols., 240 Cap.	92.50
Model E, 12 Cols., 300 Cap.	90.00
Model 500, 9 Cols., 350 Cap.	100.00

### ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
President, 8 Cols., 320 Cap.	130.00
Crusader, 8 Cols., 380 Cap.	145.00
DUGRENIER CHAMPION, 9-11 COLS., 420 CAP.	100.00

### CANDY MACHINES

U-Select-It, 74 Cap., Wall Model	\$ 52.50
Stoner Candy, Prewar, 160 Cap.	135.00
National Model 918, 162 Cap.	115.00

**WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED.**

**WRITE FOR INFORMATION!**  
All Equipment Unconditionally Guaranteed.  
Trade Prices 1/3 Deposit, Balance C.O.D.

## UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"  
NEW . . . RECONDITIONED LIKE NEW  
250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

Precision-Built for PROTECTION & PROFITS!

## ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

1¢ & 5¢ mechanism slides into place—no screws!

**IMPROVED!**  
**SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**EASTERN OFFICE:**  
PENNY KING CO.  
2538 Mission St.  
Pittsburgh 3, Pa.

**WESTERN OFFICE:**  
OPERATORS VENDING MACHINE SUPPLY  
1023 S. Grand Ave.  
Los Angeles 15, Calif.

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

VEND—PUBLISHED BY THE BILLBOARD

## HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES

Candy Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

Cost you a fraction of a cent a piece—when you subscribe to *Vend*—the magazine of automatic merchandising!

Fill in—tear-out—mail today!

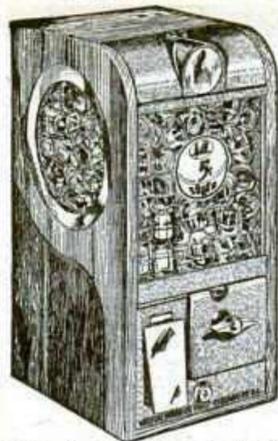
**VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio**

Yes—Please sign me up for *Vend* for

1 year at \$4.     3 years at \$8.  
(Foreign rate, one year, \$6)

933

Name . . . . .  
Address . . . . .  
City . . . . . Zone . . . . . State . . . . .  
Occupation . . . . .



**YOUR SUPER LOCATIONS  
DESERVE THE FINEST  
SUPER V**

IS the Finest Capsule Vendor Obtainable and the Industry's Most Beautiful.

Featuring the Greatest Earning Power Ever Built into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$61.80 per case  
25 cases or more . . . 59.80 per case  
New Methods in Production Warrant the Reduced Price.

With Your VICTOR Distributor for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

**KEEP IN TOUCH**

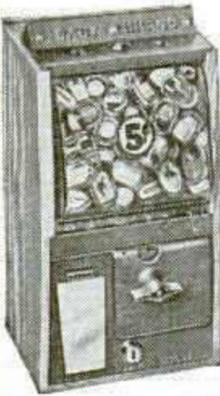
**The World Famous  
STANDARD TOPPER**

That attractive ensemble—is finished in smooth, hard Duranite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe. Packed and Sold 4 to the Case.

Less than 25 cases . . . \$50.00 per case of 4  
25 or more cases . . . 48.00 per case of 4



**"5-STAR" BABY GRAND  
5 VENDORS IN ONE  
INSTANT CHANGE-OVER**



CONVERTIBLE VENDOR  
Get Instant Change-Over to:

- ★ CAPSULE VENDING
- ★ ROCKET CHARMS
- ★ BALL GUM & CHARMS
- ★ CHICLE TREETTS
- ★ 100-COUNT BALL GUM

**\$12.00 EACH**  
IN 25 CASE LOTS

\$12.50 Ea. Case Lots,  
All Models Packed  
and Sold 4 to Case.

LESS THAN 25 CASES @ \$50.00 PER CASE  
25 CASES OR MORE @ \$48.00 PER CASE  
ALL PRICES F.O.B. CHICAGO

Place Your Orders With Your Nearest VICTOR Distributor  
**VICTOR VENDING CORP.**

5701-13 W. Grand Ave. Chicago 39, Illinois

**ADD NEW EYE APPEAL TO YOUR MACHINES  
STIMULATE SALES WITH  
AUTHENTIC SHAPED**

**"RAW CUT GEMS"**



**A Treasure Chest of PROFITS**  
is yours with these fascinating "cut stones" in dazzling realistic colors! Kids will be charmed by them—they look as real as Captain Kidd's loot!

CAN BE USED FOR DECORATIVE PURPOSES . . . ATTACH TO PACKAGES, GARMENTS, DOLLS, TOYS . . . PLUS MANY OTHER USES THAT WILL DELIGHT YOUNG AND OLD!

They can be used in Capsule or Ball Gum & Charm machines. Available in Capsules with key chains.

BE FIRST IN YOUR TERRITORY WITH THIS NEW PRICE "FIRST"! Price: \$8.25 per M.

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

**MORE THAN 90,000 NOW EARNING  
EXTRA PROFITS ON LOCATION  
MILLS famous 107  
FACTORY REBUILT AND GUARANTEED**

Every stop on your route will make extra profits with this proven vendor. Sells gum faster . . . requires practically no maintenance. Dentyne, Beeman's, Pepsin and American Chiclé candy coated or chiclet type gum only 44c a box.

Only **\$15.00**  
F.O.B. Factory



**FIRE HYDRANTS  
VACUUM PLATED FINISH  
SILVER OR GOLD . . . \$12.00 per thousand  
RED PLASTIC . . . \$7.50 per thousand**

At your distributor or  
**Guggenheim**

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**THE BILLBOARD INDEX  
ADVERTISED USED  
MACHINE PRICES  
VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issues of March 5	Issues of Feb. 26	Issue of Feb. 19	Issue of Feb. 12
Advance Model Ball Gum . . .	\$ 6.45	\$6.45	\$6.45	\$6.45
Advance No. 11 Mds. . . . .	5.95	5.95	5.95	5.95
Asco Hot Nut, 5c. . . . .		7.50	7.50	7.50
Atlas Bantam, 5c. . . . .		5.95	5.95	5.95
Cadillac Jr., 5c. . . . .	6.95	6.95	6.95	6.95
Columbus 1c Bulk. . . . .	6.50	6.50	6.50	6.50 7.50
Columbus 5c Bulk. . . . .		7.50	7.50	7.50
Columbus Tri-More. . . . .	17.50	17.50	17.50	17.50
Craig Ice Cream Bar. . . . .	125.00	125.00	125.00	125.00
Diplomat Electric (8 col.) . . .		175.00		
DeGrenier Adams (4 col.), 1c	17.50	17.50	17.50	17.50
DuGrenier Champion (9 col.) . .	100.00	92.50 100.00	92.50 100.00	100.00
DuGrenier Champion (11 col.) . .	100.00	100.00	100.00	100.00
DuGrenier Model S (7 col.) . . .			45.00	45.00
DuGrenier Model W (9 col.) . . .	125.00	125.00	55.00 125.00	55.00 125.00
Exhibit Card Vendor, 2c. . . . .			19.50	19.50
Eastern Electric (8 col.) . . . .	115.00	115.00	115.00(2)	115.00
Exhibit Card Vendor, 1c. . . . .	15.00	15.00	15.00	15.00(2)
Hupp Single Drink. . . . .	110.00	110.00	110.00	110.00
Jewel Vendors, 5c. . . . .		7.50	7.50	7.50
Keaney Electric (9 col.) . . . . .	145.00	145.00	145.00	145.00
Master 1c Ball Gum. . . . .			7.50	7.50
Master 1c & 5c Bulk. . . . .	6.95	6.95	6.95	6.95
Master 1c Bulk. . . . .	6.50	5.95 6.50	6.50	6.50
Master 5c Bulk. . . . .	6.50	6.50	6.50	6.50
Mills Adams (6 col.) 1c. . . . .	17.50	17.50	17.50	17.50
Mills Single Drink. . . . .	150.00	150.00	150.00	150.00
National 918 . . . . .	115.00	115.00	115.00	115.00
National 9-18 . . . . .		70.00	70.00	
National 930 . . . . .	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00
National 950 . . . . .	110.00 145.00	110.00 145.00	110.00 145.00	110.00 145.00
Northwestern 39, 1c. . . . .	7.95	7.95	7.95	7.95
Northwestern 33 Ball Gum. . . .	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c. . . . .	12.00	12.00(2)	12.00(2)	12.00(2)
Northwestern Model 39, 1c. . . .		7.50	7.50	7.50
Northwestern 49, 5c. . . . .	12.50	12.50	12.50	12.50
N. W. Standard, 1c & 5c. . . . .		7.50	7.50	7.50
Pop Corn Sez Vendor. . . . .	55.00	55.00	55.00	49.50
PX (10 col.) . . . . .	110.00	110.00	110.00	110.00
Regal's, 5c. . . . .		7.50	7.50	
Regal's Peanut, 1c. . . . .				7.50
Revco Ice Cream Cup. . . . .	125.00	125.00	125.00	125.00
Rowe Candy (8 col.) . . . . .			60.00	60.00
Rowe Candy Merchant (7 col.) . . . . .	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.) . . . . .	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.) . . . . .	150.00		175.00	150.00
Rowe Imperial (8 col.) . . . . .	90.00	90.00	90.00	
Rowe Imperial (6 col.) . . . . .	85.00	85.00	85.00	85.00
Rowe President (8 col.) . . . . .	130.00 155.00	130.00 155.00	130.00 155.00	130.00 155.00
Rowe President (10 col.) . . . . .	155.00	155.00	155.00	155.00
Silver King Hot Nut, 5c. . . . .	12.50	12.50	12.50	12.50
Silver King, 1c. . . . .	8.50	8.50	8.50	8.50
Silver King 1c Ball Gum. . . . .	7.45	7.45	7.45	7.45
Silver King 1c Mds. . . . .	7.45	7.45	7.45	7.45
Silver King, 5c. . . . .	7.45 8.50	7.45 8.50	7.45 8.50	7.45 8.50
Silver King Hunter. . . . .			19.50	19.50
Silver King Target. . . . .			19.50	19.50
Smokeshop Electric (9 col.) . . .				
Sneads . . . . .	125.00	125.00	125.00	125.00
Stoner Candy (6 col.) . . . . .	135.00	135.00	135.00	135.00
Stoner Univendor (8 col.) . . . .			99.00	99.00
Super-Vends (3 sel.) . . . . .	200.00	200.00	200.00	200.00
Unedda Model E (6 col.) . . . . .	75.00	75.00	75.00	75.00
Unedda Model E (8 col.) . . . . .	92.50	92.50	92.50	92.50
Unedda Model E (12 col.) . . . . .	90.00	90.00	90.00	90.00
Unedda Model 500 (9 col.) . . . .	100.00	100.00	100.00	100.00
Unedapak Model 500 (9 col.) . . . . .	135.00	135.00	52.50	135.00
U-Select-It . . . . .	52.50	52.50	52.50	52.50

**Eye-Appeal**

Continued from page 78

phasis on vender eye-appeal.

With more than 400 locations in Phoenix, Caplan has put responsibility for "machine inspection" not only on his four collectors, but also on the location owner by encouraging him to telephone at once when a machine needs attention.

"It would be almost impossible for us to inspect the entire route for appearance problems," Caplan said, "and a busy collector, who is servicing as many as 50 machines a day, cannot be expected to fill out reports on machine appearance. The location owner, however, who is conscious of the eye-appeal of his store, can be depended upon to let us know."

In addition to the label bearing the firm's name and telephone number pasted on the machine, Auto-Vend also uses a gummed foil label pasted up near the telephone, in the kitchens or restaurants, in the supervisor's office in factories.

Said Caplan: "When we install a new machine on location, we make

it plain that it's good business for us to show a clean, brightly finished machine, without cracked glass or marks to discourage the customer. We also impress on the location owner that he should call us, for such service pays mutual dividends."

No matter how small the trouble might be, Auto-Vend prefers to be called at once, rushing out a "loaner" to keep the location active while the former machine is brought in for repairs. Auto-Vend maintains a well-equipped repair department and uses modern re-finishing techniques to keep machines in good repair.

**Milk Prices**

Milk prices during 1955 are expected to be at the same level as prices during the last nine months of 1954, the Agriculture Department reported. Milk output this year will be about the same as last year. Agriculture experts also reported a significant increase in consumption of fluid milk, which is expected to continue thru 1955.



**CHARMS!**

Send \$2.50 and receive 100 high quality filled capsules. Contains our complete assortment . . . or send 35¢ for regular sample kit of charms.

**PENNY KING COMPANY**

2538 Mission Street Pittsburgh 3, Pa.

**Pistachios**

BEST GRADE for VENDORS

ask for ZALOOM'S

4 STAR JUMBOS  
Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.

DELICIOUSLY ROASTED and SALTED.

Packed 5-Lb. Moisture-Proof Bags, 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.

Insist on ZALOOM BRAND for the finest quality.



Write us for the name of our nearest distributor if not obtainable from your present supplier.

**JOS. A. ZALOOM & CO., INC.**  
America's Original Masters in Roasting and Salting of Pistachio Nuts  
8 Jay Street, New York 13, N. Y.  
BEekman 3-7646

**NEW CHARM**

**BOB SUE**  
22 DIFFERENT NAMES  
BEAUTIFUL FLUORESCENT NAMES  
WRITE FOR FREE SAMPLES

A Gimmick Charm at a Filled Charm Price Offered by a New Manufacturer.  
**\$4.75 M.**  
Distributors, Write for Volume Prices.  
**AL FISCHER CO.**  
2320 Joyce Ave. Newport, Ky.

**SOMETHING TO REALLY CROW ABOUT!**



**CHIC'N EGG**  
(Action Charm)  
A NATURAL FOR EASTER

ORDER NOW  
In Bulk In Capsules  
**\$12.75 M \$17.50 M**  
PEP UP LOCATIONS  
With VICTOR'S Sensational Charms

OPERATORS: Write for confidential prices on 20 other new and outstanding items for bulk and capsule vending.

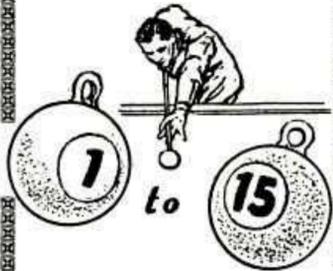
**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

**Mars Sues Candy Firm for Unfair Competition**

MILWAUKEE, March 5.—Mars, Inc., Chicago, has charged Oaks, Inc., Oshkosh, Wis., a candy manufacturer, with "unfair competition" and "trademark infringement" in marketing a candy bar with a name similar to Mars' Milky Way. In a suit filed in Federal Court here, Mars asked a permanent injunction against Oaks to prevent that company from selling its candy under the name "Melt-A-Way." Mars charges that the similarity in names "is likely to deceive purchasers" and already has damaged the company to the extent of at least \$10,000.

Deliveries of sugar for domestic consumption during January were 549,000 tons, up somewhat from 504,000 tons delivered in January last year, according to the Agriculture Department. Sugar prices at New York so far this year have averaged slightly less than a year ago.

**Numbered 1 to 15 BILLIARD BALL CHARMS**



The whole set, numbered 1 to 15, in 15 assorted colors

**\$15.25** per 1,000 f.o.b. Jamaica, N. Y.  
Or: At Your Distributor.

BILLIARD BALL CHARMS are a good series. They are Big and Round. Vended by themselves, without a ball of gum. The NUMBERED decals attract attention, have a Lucky Number connotation. Have collection and play value.

New Item . . . Just Released. If it's NEW . . . USE IT. You always need NEW GIMMICKS.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place, Jamaica 35, L. I., N. Y.

**In Philadelphia or Anywhere FILLED CAPSULES**  
Immediate Delivery  
Write for Lowest Prices

**VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR**  
Immediate Delivery  
**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**OUTSTANDING CHARMS**  
Assorted Filled Capsules . . . Per M \$17.50  
Luminous Names, Brand New . . . Per M 4.75  
Famous Bison Padlock . . . Per Gross 7.50  
New Gold Teeth With Luminous Gums . . . Per M 12.50  
Luminous Gums & Teeth . . . Per M 9.50  
Silver Flashlight, Glows in the Dark . . . Per M 12.50  
Silver Street Lights . . . Per M 12.50  
Assorted Gift & Silver Badges . . . Per M 9.75  
Cigarette Packs in Glossy Tape Finish . . . Per M 9.50  
Auto Insignia Lockets . . . Per M 9.50  
Gift Hot Water Bottles . . . Per M 9.25  
2 Piece Plastic Bullets . . . Per M 7.50  
Light Bulbs, Tipped . . . Per M 7.50  
Light Bulbs, Untipped . . . Per M 4.50  
ORDER FROM YOUR DISTRIBUTOR  
**CHARACTER CHARMS**  
2033 Fifth Avenue, Pittsburgh, Pa.  
ATLantic 1-6478

**Enters Liquid Coffee Field**

• Continued from page 78

of coffee vending closely ever since the first machines were introduced," Pool Jr., said.

"However, we found that there were some drawbacks to the usual system of piping in water which is heated and then mixed with a dry powder, or liquid instant coffee, at the point of consumption. Instead, we elected to wait until it was possible to brew liquid coffee, which could be effectively dispensed thru a vending machine with maximum flavor and other points retained."

**Picks Vender**

It was not until May, 1954, that Coffee Time settled on the liquid coffee vender produced by the Johnny Mitchell Company of Dallas. Here, the Denver operators found, was a practical machine which could hold from five to 12 gallons of hot coffee, thermostatically controlled for proper serving temperature, and which would thus permit Spray Coffee Company to pass along its own distinctive flavors at every location.

Since that time, Coffee Time has built up 20 major locations, all of which the Pools, father and son, feel are "laying the groundwork" for much more extensive operations in the future.

"We experienced a bit of mechanical trouble during the first six months," Pool Jr., secretary of Coffee Time (his father is president), pointed out. "Now that the 'bugs' in the machine have been well ironed out, we have been extending location building efforts sharply."

**Location List**

Under the plan followed by the veteran Denver coffee roasters, locations include industrial plants, manufacturing plants, warehouses, business centers where there is a large collection of personnel without associated food service, etc.

Typical locations include the huge new \$11,000,000 distribution plant of SafeWay Stores, some six miles distant from Denver, and the Rocky Mountain Telephone & Telegraph Company, where there are several hundred employees scattered thru several floors.

In the latter building, Coffee Time is operating three machines, one in the basement and one each on two busy upper floors. Under terms of most arrangements, machines are either leased or rented outright on a yearly basis, with the leasing firm invited to share in profits to be used for employee funds, special reserve funds, etc.

**Liquid Coffee Sold**

All coffees are sold by Spray Coffee Company to a third firm, Liquid Coffee Company, located next door to the Spray firm in downtown Denver, which does an expert job of brewing up top-notch coffee for distribution to the machines. Five, 10 and 15-gallon vacuum type jugs are used for

transferring coffee at the proper temperature directly to the machines, after Liquid Coffee Company "sells" its product back to Coffee Time, Inc.

Each machine is supplied with an electric heating unit, which keeps the coffee contained at the proper serving temperature without raising it by more than one degree or so. Service to machines is, of course, dependent upon volume, but Spray Coffee Company has kept one truck constantly busy with service since the beginning of the program.

Most of the current locations are operating on the basis of dime coin chutes, which have proven well accepted, according to Pool Jr. As a means of increasing coffee consumption, the program is working out quite satisfactorily, he announced.

**N. J. Milk Price**

• Continued from page 78

tomatic Food Service, an operating firm specializing in diversified industrial locations, but also running a small outdoor quart operation with Rowe equipment, said it was considering dropping its quart price from 25 cents to 23 cents.

On half pints tho, the price will remain at 10 cents. Thus, the firm will get a greater margin on the smaller containers by holding firm, yet it will be able to drop the price 2 cents on the larger containers without decreasing its margin.

**To Hold Fast**

At Princeton, Dave Katz, executive of the Debs Sales Corporation, said his firm would hold fast on the 25-cent price for vended quarts. Debs operates 28 outdoor vendors, all but two in gas station locations, between Princeton and Camden.

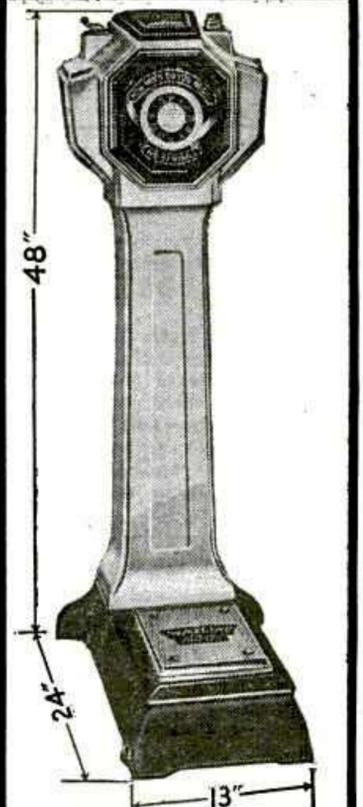
Katz explained that when the neighborhood grocery stores were charging 26 cents a quart, Debs held at a quarter, as it was felt that asking the patrons to insert 30 cents and get 4 cents change would result in a substantial dent in sales.

But, added Katz, the extra cent won't discourage sales if it's the difference between putting 25 cents in and getting a penny change or getting no change.

**Plus Business**

Katz pointed out that the bulk of the route's sales occur before 9 a.m., after 5 p.m. and on weekends—when retail stores are not normally open.

He feels that vended milk sales are primarily sales of convenience, and that as long as the price is not too far off the supermarket cost, there is little need to deviate from the flat 25 cents.



**\$25 DOWN**  
Balance \$10 Monthly  
**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.**

Invented and Made Only by  
**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago



**GIVE TO DAMON RUNYON CANCER FUND**

**CAPSULE BUYERS Don't Pass This Buy**

- 5M Self Locking Capsules
- 1M Jig Saw Puzzles Brand New—4 Colors
- 1M Smokie Joe—11 Puffs and Smokes
- 1M Lizzards—Spiders School Teachers Joy
- 1M Bubble Pipes Teen-age Sensation
- 1M Blowouts—Kiddie Carnival Favorite

**\$65.00** FOR THE WHOLE WORKS F.O.B. DALLAS, TEXAS

SAVE THE DIFFERENCE FILL YOUR OWN MACHINES  
**EZ FILL EZ SAVING**

GET OUR PRICE LIST ON PENNY CHARMS

**MASTER SALES & SERVICE CO.**  
425 E. Greenbrier Lane Dallas 3, Texas

**VICTOR'S TOPPER**  
16 BALL GUM MACHINE, \$12.50 each, \$12.00 100 or more.  
**VICTOR'S SUPER V CAPSULE VENDOR**  
\$17.95 each, \$16.95 each — 100 or more.  
**FILLED CAPSULES**  
Assorted Mixture \$14.99 per box of 700  
Request prices on gum and charms for 1c machines.  
Box of 700 Salt & Pepper Shakers, Capsules . . . \$12.60  
Top Hats With Earrings . . . 17.00  
**CLEVELAND COIN MACH. EXCH.**  
2025 Prospect Ave. Cleveland 15, O.

**VICTOR SAVES YOU \$\$\$\$\$**  
and time by automatically sealing capsules. Also gives you better made for your dollar. Your Victor dist. is at your command. World's largest manufacturer of capsules, charms and bulk vendors.  
**VICTOR VENDING CORP., Chicago 39, Ill.**

**GIVE TO DAMON RUNYON CANCER FUND**

**Benson Boosts**

• Continued from page 78

Calling for improvement in the marketing of dairy products, Benson said, "Employees of the Agriculture Department are drinking more milk since vendors were installed for their convenience."

This can be repeated thousands-fold across the country, he indicated.

At the meet, Benson again emphasized that his argument that "If we could have a milk machine beside every soft drink machine, we'd have a shortage of dairy products in this country . . ."

Benson took issue with the industry-advantages of the present method of merchandising milk. Altho he did not mention milk wagon drivers specifically, he pointed out that "in current distribution channels the output per man has not increased, altho wages have."

Because of this fact, Benson said, a major policy change will be instituted by his department. He said, "Henceforth, the department will switch its emphasis from production to marketing, including all services by the middleman."

Such a change should encourage an even faster development of milk vending.

**LOCK-TITE**  
PATENT PENDING  
UNFILLED CAPSULES ASSORTED COLORS  
—A NEW —NO CEMENTING  
—LOCKING CAPSULE —EQUAL HALVES  
WRITE FOR FREE SAMPLES  
**PYRAMID PRODUCTS, INC.**  
3967 EAST 93d STREET CLEVELAND 5, OHIO

**MAKE MORE MONEY IN VENDING!**  
Read The Billboard Every Week  
For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!  
Fill out this coupon and mail today.  
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 934

Name .....

Address .....

City..... Zone... State.....

Occupation .....

## BEHIND THE SCENES

### How New Coin Game Is Born

**Editor's Note:** This is the first of two articles on the manufacture of a coin operated amusement game. It covers "Design and Development." The second article, "Production and Marketing," will appear in next week's issue.

By KEN KNAUF

CHICAGO, March 5.—How is a new coin-operated amusement game developed—how is it planned, designed, tested, built, marketed?

Here's a behind-the-scenes report of how a representative game manufacturer—Genco Manufacturing & Sales Company—handles the job.

When Genco plans a new game, Sam Lewis, vice-president, Ralph Sheffield, sales manager, and Steve

Kordek, chief engineer, meet to discuss all phases of the product.

#### Market Pulse

First, the pulse of the nationwide market is felt to develop the game. Taken into consideration in sizing up the market is the sale of the firm's previous game. Most recently, this was a gun game. Sales on this unit helped the firm to decide on the production of another gun game—but other factors were considered as well.

The earning record of the previous game was checked. This question was posed: Can the firm develop a new and interesting play feature quickly enough to warrant building a similar type game?

Distributors are queried as to their need for a new game and the distributors' stock on hand is taken into consideration.

#### Replay Appeal

To fit into today's market, a new game must have quick replay appeal, must be equipped for dime play, be simple to understand, have come-on attraction, be feasible from a price standpoint, and have an acceptable play theme. Games based on baseball, for instance, have been found to have good appeal, while games based on football have not enjoyed as much popularity, according to Genco.

When all these factors were considered, Genco decided to build a

(Continued on page 83)



ROBERT M. WAGGENER

### R. Waggener Dies; Former CMAC Prez

LOS ANGELES, March 5.—Robert M. Waggener, 50, well known in the coin machine industry for years, died here Saturday (26). He had been ill for more than six months.

Waggener was a former president of Coin Machine Acceptance Corporation, Chicago, and most recently vice-president of Timm Industries, Inc., Burbank, Calif. He was associated with CMAC since its organization in 1939 and was its president for a year before leaving in 1946. A veteran in the fi-

(Continued on page 83)

## CLOCK MOPPET TRAFFIC

### Ops Gain New Kiddie Ride Spots at Marts

DAYTON, O., March 5.—If the kiddie ride operator is having difficulty in obtaining new locations, he may find the solution in a clever plan developed by the Gerall Company, Inc., general coin machine operators, here.

Currently offering a wide variety of kiddie rides for placement in department stores, supermarkets and variety stores, the Gerall Company has often run into stiff resistance on the part of the prospect. The usual answer is that the store is "crowded for space." This is a tough sort of problem to overcome, the Ohio operators admit.

However, a highly logical answer and one which has turned the trick in more than 50 per cent in most instances is to "count the children" in the store's regular patronage.

#### Counts Kids

Under the plan, a representative of the firm simply visits the store and spends most of the day counting the number of youngsters. Usually, the number is larger than the potential location owner realized. When it is pointed out that more children will be attracted by a kiddie ride, bringing extra customers along in the form of parents, the result is usually capitulation.

"Even if the number of children is extremely small, we still have the answer," the Gerall Company emphasizes. "If the store is not attracting many mothers and small children, we point out that this

is a serious deficiency, and that something should be done about it: namely, to encourage shopping mothers to bring their youngsters along, secure in the knowledge that the boys and girls will enjoy a ride while they check off a shopping list."

Tactics of this sort have worked out so well that even small stores, which required considerable shuffling of counters and display tables, are featuring kiddie rides inside during the winter months and out on the sidewalk during the summer.

## FREE WEIGHT

### Penny Scale Patrons Hear Recorded Ads

LOS ANGELES, March 5.—"Free weight" is the come-on attraction of a penny scale in operation here, but when the customer steps up to be weighed, he finds that he is getting a sales pitch as well.

The machine plays a recorded advertisement in the process of weighing patrons. The machine was invented by David Brothers, a Los Angeles waiter.

Brothers gets \$2.50 a week from each of 12 customers who have commercials running. This boosts the machine's earning power from \$3 a week, which it took in before the ad plan was introduced, to \$30.

More than 170,000 people used the scale at a city market between September 22 and January 9, according to Brothers. He and partners, Frank C. Martin, of Clifton, Ariz., and Ray Tiron, of Los Angeles, are completing 25 other handmade scales like the one now in use. Plans are to sell them for \$750 each and let the buyers line up their own commercials.

### Williams to Show Kiddie Games at MOA

CHICAGO, March 5.—Williams Manufacturing Company announced this week that it would exhibit new kiddie game items at the Music Operators of America annual convention at the Morrison Hotel, March 28-30.

The kiddie units are designed for the department store, variety store market, according to Art Weinand, sales manager.

### Exhibit Ships Model '500' Rifle Game

CHICAGO, March 5.—Exhibit Supply shipped to its distributors this week the Model "500" Shooting Gallery.

The .22 rifle game operates on electrical contact and features all-moving targets, rapid shooting action and a new pinball-type scoring panel.

Smaller than previous Exhibit gun games, the unit is 28½ inches wide, 72 inches high and 49¼ inches deep from gun butt to back. The gun mount platform is 45½ inches high, designed to accommodate kiddies who want to play the game at supermarket, department, variety and drugstore locations.

Targets are wading ducks, flying pheasants and a climbing squirrel. The player gets 25 shots for a dime, and four extra shots for good marksmanship. The four extra shots are made with a "blackout" effect over the target field and lighted-up

(Continued on page 83)

## KIDDIE CAR

### Bally Readies Production of Hot Rod Ride

CHICAGO, March 5.—Bally Manufacturing Company announced this week that it was going into production on Hot Rod, a coin-operated automobile kiddie ride.

An additional piece of Bally equipment—not a ride, but designed for kiddie ride locations—is forthcoming.

Hot Rod was first exhibited as an auto kiddie ride at the National Association of Amusement Parks, Pools and Beaches trade show in December, 1953. Since then it has undergone testing and development.

The ride comes close to being a scale model of a 1910 Ford automobile. Set about one foot off the floor on a steel base with retractable casters, the auto moves in a

(Continued on page 83)

### Manhattan New United In-Line Pinball Game

CHICAGO, March 5.—United Manufacturing Company shipped to its distributors this week, Manhattan, a new in-line pinball game.

Manhattan, according to United officials, has a new mechanism used for the first time by the firm. It is more compact, easier to service and has more simplified adjustment controls than previous United pinball mechanisms.

The game features making in-line scores on either or both of two large 25-number cards on the back-

(Continued on page 83)

### Coin Industry Leaders Map 1955 UJA Drive

Continued from page 72

ognition of the humanitarian work done by Parkoff.

Barney Sugerman, chairman of this year's drive, is in the process of selecting a 50-man executive committee. The coin machine division this year has a committee goal of \$25,000, with each committeeman expected to bring in \$500 worth of pledges. The first donation—\$500—was made by the

Nassau-Suffolk Music Company.

Honorary chairman for this year's drive are Al Denver, Sidney Levine, Harry Rosen and Mike Munves. Al Bodkin was named chairman of the executive committee.

Coin machine leaders will meet Tuesday (10) at the Park-Sheraton Hotel, to discuss the trade's role in the forthcoming dinner for the Albert Einstein Medical College.

### Maintenance Check Plan Aids Ariz. Ops

PHOENIX, Ariz., March 5.—Putting every game thru a thoro inspection and preventive maintenance program before moving it to a new location is a policy which has eliminated much waste mileage and expense for Arizona Amusement & Sales Company, game operators, here.

W. A. Mohl, head of the firm, has been following this procedure for five and a half years, and estimates that the total savings totals at least 25 per cent.

Under the plan, an inspection schedule sheet is used for every type of game, whether it is a five-ball pin game, shuffle bowling game, bingo pin, or other kind.

#### Shop Check-Ups

"Whenever we change locations, the game is brought to the shop at once," Mohl said. "From the service department file, we can quickly locate the inspection schedule for that type of game, and comply with it point by point."

Listed on each sheet are the series of steps which will most effectively uncover not only malfunctions but situations which are likely to lead to later trouble. For example, on a pinball game, the schedule calls for removing and checking each coil, all coil stops, solenoids, plungers, and other parts. If any of these are out of line, the fact quickly shows up.

Most of the sheets call for dis-

assembly of major components and a thoro test of each remaining part. Following the inspection and replacement of parts, each game gets a "bench test" which is equivalent to a solid week of heavy operation on location. During this time any other weaknesses are bound to show up.

#### Reconditioning

The well-equipped, neat Arizona Amusement shop utilizes lacquers and special finishes for reconditioning as well. In the event that paint is badly worn on any game, touch-up, decal work, or a complete repainting job is done.

The No. 1 source of trouble in amusement games, according to Mohl, has been found to be power supply cords. He said: "We have asked our location owners to cooperate by placing the cords where they are not likely to become entangled with anyone's feet, and to pull out the cord by the plug itself, rather than merely jerking on the cord. However, human nature being what it is, we have not obtained too much co-operation along these lines."

### Conversion Plant Bowed By West Side

NEW YORK, March 5.—Harry Berger, head of West Side Distributors, this week went into a large-scale conversion operation, specializing on resort and Arcade conversions for United Shuffleboard games.

West Side has taken 5,000 square feet of working space at 525 West 45 Street and currently has 15 coin mechanics working under the direction of Lou Druckman.

Druckman, a 20-year coin machine veteran, formerly was a manufacturing superintendent and

(Continued on page 83)

### Indiana House Passes \$25 Game License Bill

INDIANAPOLIS, March 5.—The Indiana House of Representatives passed a bill providing for the licensing of coin-operated bowling, shuffleboard, pinball and shooting games at an annual fee of \$25. It also permits Indiana cities and towns to tax games at up to \$25 each, annually.

The bill was approved by a 63 to 6 vote and was sent to the Senate.

Rep. Leo A. Meagher, Evansville Democrat and author of the bill, said he proposed the licensing fee on the games to raise revenue for the State.

The bill prohibits minors from playing the games and classes any violation as a misdemeanor punishable by a fine of \$50 to \$100.

An amendment provides that the State licensing not apply to pinball games in cities and towns where these games are banned.

Indianapolis imposes a \$2 annual fee on each pinball game, but such fees have not been collected since pinball games were challenged as gaming devices in court two years ago. Most of the pinballs have since disappeared from the city. A final decision in the court case is pending.

### Ill. Court Rules Against Pin Game

MOLINE, Ill.—Circuit Judge Leonard E. Tellen ruled this week that a pinball game seized in a

(Continued on page 83)

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

- March 8—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.
  - March 9—Retail Amusement Association of Canton, Ohio, monthly meeting, Massillon, O.
  - March 19-20—National Automatic Merchandising Association, regional meeting, Lord Baltimore Hotel, Baltimore.
  - March 20-21—South Dakota Phonograph Operators' Association, quarterly meeting, Tams Hotel, Huron, S. D.
  - March 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
  - March 27-31—National Association of Tobacco Distributors, annual convention, Conrad Hilton Hotel, Chicago.
  - March 28-30—Music Operators of America, annual convention, Morrison Hotel, Chicago.
  - April 2—Music Guild of New Jersey, 18th annual banquet (site to be announced), Newark, N. J.
  - April 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
  - April 12—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
  - May 10—Westchester Operators' Guild, fourth annual banquet, New Parkway Casino, Tuckahoe, N. Y.
- (Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

## COINMEN YOU KNOW

### Chicago

Communications to:  
Ken Knaut  
Central 6-8761

From all reports gleaned from Paul Huebsch and Chester Biezak, J. H. Keeney & Company, the last meeting of the Keeney Keymen was a big success. The meeting took place at the Chauteau in Lyons, Ill.

Raul Caesar Romero, son of David Romero, president of Industria Nacionales de Sonido, SA, Rock-Ola distributor in Mexico, and Gilberto Medellin, INSSA superintendent, have been at the Rock-Ola plant since February 6, attending a special service course.

Mr. and Mrs. David L. Romero and another son, David Jr., arrived at the Rock-Ola plant February 23 on a combination business and pleasure trip, and joined Raul in celebrating his birthday.

### Hirsh Machines Buys Scale Firm

WASHINGTON, March 5.—Phil Mason, of Hirsh Machines, announced this week that Hirsh had taken over the entire operation of Northern Virginia Scale Company. Approximately 1,000 pieces of equipment were involved in the sale. The scales are on location in Washington and in nearby Maryland and Virginia.

Mason added that this was the first time Hirsh Machines had ventured into scale operations. It has not been decided whether Northern Virginia Scale will operate under the Hirsh name.

### Ind. House

• Continued from page 82

Silvis, Ill., tavern has no lawful use and is a gambling device.

The game, an in-line pinball that offered a player the alternative of inserting more dimes for greater odds in winning replays, was seized last June 14.

The ruling is expected to be appealed, according to Attorney Francis Coyle, representing several distributors of the game. Defense counsel's argument was that an element of skill was involved in playing the game.

### Dalton, Ga., Bans Pinball Games

DALTON, Ga.—An ordinance banning pinball games was passed here recently.

The ordinance was passed by the City Council at a special session, after investigation disclosed that the games were being used for gambling.

County Commissioner Tom Patterson has asked Erwin Mitchell, county solicitor general, to draw necessary legal papers which would also ban the games in county areas.

Devices Novelty Company, Tony Obodzinski, owner, Victor distributor, and handler of vending machine parts and supplies, moved to new and larger quarters at 808 Milwaukee Avenue. According to Obodzinski, the new quarters will increase floor space four times.

### Exhibit Ships

• Continued from page 82

targets. The "blackout" takes place when the player has made 20 hits out of 25 shots or less.

#### Game Action

When the coin is deposited the ducks start "wading" and the light-up pheasant targets "fly" back and forth among bushes. Ducks score 100, pheasants 200. When the player makes five hits on the duck or pheasant targets, the squirrel begins to move up or down the tree and actuates a "mystery bonus" score totalizer. The player adds the bonus to his regular score at the end of the game by pressing a button.

Hits on the squirrel target register as long as it can be hit during one trip up or down the tree, and scores 1,000 each time hit. During the "blackout" phase the squirrel runs after every hit.

The Model "500" is made in four models; standard or match score, and with or without free play. Free plays, match features and target speed, all are adjustable.

The cabinet is decorated in yellow finish, with hunting scenes in five-colors. The game is equipped with a Remington rifle.

### Manhattan

• Continued from page 82

glass. One coin lights the first card and the second coin lights the second card and advances the score. Additional coins put other features into play and step up the score.

#### Features Listed

These include an advancing arrow which lights up a panel to give highest scores on the cards, a spell-name feature, select-number feature, four corners score five-in-line on each card, a pennant light-up feature and up to eight extra balls per game.

Getting five balls for 5 cents, the player can make in-line scores vertically, horizontally or diagonally. The 25-number cards correspond to the numbered ball-holes on the playfield. The player makes number selections from seven numbers by turning a knob in front of the cabinet.

Two roll-over buttons spot numbers 2 and 15 or 5 and 8 when lighted. Other playfield features are eight double-flag ball bumpers and a ball-return hole.

The backglass is decorated with a Manhattan night life scene.

## Shuffle Group Plans Summer League Play

DETROIT, March 5.—New officers of the Detroit Shuffleboard Association held their first meeting Thursday at the Hotel Tuller. They are Marin M. Burke, president; Tom Dewberry, vice-president, and Bob Calderwood, secretary-treasurer.

Board of director members are Joseph Brilliant, James Darios, Jake Dumler, Everett DeWitt, Maurice Feldman, Kenneth Guinan and Dale Sauve.

Director of leagues is John Westerdale; Fred Chlopan, executive director; Charles Friedenbergh, chairman of finance committee, and Joseph Kanterman, chairman of the program committee.

Chlopan, executive director for the association, was presented with a Kodak by the members. He reported that the shuffleboard leagues are now in full swing and that this year's teams "are at a new high."

Chlopan added, "Detroit still maintains the highest shuffleboard play in the United States and the outlook for championship playoffs this year should establish a record. Plans are already under way for a summer program which will keep the coin boxes ringing."

### Kiddie Car

• Continued from page 82

rocking motion, while a Ristaucrat record player—optional equipment with the ride—plays music.

A throttle lever on the steering wheel can be operated by the kiddies to increase or decrease the auto's motion. A soft-sounding horn is standard equipment, and the steering wheel can be turned in a complete cycle.

The unit is set for dime play, with an ABT Ace coin rejector at the base front of the ride. It is 33½ inches wide, 67 inches long and 40 inches high. The auto is of fibreglass and polyester plastic, has a wood dashboard and panel back that supports the music speaker. It has rubber semi-pneumatic tires. The wheels do not turn with the ride's motion, as a safety precaution.

Included are decorative lights, a hood that opens up for easy access to coin mechanism and speed adjustment, simulated rubber springs and three different records to go with the player.

The game can be set to run up to three minutes per dime and can easily hold five kiddies, with two seats inside and plenty of room on fenders and rear end for hitchhiking moppets.

Hot Rod operates on 110 AC current, with a ¼-hp. motor. The auto is decorated in two-tone.

### Conversion

• Continued from page 82

game designer with the Scientific Machine Corporation. He was also employed by Simon Sales and Dave Lowy.

#### Big Wheel

One conversion, primarily for resorts, will substitute a big wheel scoring system for the current three-wheel system on United games.

Another, for Arcades, substitutes a four-wheel game for the three wheeler and has a flashing light system. Each conversion will list at about \$100.

Druckman said current capacity is 50 conversions a week, but that West Side soon hopes to up its capacity to 75 rides a week. He added that 75 units have already been pushed thru, and that they have all been sold.

### Swedish Ticket Venders

STOCKHOLM, March 5.—Hans von Heland, newly appointed head of Stockholm's transit system, announced this week that ticket vendors would be installed in all stations of the city's subway system. Tests are in progress.

## BEHIND THE SCENES

# How New Coin Game Is Born

• Continued from page 82

gun game featuring a .22 rifle similar in principle to its previous game, but with fresh playing features.

After this decision has been made, the feasibility of each idea for the game's development is considered from a production and cost standpoint. Estimated costs are compared to competitors' prices, and the game is worked down to certain cost limits.

#### Engineering Layouts

From this idea-state, engineering takes over. Engineers make mechanical and electrical plans. At least a half dozen different types of mechanical and electrical layouts are made.

In the development of Wild West Gallery, the firm's most recent game, six sample gun games were made up, the best ideas of each used to make up the prospective product. Sometimes as many as 25 different models are made. Sometimes, too, all these plans are junked, and work is started over.

Finally, an engineering sample is made for production. This sample model goes thru concentrated engineering tests which try it for the abusive play it must meet in the field. This is where the most difficult work is done. The unit is checked for every possible "bug" that might develop, and this often requires weeks to check.

#### Voltage Tests

Included in the tests undergone by the sample model are voltage breakdown tests in which the unit is tested to operate on as low as 80 volts. Genco feels that if the unit is prepared to operate at 80 volts, it will be sure to run smoothly on 105-115 voltages usually available in the field. Genco uses DC current rather than the more generally used AC current in game manufacture. DC current, according to Genco, gives more positive relay action and operates more quietly.

Mechanical operation of the units is checked by running them day and night for weeks at a time. Mechanisms are torn apart to check on breakdowns and to correct them, and are further tried out at test locations in outlying areas.

Electrical malfunctions must be identified and corrected. The malfunction of one electrical circuit can blow out lights, fuses, and coils. Such malfunction may be due to stress, voltage drain, current drain, shorting of equipment, or improper timing or "keying" of equipment.

#### Timing Problems

Probably the most important mechanical-electrical problem encountered is the proper timing of the operating cycles of the game. Electrical shorts may occur due to improper cycling of equipment. Each time a coin is dropped in the machine, the motor makes one complete cycle, resetting the game.

This same motor must operate to register the score and activate all other features of the game, and this action must not conflict with the resetting process. Timing on the electrical current must be set so that a short will not occur during either the resetting or scoring cycles.

During all these breakdown tests, exterior art work and the theme of play for the game are discussed. This includes how the game will be decorated, what special art features it will have, how it is to function in respect to the features, and what the new game will be titled. The game must be made to appeal to the players, create interest and the desire to replay.

A silk screen process of printing is employed for adding the name, figures and flashy appearance to the game. Screen work is done on cardboard for side and rear decoration, on the score glass, and for the decals on the front of the cabinet.

#### Materials Needed

When the game has been completely designed and tested, production materials are brought into

the plant. These include motors, solenoids, coils, transformers, lights, sockets, wires, cabinets, glass, relays, switches, circuit breakers, solder, and in the case of a gun game, authentic type .22 rifles.

A large percentage of the cost of a new game—about 20 per cent—is in the cost of the cabinet. These are ordered from a cabinet house after the requirements are laid out by the plant.

Equally important, tho less costly, is the 2,500 feet of wire that must be secured for each game produced. The wire is cut and assembled on cable boards, a half dozen of which are used in the production of each game. Then the wire is soldered to each individual unit. About half of the plant activity is devoted to soldering.

In addition to the wire requirements, from 50 to 75 coils and solenoids are brought in for each game. These electromagnets are used in the counting units and serve to energize and step up units which change score values and register target hits.

About 1,000 separate switches are needed per game. At Genco, pure coin silver is used on all contacts which constitute the control and operation of all relays and solenoids. The relays operate or control the stepping up of units and work in such sequence that they properly channel the electrical current to different solenoids.

Brought into the plant along with the relays, are transformers, which reduce line voltages to the required voltages for the solenoids and coils and also for the numerous lights in the scoreglass and target areas. Sockets and electric light bulbs are bought from General Electric, Westinghouse and Sylvania.

#### Metal Processing

Metal for the games is brought in in the raw state. At the plant, the metal is stamped, formed, and welded. Plating of the finished metal is done outside the plant.

The authentic .22 caliber single shot, bolt action rifle for the new gun games is ordered by Genco from Stevens, Remington, and Harrington. Richards rifle companies. At the plant the rifle is routed out, wired, and set for installation on the game. The bolt, not used in operation of the game, is brazed to the barrel by the rifle manufacturers before shipment.

(The second article, "Productions and Marketing," which will appear in next week's issue, will cover the costs of producing a new game, compared with past years, and how each department conducts its job in putting the game together, the trial production run, tests, the full production run, inspection of the process and the product, pricing of the game, and shipments to distributors.)

## R. Waggener

• Continued from page 82

nance business, he also had been connected with the American Business Credit Company at one time.

In April, 1947, Waggener was appointed vice-president in charge of sales for Vendors Distributors, Inc., Miami, and in May, 1949, was made vice-president in charge of sales and service of Lymo Industries, Inc., Chicago, former distributing component of Bally Manufacturing Company.

Residing in California the last five years, Waggener was general sales manager for the Frank-O-Mat hot dog vender and vice-president of Timm Industries.

He is survived by his widow, Bette; three daughters, Lonnee, Carmen and Lita; his mother, Mrs. Lydia Waggener, Glendale; a sister and a brother.

Burial was Tuesday in Forest Lawn Memorial Park, Glendale, Calif.

### SHUFFLE GAMES

KEENEY CENTURY	\$340
KEENEY 6-PL. LEAGUE	50
UN. MARS	Write
UN. TEAM	325
UN. IMPERIAL	250
UN. LEADER	285
CLASSIC	160
CLOVER	160
OFFICIAL	85
C.C. GOLD CUP	195
C.C. TRIPLE SCORE	165
C.C. DOUBLE SCORE	135
C.C. CROWN	145
C.C. HOLIDAY	495
GENCO MATCH POOL	275
GENCO SHUFFLE POOL	175

### BINGOS

SURF CLUB	\$375
ICE FROLICS	315
PALM SPRINGS	310
BEACH CLUB	265
YACHT CLUB	145
CONY ISLAND	80
SPOT LITE	70
DUDE RANCH	275

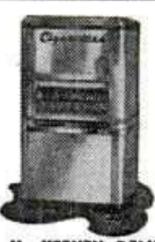
### SHUFFLEBOARD SUPPLIES

Shuffleboard, Game  
Wax, Case (12) ... \$ 3.50  
Pucks (Set of 8) ... 12.00  
Fast Wax, Case (12) 4.50  
Score Sheets, 10 Pads 7.50  
Fluorescent Lights, 22.50  
Pr. Used Rock-Ola Shuffleboard, Lites, Pr. ... 12.50  
Adjusters ... 18.50

## SPECIAL

### BALLY SPOT LITE

**\$69.50**



**J. H. KEENEY DELUXE CIGARETTE VENDER**  
Write for Prices

## PURVEYOR

### DISTRIBUTING COMPANY

4322-24 N. WESTERN AVE.  
CHICAGO 18, ILLINOIS  
PHONE: JUNIPER 8-1814

**MISCELLANEOUS**  
Un. Carnival Rifle ... \$385  
Ex. Six Shooter ... 100  
Ex. Jet Gun ... 125  
Seeburg Shoot the Bear 160  
Telequiz with film ... 100  
Keeney 4-Pl. Attachment for Shuffleboards ... 125

**18 Ft. Rock-Ola Shuffleboard \$149.50**

## Lieberman Music Sets Bally School In Minneapolis

CHICAGO, March 5.—Lieberman Music Company will sponsor a Bally Manufacturing Company service school March 22-23 at the Lieberman headquarters in Minneapolis.

Bob Breither and Paul Calamari, Bally field engineers, will conduct the school, with Harold Lieberman, top man in the Lieberman organization, on hand to greet operators and servicemen during the two-day session.

The Bally engineers will provide operating and servicing tips designed to show coinmen how to increase earnings of Bally equipment.

The "speed control" and "super-strike" features of Magic and Mystic Bowlers, and the "magic lines" feature of Big-Time, Bally's current in-line game, will be explained. Other features and electro-mechanical details of Bally games are to be covered. Time will be devoted to questions and answers to help coinmen with their individual problems.

# THE BILLBOARD INDEX

## ADVERTISED USED MACHINE PRICES

### AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Mar. 5	Issue of Feb. 26	Issue of Feb. 19	Issue of Feb. 12
ABC (United)	\$49.50	50.00	\$49.50	50.00
All Star (Gottlieb)	99.50	99.50	99.50	99.50
All Star Baseball (Williams)	325.00	375.00		
Army & Navy	95.00(2)	95.00	95.00	100.00
Atlantic City (Bally)	115.00(3)	100.00(2)	115.00(3)	110.00(2)
	125.00	130.00	115.00(2)	115.00(2)
		125.00	130.00	125.00(2)
			130.00	130.00
Baseball, 6 player (Chicago Coin)		395.00		
Basketball Champ (Chicago Coin)	95.00	145.00	145.00	195.00(2)
Basketball (Genco)	175.00	195.00		195.00(3)
Basketball Two Player (Genco)	225.00	300.00	235.00	325.00
		235.00	325.00	325.00
Beach Club (Bally)	265.00	270.00	265.00	270.00
	275.00(5)	275.00(4)	265.00	270.00
	285.00	285.00	275.00(3)	275.00(4)
			285.00	289.50
Beauty (Bally)	210.00	220.00	195.00	210.00
	225.00(4)	225.00(4)	220.00	190.00
			225.00(2)	215.00(2)
			230.00	220.00
				225.00(3)
				230.00
Be Bop (Exhibit)	84.50	84.50	84.50	84.50
Blue Skies (United)	49.50	49.50	49.50	49.50
Boston (Williams)	69.50	69.50	69.50	69.50
Bowling Champ (Gottlieb)	59.50	59.50	59.50	59.50
Bright Lights (Bally)				60.00
Bright Spot (Bally)	85.00	85.00		70.00
Buffalo Bill (Gottlieb)	59.50	59.50	59.50	59.50
Cabana (United)	165.00(2)	165.00	165.00	185.00
	185.00			
Champion (Bally)				89.50
Circus (United)	150.00	175.00	150.00	175.00
Citation (Bally)	79.50	79.50	25.00	79.50
			79.50	15.00
Coney Island (Bally)	55.00	75.00(3)	75.00(4)	80.00
	80.00	95.00	85.00	95.00
			95.00	85.00
			75.00	75.00
County Fair				75.00
Daffy Derby (Williams)	275.00	275.00	275.00	275.00
Dealer 21	150.00			
Deluxe Baseball (Williams)	175.00	325.00	175.00	325.00
			175.00	350.00
Deluxe World Series (Williams)			35.00	35.00
Double Feature (Gottlieb)			79.50	79.50
Double Shuffle	59.50	59.50	59.50	59.50
Dragonette	185.00			
Dreamy (Williams)				79.50
Dude Ranch (Bally)	275.00	275.00	285.00	275.00
	295.00(3)	295.00(3)	265.00	285.00
			295.00(3)	295.00(5)
El Paso (Williams)				59.50
Fairway	65.00	87.00		
Floating Power (Genco)	49.50	49.50	49.50	49.50
400 (Genco)	59.50	59.50	59.50	59.50
Five Star (United)	50.00	50.00	50.00	50.00
Four Horsemen (Gottlieb)	79.50	99.50	79.50	99.50
Freshie (Williams)	59.50	59.50	59.50	59.50
Frolic (Bally)	135.00	135.00	135.00(2)	135.00(2)
	150.00(2)	150.00(2)	150.00(2)	150.00(3)
	155.00	155.00	155.00	155.00
	175.00(2)	175.00(2)	175.00	175.00(2)
				179.50
				50.00
Futurity				
Globe Trotter (Gottlieb)			89.50	
Golden Nugget	99.50	99.50	99.50	99.50
Gondola (Exhibit)	49.50	49.50	49.50	49.50
Gold Cup (Bally)	59.50	59.50	59.50	59.50
Green Pastures	170.00			
Handicap	95.00			
Havana	275.00	315.00	245.00	275.00
			315.00	315.00
Hawaii (United)	295.00	315.00	295.00	350.00
	355.00	355.00	295.00	355.00
Hayburner	75.00(2)	75.00(2)	65.00	75.00
Hi-Fi (Bally)	345.00	345.00(2)	340.00	345.00
	350.00(2)	350.00(3)	350.00(3)	350.00(3)
			375.00	365.00
				375.00
Hit 'n' Run (Gottlieb)	109.50	109.50	109.50	109.50
Ice Frolic	300.00(2)	300.00(2)	300.00(2)	295.00
	310.00	315.00	310.00	300.00
	325.00	335.00	325.00(2)	310.00(3)
				315.00
				325.00(2)
Jalopy	75.00	75.00		
Jockey Specials (Bally)	54.50	54.50	54.50	54.50
King Pin (Chicago Coin)	89.50	89.50	89.50	89.50
Knock Out (Gottlieb)	75.00	79.50	75.00	79.50
Lazy Q	125.00	130.00		
Leader (United)	80.00	80.00		
Lite-A-Line (Keeney)		35.00		
Lucky Inning (Williams)	59.50	59.50	59.50	59.50
Maryland (Williams)	\$ 69.50	\$ 69.50	\$ 69.50	\$ 69.50
Mexico (United)	325.00	345.00	295.00	345.00
Nevada (United)		345.00	375.00	400.00
Nifty (Williams)	79.50	79.50	79.50	79.50
Nine Sisters	125.00			
Oklahoma (United)	69.50	69.50	69.50	69.50
Palisades	95.00			
Palm Beach (Bally)	115.00	95.00	115.00	115.00
	125.00(3)	125.00(3)	125.00(2)	125.00(2)
			135.00	135.00
Palm Springs (Bally)	310.00	320.00	310.00	320.00
	325.00(4)	325.00(4)	290.00	285.00
			320.00(2)	320.00(2)
			325.00(2)	325.00(5)
Paradise (United)	49.50	49.50	49.50	49.50
Pennant Baseball (Williams)	215.00	215.00		
Pinch Hitter (United)	59.50	59.50	59.50	59.50
Pinky (Williams)	79.50	79.50	79.50	79.50
Piwheel	135.00			
Quarterback (Williams)	75.00	75.00	75.00	75.00
Rio (United)	275.00	275.00	275.00	200.00
Rondeevoo (United)	49.50	49.50	49.50	49.50

## MECHANIC WANTED

Generally useful in arcade of amusement. Reliable and steady.

**Charles Rubinstein**  
PLAYLAND AMUSEMENT  
MONUMENT 2-7755  
239 West 125th Street N. Y. C.

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

## THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

### CLASSIFIED ADVERTISING

## ADVERTISING RATES

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 15¢ a word—Minimum \$3.00.  
CASH WITH ORDER

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATE: \$1.00 a line—\$14.00 per inch.  
CASH WITH ORDER unless Credit has been established.

**IMPORTANT INFORMATION**  
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.  
When using a Box Number in Care of The Billboard allow for 6 additional words.  
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

## Business Opportunities

**COIN OPERATED SCALE ROUTE**—Buffalo and vicinity, A. M. Johnson, 57 St. Marys Rd., Buffalo 11, N. Y. mh19

**COIN RADIOS AND TELEVISION**—BUY direct from manufacturer and save steel cabinet, modern design, coin reflector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ap9

**EXCELLENT MONEY-MAKING OPPORTUNITIES** for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars, Coradio, Inc., 196 Albion Ave., Paterson, N. J. chmh19

**FOR SALE**—20 ATLAS MACHINES (5¢) with trays, New in cartons, \$100. R. R. Putt, 618 No. 3d, Reading, Pa.

**FOR SALE**—50 SHIPMAN LIFE SAVER Machines and 10 3-column Candy Machines. Best offer, all new. Ed Martell, Turners Falls, Mass. mh12

**FAST COIN WRAPPER**—NEW PATENTED principle. Wrap your coins 3 to 5 times faster with Coin-Scoop Kit. No fumble. No tumble. Money back guarantee. Coin-Scoop, 100 wrappers, gauge, instructions, \$1.98 postpaid. Coin-Scoop, Ellicott City, Md. mh26

**NOTICE**—WE BOTH LOSE MONEY IF you don't contact us for best prices on new and used Victor Vending Machines and Charm Assortments. Over 300 items for bulk vending and 63 items in capsules in stock. Graff Vending Supply Co., 2817 V. Davis, Dallas, Tex.

**STAMP FOLDERS AS LOW AS 18 CENTS** per M. Send for samples. City Distributors, 145 Ainslie St., Brooklyn, N. Y. mh12

**STAMP FOLDERS DIRECT FROM MANUFACTURER**: unlimited quantities, immediate delivery. Write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. ch-mh26

**CIGARETTE MACHINES**—REAL LOW prices DuGrenier 7 col.; Unedda, 6 col.; Rowe, 8 col. quarter operation; candy machines, U Select II, 74 bar; DuGrenier, 72 bar, all machines \$25 each. Cookie machines, \$10 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa. mh19

**170 METER-MATIC 25¢, 2 HOUR TIMER** with locked cash box, \$3.50 each; \$3 in quantity lots. Other time settings slightly extra. C. & W. Music Co., 82 Biltmore Ave., Asheville, N. C.

## Routes for Sale

**NON-VENDING POPCORN MACHINES**—55 French Boy counter type, all on location. Three years old and in good condition. Price \$2,500, f.o.b. Tulsa, Okla. McKinley Business Brokers, 2525 E. 11th, Tulsa, Okla.

## Wanted to Buy

**CIGARETTE, CANDY AND OTHER VENDING MACHINES**; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. mh

**MACHINES WANTED**—WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609-C Spring Garden Street, Philadelphia 23, Pa.

**WANT—USED JUKE BOX RECORDS**, popular, hillbilly, polka. Can use 45 rpm and 78 rpm records. Any quantity. Will pay top prices. Give full details first letter. F. A. Wiedel, 2440 N. Orchard St., Chicago 14, Ill. Telephone Diversey 8-3996.

**WANTED—USED 10 TO 100 ADVANCE 5¢** Hershey and Cracher Vending Machines. Fisher's Jewelry, Box 283, Inman, S. C.

**45 R.P.M. USED RECORDS**—WE PAY 1¢ in lots of 300 up to 30,000. 10% race is o.k. Send c.o.d. or write Amity Specialty, 616 So. Main, Sioux Falls, S. Dak. mh26

## VENDING MACHINES

Tissues, Sanitary Napkins, Cosmetics, Cigarette, Candy, etc. Simple, practical, low cost vending machines designed and produced for any purpose.

**POLARIS MANUFACTURING CO.**  
Peru, Illinois.

## Used Coin-Operated Equipment

**A-1 CIGARETTE AND CANDY MACHINES** \$25 and up. Other vending machines, \$5 up. What have you to sell?  
**MACK H. POSTEL**  
2952 Milwaukee Ave. Chicago 18, Ill.

## THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

## Help Wanted

**WANTED**—BINGO AND SHUFFLE MECHANICS: good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. mh7

## Parts, Supplies & Services

**COIN-OPERATED TIMERS**—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write prices. Coin Radio Co., 190A Duane St., New York City. ap9

# USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
  - Business Opportunities
  - Help Wanted
  - Parts, Supplies & Services
  - Positions Wanted
  - Routes for Sale
  - Used Coin-Operated Equipment
  - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
  - Regular
  - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

**The Billboard**  
Coin Market Place  
2160 Patterson St.  
Cincinnati 22, Ohio

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

Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

\$\_\_\_\_\_ Payment enclosed

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

	Issue of Mar. 5	Issue of Feb. 26	Issue of Feb. 19	Issue of Feb. 12
Saddle & Turf (Evans).....	175.00 275.00 295.00	175.00 295.00	175.00 285.00 295.00 325.00	275.00 295.00 325.00
Saddle & Turf, Club Model (Evans).....	325.00	250.00		
Sally (Chicago Coin).....				49.50
Samba (Exhibit).....	49.50	49.50	49.50	49.50
Screwball (Genco).....	49.50	49.50	49.50	49.50
Set Shot Basketball, 2 player	345.00	345.00	325.00 345.00	345.00
Sharp Shooter (Gottlieb)....				59.50
Show Boat.....	175.00	175.00	175.00	
Singapore.....	475.00	475.00	475.00	475.00
Sluggfest.....	75.00			
South Pacific (Genco).....	54.50	54.50	54.50	54.50
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot-Lite (Bally).....	55.00 60.00 65.00 70.00 75.00 90.00(2)	60.00 65.00 70.00 75.00 95.00(2)	60.00 65.00 70.00 75.00 95.00 100.00	65.00 69.50 70.00 75.00(2) 95.00(2) 100.00
Stars (United).....	100.00	100.00		
Summertime (United).....	65.00	65.00	65.00	65.00
Sunshine Park (Bally).....	49.50	49.50	49.50	49.50
Super World Series (Williams).....			75.00 195.00	75.00 195.00
Surf Club (Bally).....	350.00 370.00 375.00(3)	350.00 370.00 375.00(3)	350.00 370.00 375.00 385.00 395.00	350.00 365.00 370.00 375.00(4) 395.00
Tahiti.....				160.00
Tampico (United).....	69.50	69.50	69.50	69.50
Texas Leaguer (Keeney).....	69.50	69.50	69.50	69.50
Three-of-a-Kind.....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb)...				69.50
Times Square.....	75.00			
Trinidad (Chicago Coin).....	49.50	49.50	49.50	
Tropics.....	149.50 175.00 195.00 225.00	149.50 175.00 225.00	175.00 225.00	175.00 225.00
Tumbleweed (Exhibit).....				74.50
Turf King (Bally).....			35.00	25.00 35.00 99.50
Twenty Grand.....	75.00			
Varieties.....	525.00 550.00(2) 55.00	510.00 525.00 55.00	510.00 535.00 55.00	490.00 550.00(3) 55.00
Watch-My Line.....	125.00	125.00	115.00 125.00	125.00
Yacht Club (Bally).....	135.00(2) 145.00 150.00 160.00(2) 175.00	135.00(2) 145.00 150.00 160.00(2) 175.00	135.00 150.00 159.50 160.00 175.00	135.00(2) 145.00 150.00 159.50 175.00 175.00
Zingo.....	65.00	65.00		65.00

**SHUFFLE GAMES**

	Issue of Mar. 5	Issue of Feb. 26	Issue of Feb. 19	Issue of Feb. 12
Ace Bowler (United).....	\$345.00 355.00(3)	\$345.00 355.00(2)	\$345.00 365.00(2)	\$345.00 365.00(3)
Advance Bowler (Chicago Coin).....	175.00 200.00 285.00	175.00 200.00 285.00	200.00(2)	200.00 250.00
Banner Shuffle Alley (United)	395.00(3) 400.00	389.00 395.00 400.00(3)	395.00 400.00(2)	395.00 400.00 410.00(2)
Big League Bowler, 4 player (Keeney).....	55.00	55.00		55.00
Bonus Bowler (Keeney).....	175.00 245.00(2)	245.00 250.00 275.00	250.00 275.00	250.00 285.00
Bowling Alley, 6 player (Chicago Coin).....	250.00	50.00		
Bowling Champ (Keeney)....		45.00		
Bowl-a-Matic (Universal)....	325.00	325.00	325.00	325.00
Broadway (United).....	145.00	145.00		
Carnival Bowler (Keeney)....	155.00 159.50 395.00	155.00 159.50 410.00	179.50 410.00	155.00 179.50 435.00
Carnival Deluxe (United)....				
Cascade Shuffle Alley 6 player (United).....	95.00(2) 120.00(2) 145.00(2) 160.00	95.00 120.00(2) 145.00(2) 160.00	100.00 120.00 145.00 160.00	100.00 120.00 145.00(2) 155.00 160.00 350.00
Century Bowler (Keeney)....	340.00	340.00	340.00	350.00
Champion Bowler (Bally)....	395.00	285.00 395.00	395.00	395.00
Chief Shuffle Alley (United)...	275.00 285.00 295.00(3)	285.00 295.00(2) 295.00(3)	285.00 295.00 300.00	285.00 295.00 295.00(2) 300.00
Classic Shuffle Alley 6 player (United).....	145.00(2) 165.00(2) 175.00 180.00	145.00 159.00 165.00 175.00(2) 180.00 185.00	145.00 175.00(2) 185.00	165.00(2) 185.00(2) 195.00
Clover Shuffle Alley, 6 player (United).....	115.00 125.00 155.00 159.00 160.00 165.00 169.50	134.00 150.00 159.00 160.00 165.00(2) 169.50 474.00	150.00 165.00(2) 179.50	160.00 165.00(3) 179.50
Comet Shuffle Alley (United)...				
Cross-Cross Bowler (Chicago Coin).....	300.00 315.00 325.00	300.00 315.00 325.00	295.00 300.00 315.00	300.00 335.00
Crown Bowler (Chicago Coin)...	95.00 130.00 145.00(3) 165.00	95.00 130.00 145.00 155.00 165.00 175.00	130.00 150.00 165.00 175.00	130.00 135.00 165.00(2) 175.00 60.00 100.00 100.00 62.50 345.00 175.00
Deluxe Bowler (Chicago Coin)	60.00	60.00	60.00	60.00
Deluxe Bowler (Keeney)....	100.00	100.00	100.00	100.00
Deluxe Bowler (United)....		50.00(2)		
Diamond Bowler (Keeney)....	175.00	175.00		
Domino Bowler (Keeney)....				
Double Score Bowler (Chicago Coin).....	125.00(3) 135.00 145.00	125.00(2) 135.00 145.00	125.00(3) 140.00	125.00(2) 140.00 145.00
Double Score Bowler, 10th Frame (Chi. Coin)...	115.00			
Feature Bowler (Chicago Coin).....	315.00	315.00	395.00	
Five Player Shuffle Alley (United).....	50.00		29.50 50.00	29.50 53.50 395.00(2)
Flash Bowler (Chi. Coin)....	395.00(2)	395.00(2)	395.00	
Four-Way Bowler (Keeney)....		75.00 109.50		
Gold Cup Bowler (Chicago Coin).....	175.00(2) 185.00 195.00	175.00 195.00(2)	175.00 175.00/p 250.00	175.00 175.00/p 195.00 250.00
High-Speed Crown Bowler (Chicago Coin).....		295.00		
Holiday Match Bowler (Chicago Coin).....	495.00 525.00(2)	495.00 525.00(2)	525.00	525.00
Imperial Shuffle Alley (United).....	245.00 250.00 265.00(3)	245.00 250.00 265.00(3)	245.00 265.00(2) 285.00 295.00	245.00 265.00 275.00 285.00 295.00 300.00
King Bowler (Chi. Coin)....	300.00	300.00	300.00	300.00
League Bowler, 6 player (Keeney).....	50.00	50.00	50.00	50.00
League Bowler (United).....	285.00 295.00(2) 300.00	295.00(3) 300.00	295.00(2) 300.00(2)	295.00 299.50 300.00(2) 305.00
Leader Shuffle Alley (United)	275.00 285.00(2) 295.00(2)	275.00 285.00 295.00(3)	275.00 295.00 315.00	285.00 295.00(2) 310.00 315.00 145.00
Liberty Shuffle Alley (United)				
Match Bowler (Chi. Coin)....	75.00(2) 85.00 250.00(2)	75.00(2) 85.00 250.00(2)	75.00(2) 79.50 275.00	75.00(2) 79.50 265.00(2) 275.00(2)
Match Pool (Genco).....	265.00 275.00	275.00(2)		
Mercury Shuffle Alley (United).....	425.00	425.00	425.00 435.00	425.00 435.00 445.00
Mercury Deluxe Shuffle Alley 11th Frame (United).....	425.00 435.00	435.00(2)		

**To Study Popcorn Vending**

Continued from page 78

aters; "Station Operation and Its Advantages," William Burke, Confection Cabinet Corporation (Drive-In Refreshment Division), Newark, N. J., and "New Trends in Drive-In Concessions," Irving Rosenblum, Savon Candy Company, Paterson, N. J.

Finally, "New Money-Making Techniques for Drive-In Concessions," Phil Lowe, Theaters Candy Company, Boston; "Intermissions and Playgrounds as an (sic) Aid to Snack Bars," Edward Lider, general manager, Nathan Yamins Theaters, Boston; "What to Look for in a Good Concessions Operator," Bert Nathan, IPA president and head of the Theater Popcorn Vending Corporation, Brooklyn, and a report by Thomas Sullivan, IPA executive secretary.

**Lunch, Cocktails**

Members and guests will have luncheon thru the courtesy of Charles Okun and the Coca-Cola Company. After the meeting, Alan Finley and the Pepsi-Cola Company will sponsor a cocktail party.

Attendance prizes will include a Royal portable typewriter, donated by the Rex Specialty Bag Corporation, Brooklyn; a DeLuxe Zenith AM and FM table radio, donated by the Banner Candy Manufactur-

ing Corporation, Brooklyn; a portable Philco record player, donated by the Bonomo-Korday Candy Company, Brooklyn, and a set of golf clubs and bag, donated by the Maryland Cup Company.

Apco, maker of the SodaShope and CoffeeShope beverage lines and the Smokeshop cigarette vendors, will donate the grand prize—an RCA color television set.

**Open to All**

Lee Koken, general chairman, said the meeting is open to members and non-members, with all vending operators connected with or interested in theater vending invited.

He added there will be no registration fee, and that food and beverages are free. The Park-Sheraton Hotel, where the meet is being held, will accept reservations from out-of-town operators.

**Am. Tobacco**

Continued from page 78

Hahn claimed that American's 1954 share was 33.6 per cent, compared with 32.7 per cent the previous year.

He added that Pall Mall had a greater sales increase in 1954 than that of all competitive king-size brands combined. Pall Mall is reportedly the nation's third largest selling brand, trailing Camel and Lucky Strike. In vending sales, it is virtually tied with Chesterfield, according to Vend magazine.

**Profits Up**

Despite reduced sales, American's profits jumped from \$5.90 a share in 1953 to \$6.12 a share in 1954. Elimination of the excess profits tax was listed as the reason for the increased net.

Net income in 1954 was \$43,051,087, the highest profit since 1949. The 1953, net income was \$41,225,921. Taxes were \$48,943,000 and \$59,795,000 in the respective years.

**Cig Smoking**

Continued from page 78

tion, too, was off in December as compared with the previous year. Tax-paid shipments during the month were 431,000,000, compared with 447,100,000 for the corresponding month in 1953. Factory output was 404,300,000, compared with 439,200,000 in December, 1953.

Annual shipments dipped to 5,800,000,000 from 5,900,000,000 in 1953, and production fell to 5,900,000,000 from 6,000,000,000.

	Issue of Mar. 5	Issues of Feb. 26	Issue of Feb. 19	Issue of Feb. 12
Name Bowler (Chi. Coin)....	110.00 125.00(2)	99.00 110.00 125.00(2)	110.00	110.00 125.00
Official Shuffle Alley, 4 player (United).....	60.00(2) 65.00 85.00	60.00(2) 85.00	60.00(2) 69.50	60.00(2) 69.50 75.00 85.00
Olympics Shuffle Alley (United).....	150.00(2) 155.00 169.00 170.00 195.00	150.00(2) 169.00 170.00 185.00 195.00	150.00 160.00 170.00 185.00	150.00 160.00 175.00 180.00 185.00
Pacemaker Bowler (Keeney)...	200.00	200.00	200.00	200.00
Playtime (Chicago Coin)....	395.00	395.00	395.00	395.00 415.00
Rainbow Shuffle Alley (United).....	325.00 350.00 375.00	325.00 350.00 375.00	350.00	350.00
Rocket (Bally).....				
Royal Shuffle Alley (United)...	200.00(2) 245.00(2)	200.00(2) 245.00(2)	200.00(2)	200.00(2) 245.00 249.50 265.00 275.00
Shuffle Alley Deluxe, 6 player (United).....	50.00(2) 65.00 75.00 89.50	75.00	39.50 50.00(2) 65.00 75.00 89.50	39.50 50.00(2) 65.00 75.00 89.50
Shuffle Alley, 6 player (Keeney).....	69.50w/p 75.00w/p	69.50w/p 75.00w/p	69.50w/p	69.50w/p 75.00w/p
Shuffle Alley, 6 player (United).....	79.50	79.50 89.50	79.50	79.50
Shuffle Alley Deluxe, 11th Frame (United)....	410.00			
Shuffle Pool (Genco).....	95.00 145.00 175.00(4)	100.00 145.00 175.00(2) 195.00	145.00 175.00	140.00 175.00(3) 195.00
Six Player 10th Frame (United).....	75.00(2) 110.00	75.00(2)	75.00(2)	75.00(2) 375.00 395.00
Speedie (United).....	365.00 375.00(2)	365.00 375.00(2)	375.00	375.00 395.00
Special Bowler, 10th Frame (Chicago Coin).....	110.00	110.00	110.00 125.00	75.00 110.00
Special Double Score Bowler 10th Frame (Chi. Coin)...	125.00	115.00 125.00	125.00	125.00
Star 6 Player (United)....	65.00 75.00 119.50	65.00 119.50	65.00 119.50	65.00 95.00 119.50
Star 10 Frame, 6 player (United).....	95.00 115.00 135.00	95.00 99.00 135.00 345.00	95.00 135.00 345.00	95.00 110.00 135.00 345.00(2) 375.00
Starlite Bowler (Chi. Coin)...	325.00(2) 335.00(2)	325.00 335.00 345.00	325.00 345.00	325.00 345.00(2) 375.00
Super Bowler (Keeney)....	125.00	125.00 129.50	125.00	125.00
Super Frame Bowler (Chicago Coin).....	300.00 335.00	300.00 335.00	300.00(2)	300.00 335.00
Super Match Bowler (Chi. Coin).....	100.00	100.00	100.00	100.00
Super Six Shuffle Alley (United).....	60.00 65.00 95.00 109.50	60.00 95.00 109.50	54.50 60.00 85.00 95.00 109.50	54.50 60.00 85.00 95.00 109.50
Targette Deluxe (United)....	435.00	435.00(2)	435.00	435.00
Team Bowler (United).....	275.00 295.00(4) 325.00	275.00 289.00 295.00(3) 305.00 325.00	275.00 295.00(2) 305.00	295.00(3) 315.00 325.00
Tenth Frame Bowler (Chi. Coin).....	75.00	75.00	75.00	75.00(2)
Triple Score Bowler, 10th Frame (Chi. Coin).....	150.00	150.00(2) 175.00 189.50	150.00	150.00
10th Frame Super Shuffle Alley (United).....	125.00	125.00	125.00	125.00
Triple Score Bowler (Chicago Coin).....	150.00 165.00(2) 175.00 189.50	165.00(2) 175.00 189.50	150.00(2) 175.00 195.00	150.00 175.00(2) 195.00
Victory Bowler (Bally).....	345.00	345.00	345.00	315.00 345.00

**We're Home Again**

ready to serve you in our beautiful quarters at 855 N. BROAD ST.

**Crazier Than Ever On Prices**

Just Look At These Wonderful Buys!

ALL MACHINES 100% CLEAN and CHECKED

Refund in 10 Days If Not Satisfied

**MUSIC**

AMI A.....	\$125.00
AMI B.....	175.00
AMI C.....	195.00
AMI D-40.....	295.00

# 2d UMO Teen-Age Party

Continued from page 72

Johnson, of WEXL. They also acted as emcees during the show. Assisting the emcees were Joe Augello, WJLB; Ted McCoy, WJLB; Tom George, WJLB; Jack Ihire, WEXL; Bob Maxwell, WWJ; Lee Ringers, WXYZ, and Robin Seymoure, of WKMH.

### Publicity Plugs

Publicity was handled by Austin Grant, news director of CKLW-TV, who used films of the shows on his newscast the following day at 6:15 p.m. All three city newspapers were represented at the shows and stories appeared in each. Howard Cotman, of the Michigan Chronicle, was also present.

Transportation to and from the recreation centers was supplied thru the co-operation of Henry Sullivan of the Detroit Edison Company.

The Detroit police department was represented by Lt. Frances Theresa Wagner Davey, and the Mayor's youth committee was represented by Jess

Ferris. Mrs. Frances Theresa Wagner represented the Parks and Recreation Department, and Richard F. Haegli attended for the United Community Services of Metropolitan Detroit.

Juke boxes were located in the recreation centers and set for free play. Dan Evans, local AMI distributor, furnished the phonographs.

Refreshments served during the event were supplied by Bernor David, president of the Vernor Ginger Ale Company.

DENVER, March 5.—Neil Timmons sold his entire route, including phonographs, pin games and general amusement machines, this week to Mack Berlofsky.

The route covers locations thru-out Weld County, just north of Denver, and includes such cities as Brighton, Derby, Broomfield and Greeley.

# Vending Overseas

Continued from page 78

cents) on up is issued in paper money and only fruit juice costs less than one ruble.

The coin slots are keyed for 13 varieties of tokens, worth from 50 kopeks to four rubles. Open-face sandwiches cost the Avomat customer 1.50 rubles (38 cents), cookies and pastries 2.35 (59 cents), beer .45 (11 cents), cold plates \$ (1) and wine 2.50 (70 cents).

### Danish Vending

There's an interesting story concerning the requirement in Denmark of all machines to have a heavy wire mesh screen between the glass and the merchandise. Several years ago, Danish insurance companies banded together and issued instructions that they would insure only those machines which had this added protection against burglaries.

The introduction of the mesh did cut down on robberies, but it cut down on business as well. Customers apparently were accustomed to seeing the merchandise and didn't like having their view obstructed.

The insurance companies remained firm, insisted the mesh be retained. But in a matter of weeks sales climbed to former levels. And now the Danes have done an about-face. They claim to prefer the appearance of the wire mesh since it gives the machines a certain "bank-like" look.

### Ticket Machine

Rarely seen in the U. S. the ticket-issuing machine is in general use thruout Europe. In most railroad stations it is necessary to purchase a ticket from a machine before you can go on the platform to see someone off on a train.

Unlike automatic selling in the U. S., where there are dozens of machine types, European manufacturers build only three basic types of venders:

1. The cigarette machine which operates on the pull-out drawer principle.

2. The window unit which opens out and is used for various odd-shaped items, including pastry as well as candy.

3. The Vitrinomat, an adaptation of the cigarette machine, which is built into the store front under the display window. This is a permanent installation and is filled from inside the store.

The Vitrinomat is more widely used in Germany than any other country. These expensive installations require the entire store front to be removed and the vending mechanism built right in. Aside from the fact that high volume of cigarettes sold makes it worthwhile, it's also true that since there has been such a great deal of rebuilding since the war, the installation is not as expensive when starting the new building as tearing out the store front to put in the unit in an existing structure.

# THE BILLBOARD INDEX

## ADVERTISED USED MACHINE PRICES

### ARCADE EQUIPMENT

	Issue of Mar. 5	Issue of Feb. 26	Issue of Feb. 19	Issue of Feb. 12
ABT Challenger.....	\$20.00	25.00	\$20.00	75.00
Air Football, 2 player.....			\$19.50	20.00
Air Hockey, 2 player.....			75.00	29.50
Art Show.....		49.50		375.00
Atom Jets.....			35.00	350.00
Barrel Roll (Jennings).....			125.00	125.00
Baseball (Scientific).....	79.50	75.00	79.50	79.50
Basketball (Scientific).....			75.00	
Bat-a-Score (Evans).....	145.00	175.00	175.00	125.00
Bat-a-Score Sr. ....			125.00	165.00
Best Hand.....			65.00	65.00
Big Inning (Bally).....	145.00	150.00	150.00	150.00(2)
Big League (Williams).....		395.00	395.00	395.00
Carnival Rifle Gallery (United).....	385.00			395.00
Carnival Gun (United).....	395.00(2)	395.00	425.00	410.00
Chicken Sam (Seeburg).....	99.50	99.50	99.50	99.50
Coon Gun (Seeburg).....			295.00	349.50
Coon Hunt (Seeburg).....	250.00	235.00	250.00	225.00
Criss Cross.....			295.00	285.00
Dale Gun (Exhibit).....	50.00(2)	65.00	39.00	65.00
Deluxe Card Vendor (Exhibit).....		89.50	89.50	89.50
Derby, 4 Player (Chi Coin).....	195.00	195.00	195.00	195.00
Deluxe Carnival Gun (United).....			399.50	399.50
Drivemobile (Mutoscope).....	165.00	165.00	165.00	165.00
Flash Hockey (Coinex).....	75.00	55.00	75.00	75.00
Flying Saucer (Mutoscope).....	149.50	149.50	149.50	149.50
Footcase (Exhibit).....			95.00	
Goatee (Chicago Coin).....	95.00	99.50	95.00	99.50
Grandma Fortune Teller.....			125.00	125.00
Gun Club.....	110.00			
Heavy Hitter (Bally).....	55.00	55.00	40.00	40.00
Hi-Ball (Exhibit).....	75.00	75.00(2)	75.00	75.00
Hockey Game (Exhibit).....	50.00			
Holly Cranes.....			175.00	175.00
Home Run, 6 Player (Chicago Coin).....	195.00(2)			365.00
Jet Gun (Exhibit).....	125.00(2)	125.00(2)	100.00	145.00
Jet Fighter (Williams).....	145.00	145.00	125.00	135.00
Jungle Gun (United).....	285.00	295.00	285.00	295.00
Kicker & Catcher.....	295.00	365.00	275.00	295.00
Lite League.....	49.50	49.50	49.50	49.50
Mercury Counter Gripper.....	20.00	20.00	20.00	20.00
Metal Typer (Harvard).....		275.00	150.00	150.00
Metal Typer (Standard).....			275.00	275.00
Midget Movies.....		195.00	185.00	295.00
Midget Skee Ball (Chicago Coin).....	175.00			185.00
Night Fighter (Genco).....	155.00	155.00		
Panoram (Mills).....			350.00	350.00
Pee Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic Deluxe (Mutoscope).....			395.00	395.00
Photomatic (Mutoscope).....	545.00(late)	545.00(late)	545.00(late)	545.00(late)
Pistol Pete (Chicago Coin).....	595.00	595.00(late)		
Pitch 'Em & Bat 'Em.....	65.00	99.50	65.00	99.50
Quizzer.....	145.00		185.00	185.00
Ray Gun (Seeburg).....	75.00	75.00		75.00
Rifle Gallery (Genco).....	325.00(2)	295.00	345.00	365.00
Round the World Trainer.....	345.00(2)	350.00	375.00(3)	375.00(3)
Shocker (Acme).....	350.00	365.00	365.00	395.00
Shoot the Bear (Seeburg).....	375.00	375.00		
Shipman Art Show.....	345.00	375.00		
Shooting Gallery (Exhibit).....	24.50	24.50	24.50	24.50
Silver Bullets.....	125.00	129.50	150.00(2)	150.00(2)
Six Shooter (Exhibit).....	150.00(2)	160.00		150.00(4)
Skee Ball (Genco).....	160.00	175.00		160.00
Skee Ball (Wurlitzer).....	49.50	49.50	49.50	49.50
Ski Roll (Evans).....	195.00	255.00	225.00	265.00
Skill Gun (ABT).....	265.00	285.00(2)	395.00	265.00
Skill Shooter (ABT).....	285.00(2)	365.00		295.00
Sky Fighter (Mutoscope).....			395.00	395.00
Sky Gunner (Genco).....	145.00	135.00(2)	135.00	155.00
Space Gun (Exhibit).....	155.00	195.00	195.00	175.00
Space Invader.....	125.00	150.00	175.00	95.00
Star Series (Williams).....		89.50	89.50	89.50
Star Shooting Gallery (Exhibit).....	89.50	89.50	325.00(2)	325.00
Strik-A-Lite (ABT).....	325.00	235.00	325.00(2)	29.50
Super Jet Fighter (Williams).....			225.00	29.50
Target Skill Gun.....				18.00
Telequiz.....	100.00	115.00	99.00	100.00
3-D Theater.....			115.00(2)	115.00
Three Way Gripper (Gottlieb).....	199.50	199.50	199.50	125.00
13-Way Athletic Scale (Mercury).....	18.50	18.50	18.50	199.50
Twin Shoe-Shine.....		89.50	89.50	79.50
Undersea Raider.....		150.00	150.00	150.00
Voice-a-Graph (Mutoscope).....	125.00	125.00	125.00	125.00
Wild West (Exhibit).....	495.00(2)	495.00(2)	375.00	495.00
Wizard Sc.....			18.50	18.50
You Shoot.....	18.50	18.50	345.00	345.00
Zipper (Binks).....	39.50	39.00	39.50	39.50

### SHUFFLE GAMES

**NEW**  
Chicago Coin  
TRIPLE STRIKE  
CRISS CROSS TARGET

United LIGHTNING  
Bally MYSTIC  
Bally MAGIC

FIRST-Conditioned  
UNITED-Match

MERCURY D.L. \$435  
SANNER 400  
ACE 355  
TEAM, 10/25# 295  
LEADER 295  
IMPERIAL 265  
CLASSIC 180  
CLOVER 189

UNITED-High Score  
SPEEDY \$375  
CHIEF 285  
ROYAL 245  
OLYMPIC 169  
CASCADE 145  
SUPER 6 PLAYER 95

CHICAGO COIN  
HOLIDAY \$515  
FLASH 395  
STARLIGHT 335  
SUPER FRAME 325  
TRIPLE SCORE 165  
CROWN 165  
DOUBLE SCORE 135

KEENEY  
DOMINO (Match) \$165  
CARNIVAL 145  
6 PLAYER, Jumbo Pins with Formica 75  
BIG LEAGUE BOWLER 55

GENCO  
SHUFFLE MATCH POOL \$265  
SHUFFLE POOL 175

Keeneey  
SHUFFLEBOARD CONVERSIONS  
4-WAY BOWLER \$75  
BOWLING CHAMP 45

### Joe and Wally Say: Be FIRST to Hit the Profit

Bull's-Eye with CHICAGO COIN'S **ARROW BOWLER**  
Order from FIRST for FIRST Delivery!



**TARGET GUNS**  
NEW  
Exhibit MODEL 500  
Exhibit SPORTLAND  
Genco WILD WEST  
United BONUS GUN  
Keeneey RANGER

FIRST-Conditioned  
DELUXE CARNIVAL \$395  
RIFLE GALLERY 345  
YOU SHOOT (Remington .22 with live ammo) 345  
SHOOTING GALLERY 285  
COON HUNT 250  
SHOOT THE BEAR 150  
JET GUN 125  
SIX SHOOTER 95  
RAY GUN 75  
PISTOL PETE 65  
DALE GUN 65

**SPECIALS:** Evans SADDLE & TURF, Club Mod. \$275  
Genco 400 \$75; Genco Golden Nugget \$85  
Genco Silver Chest \$95

**ARCANE**  
BRAND-NEW CLOSEOUTS  
Genco 2-PLAYER BASKETBALL \$325  
Chicago 6-PLAYER SUPER HOME RUN, 10/25# 395  
Wms. 6-PLAYER ALL-STAR BASEBALL 375  
Chicago ROUND THE WORLD TRAINER 375

FIRST-Conditioned  
Mutoscope SKY FIGHTER \$145  
Chicago Coin BASKETBALL CHAMP 145  
Bally BIG INNING 150  
Evans BAT-A-SCORE 125  
TELEQUIZ with Film 115  
Chicago Coin GOALEE 95  
ZINGO 65

## FIRST COIN MACHINE EXCHANGE

1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

### Everything Goes . . . REMOVAL SALE

EACH PIECE COMPLETELY RECONDITIONED AND GUARANTEED READY TO OPERATE

BINGO GAMES	MUSIC
<b>BALLY</b>	<b>ROCK-OLA</b>
Atlantic City \$110.00	1438 Comet, 45 R.P.M., 120 Sel. \$695.00
Beauty 215.00	1436A, 45 R.P.M., 120 Sel. 375.00
Beach Club 250.00	1436A, 78 R.P.M., 120 Sel. 325.00
Brite Lites 50.00	1428, 20 Selection 125.00
Bright Spot 60.00	1426, 20 Selection 65.00
Coney Island 60.00	1422, 20 Selection 50.00
Dude Ranch 275.00	
Frolic 165.00	<b>A.M.I.</b>
Hi-Fi 325.00	Model A, 40 Selection \$145.00
Ice Frolics 300.00	Model C, 40 Selection 195.00
Palm Beach 125.00	Model D-40, 40 Selection 275.00
Palm Spring 310.00	Model D-80, 80 Selection 375.00
Spot Lite 65.00	
Surf Club 350.00	<b>SEEBURG</b>
Variety 515.00	M-100A, 100 Selection \$375.00
Yacht Club 135.00	M-146, 20 Selection 75.00
	M-148, 20 Selection 95.00
<b>UNITED</b>	<b>WURLITZER</b>
Hawaii \$325.00	1080, 24 Selection \$125.00
Mexico 345.00	1100, 24 Selection 125.00
Nevada 375.00	1250, 48 Selection 175.00
Rio 215.00	
Tahiti 175.00	Evans Constellation, 40 Selection \$175.00
Tropics 175.00	

Parts 50% to 75% Off—Most Complete Stock in the Country—Everything Goes—Come in or Write for Clearance Price List.

Want to Buy Bally Champion Horses With Castors.

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT

**J. ROSENFELD COMPANY** 3220 OLIVE STREET  
Distributors—Rock-Ola—Chicago Coin St. Louis 3, Missouri Olive 2-2800

### BINGO SPECIALS

SURF CLUB \$350.00  
PALM SPRINGS 310.00  
ICE FROLICS 300.00  
FROLICS 135.00  
ZIPPER 20.00

We are now delivering United's New Game, MANHATTAN. One-half deposit with order.

**Frank Swartz Sales Co.**  
515-A Fourth Ave., S.  
Nashville 10, Tenn.

### A Showing of PARAMOUNT IMPORTANCE Exhibit's New '500' Shooting Gallery

Come in and See This "Out of the Ordinary" Gun in Action.

**MIREMUNVES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
43 YEARS SERVICE • EST. 1912

Admen of every kind  
Endorse The Billboard as a  
**TOP SELLING FORCE**

GIVE TO DAMON RUNYON CANCER FUND

### Danish Venders

Continued from page 78

arettes, requiring either 2 or 4 kroner in the chute. Unaccepted coins, or slugs, and change drop into a recessed box, protected against coin-bouncing by a hinged metal lid. The lower unit has eight stacks of cigarettes and cigars, with the slot calling for 1 or 2 kroner.

#### Price Tags

The vender has a sturdy but attractive appearance, with neat metal squares for insertion of price tags and listing of the amount of change to be returned. Most of the cigarette brands now retail for from 3.20 to 3.50 kroner (46 to 52 cents) per pack of 20, which necessitates a well-designed change-maker.

While all elements of both the Wittenborg and Wistoft venders are standardized, they can easily be adjusted to handle various sizes of packs and are usually assembled to suit the special needs of the location.

The Wittenborg firm has assembled a special vender for a sidewalk location in front of the Inter Photo store, for sale of films and photographic supplies. Two standard vertical units of 12 cubicles each have been fitted with rotating bases.

#### 72 Items

Altho only 24 compartments are in view at one time, each of the 72 compartments can be stocked with a different item so long as it retails in the same price range. Each compartment has a metal flange on one side for insertion of price tags and details about merchandise. One unit operates with three 2-kroner coins (90 cents), while the other works with four 1-kroner coins (60 cents). As usual, one slot serves all 12 cubicles in the unit.

The two units are encased in the usual metal cabinet on rollers, but the base is a heavy metal drop box in which films can be left for development. The square opening for insertion of films is protected by a metal cover, with a spring to keep it closed. This drop box replaces the usual publicity panel, but it is a novelty which draws attention.

**RECONDITIONED BINGO GAMES**

Hi-Fi	\$335.00
Surf Club	335.00
Ice Frolics	285.00
Palm Springs	285.00
Beach Club	240.00
Beauty	190.00
Palm Beach	90.00

**SHUFFLE ALLEYS**

Bally Victory Bowler	\$315.00
Chi. Coin 10th Frame Special	65.00
Chi. Coin 6-7-1 Super Match	65.00
Chi. Coin Name Bowler	65.00

**PHONOGRAPHS**

AMI Model C	\$175.00
Rock-Ola Model 1436-78	300.00

All machines reconditioned and ready for location. 1/3 deposit with order.

**H. M. BRANSON DISTRIBUTING CO.**  
811 East Broadway, Louisville 4, Ky.

### Ops Sing Lenten Blues

Continued from page 78

major gum manufacturers agreed that March sales run considerably higher than February sales and advances the following theory in explanation:

#### Gum Substitute

Because millions give up smoking during Lent, a heavy percentage of this number will turn to gum as a substitute. However, a fair number of chewers will give up gum, but not as many as the number of smokers who have substituted chewing. Hence, a small net gain in favor of gum is reflected.

Full-line vending operators had better pay pretty close attention to the calendar. Wednesdays and Fridays are ember days, for Catholics during which no meat may be consumed, and Mondays, Tuesdays make provision for meat once a day. As dinner is normally the meat meal, operators will generally cut down on meat thruout the entire Lenten season, and cut way down on Wednesdays and Fridays.

Snack operations—candy, soft drink and pastry stops—will really be hurting tho. Many persons give up eating between meals entirely.

#### Two Birds

The strict Catholic observance of Lent requires that the amount of food consumed at breakfast and lunch be less than the amount of food consumed at dinner.

Ed Sahagian, partner of Coffee Vending Service, operator of Kwik-Kafe and full-line industrial routes thruout the New York metropolitan area, said he doubted if sales would be off as much as 2 per cent during the Lenten season, and, if it did drop that much, there are so many variables that it would be impossible to attribute any decline to Lent.

#### Eat as Much

However, the bulk of CVS equipment is in coffee machines, and few persons give up coffee for Lent. Wherever CVS operates a full-line feeding set-up, food is dispensed by cafeteria rather than by vender. And Sahagian said that he substitutes fish dishes for meat during Lent.

At Automatic Caterers, Uniondale, L. I., Walter Strauss told a different story. Automatic operates mostly in industrials, with one junior high school also on a full-line feeding basis.

#### Off 20%

Strauss feels that sales would be as much as 20 per cent higher if it weren't for Lent. He added that Automatic Caterers allows for Lent when figuring its annual estimates, much in the same way it allows for holidays and vacations.

Outside of substituting egg and cheese sandwiches for meat sandwiches, he feels that there isn't much an operator can do to bolster sales during Lent. Soft drinks and candy, he added, will fall off, and it's beyond the control of the operator to stop it.

Bob Arnold, in charge of vend-

ing sales at Union News, came up with roughly the same picture as Strauss. Union News sales are off he said, particularly in cigarettes, candy and soft drinks.

#### Other Variables

He said that the tax season might have something to do with the sales picture, and that there may be other variables, but he felt fairly certain that Lent accounted for a good portion of it.

Music and games operators—whose locations are mostly taverns—are also singing the blues. There's one axiom that nearly always applies to these operators—business is usually no better nor no worse than the business at the bar. And Lenten bar business is usually pretty sad.

Hurting most of those operators with tavern stops in predominantly Catholic neighborhoods.

Few operators seemed to have any solution for the Lenten slump. One suggested that while it is possible to vend with the trend to a degree, the only thing an operator really has to look forward to is Easter.

### NATD Award

Continued from page 78

Association of Tobacco Distributors.

Samuel J. Silberman, Consolidated Cigar Corporation, New York, is chairman of the committee. Other members are Lewis Gruber, P. Lorillard Company; F. H. Hanscom, Walter H. Johnson Candy Company; S. E. Kneeb, Aristocrat Leather Products, Inc.; Julius Teich, Superior Displays, Inc., and George Weissman, Philip Morris & Company, Ltd., Inc.

The wholesalers' committee, which will select the winner in the manufacturing personnel division, will be under the chairmanship of Ralph S. Williams, Faber, Coe & Gregg, New York.

Other committee members are Leon Finkle, Finkle Candy Company, Gloversville, N. Y.; T. Monroe Kildow, W. H. Kildow Company, Tiffin, O.; H. L. Koester, H. L. Koester & Son, Charleston, S. C.; W. E. Price, Price Company, Port Arthur, Tex., and Edward M. Zolla Jr., Zolla Bros.-Silvian, Inc., Chicago.



NEARLY 100 OPERATORS and servicemen attended Bally service school at Peach State Distributing Company, Macon, Ga., February 21-23. In group standing at rear are W. N. (Dyke) Hawes (with glasses) and Al Hawkins (in white shirt), top officials of Peach State.

**WE'RE BUYING!**

**We Want**

- Frolics, Bright Spots, Bright Lites, Showboats
- Late Shuffle Alleys

**CALL ASCME**  
**BE. 5-6770**

We carry full line of all makes late Bingos and Shuffle Alleys

**CALL ASCME**  
**BE. 5-6770**

COMPLETELY SHOPPED—QUICK DELIVERY

**(ASCME)**

**ALL STATE COIN MACHINE EXCHANGE**

2317 North Western Ave. Chicago 47, Illinois Belmont 5-6770

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

**SOUTHERN AUTOMATIC**  
MUSIC COMPANY, INC.

ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!

**MORE MONEY**

**MORE Money Paid For Your**

**Bingos—Late Shuffles**

**Late 5-Balls—Seeb. M100B, BL & C**

**Cash or Trade—Phone or Write**

**—BINGOS—**

**NEW: UNITED TROPICANA, BALLY BIG TIME**

Hi-Fi	\$350	Coney Island	\$ 95
Surf Club	375	Spot Lite	95
Ice Frolics	325	Havana	315
Palm Springs	325	Rio	275
Dude Ranch	295	Circus	175
Yacht Club	150	Cabana	165
Beach Club	285	Tropics	225
Beauty	225	Hawaii	355
Palm Beach	125	Mexico	345
Frolics	175	Golden Nugget	99.50
Atlantic City	130	Genco 400	89.50

**5-BALLS**

GOTTIEB		Genco	
Hit 'n' Run	\$109.50	So. Pacific	\$54.50
4 Horsemen	99.50	Screwball	49.50
All Star	99.50	Floating Pwr.	49.50
Knockout	79.50	UNITED	
Bowling Ch.	59.50	Tampico	\$49.50
Buffalo Bill	59.50	Oklahoma	59.50
Double Shuffle	59.50	Pinch Hitter	59.50
WILLIAMS		Paradise	49.50
Daffy Derby		Rondeo	49.50
F.S.	\$275.50	Summertime	49.50
Pinky	79.50	Blue Skies	49.50
Maryland	69.50	EXHIBIT	
Boston	69.50	Bobo	\$84.50
Freshie	59.50	Gondola	49.50
Lucky Inning	89.50	Samba	49.50
CHICAGO COIN		CHICAGO COIN	
King Pin	\$89.50	King Pin	\$89.50
Trinidad	49.50	Trinidad	49.50

**ARCADÉ**

**UNITED BONUS GUN**

**Genco WILD WEST**

**KEENEY DELUXE SPORTSMAN GUN**

**EXH. SPORTLAND GUN**

**MUTO. DRIVEMOBILE**

**AUTO-PHOTO**

**HYDRO DUCK GUN**

**AIR FOOTBALL, New \$375.00**

**AIR HOCKEY, New 350.00**

**SET SHOT BSKTBALL 345.00**

**Genco Rifle Gallery 375.00**

**Un. Jungle Gun 295.00**

**Exh. Shooting Gallery 285.00**

**Photomatic, Late 545.00**

**Voice-o-Graph 495.00**

**Wms. Jet Fighter 285.00**

**Wms. Big League, F.S. 395.00**

**Wms. Del. Baseball 325.00**

**Genco Sky Gunner 195.00**

**3-D Theatre 199.50**

**Chi. 4-Player Derby 195.00**

**Ev. Bat-a-Score 175.00**

**Ch. Basketball Champ 195.00**

**Exhibit Space Gun 125.00**

**Shoot the Bear 150.00**

**Exh. Jet Gun 145.00**

**Muto. Drivemobile 165.00**

**Telequiz & Film 115.00**

**Muto. Flying Saucer 149.50**

**Undersea Raider 125.00**

**Goalie 99.50**

**Chicken Sam 99.50**

**Chi Pistol 99.50**

**Wms. Star Series 89.50**

**Exh. Dale Gun 89.50**

**Scientific Baseball 79.50**

**Flash Hockey 75.00**

**Wms. Quarterback 75.00**

**Exh. Hi-Ball 75.00**

**SHUFFLE GAMES**

**UNITED LIGHTNING SHUFFLE ALLEY**

**UNITED COMET SHUFFLE TARGET**

**CHICOIN CRISS CROSS TARGET**

United Banner, Match Score	\$395.00
United Ace, Match Score	345.00
United Leader, Match	275.00
United Chief, High Score	265.00
United Team S.A., Match Score	275.00
United League S.A., High Score	265.00
United Imperial, Match Score	345.00
United Royal, High Score	235.00
United Classic, Match Score	150.00
United Olympic, High Score	145.00
United Clover, Match Score	125.00
United Cascade, High Score	120.00
United Star, 10th Frame	115.00
United Super 10th Frame	115.00
United Star & Player, Match Score	110.00
United Super & Player, S.A.	99.50
United De Luxe S.A. & Player	89.50
United & Player w/Formica, 7-18	125.00
Chi. Name Bowler	125.00
Chi. Criss Cross Match	325.00
Chi. Holiday, Match	325.00
Keeneey & Player, Big Lighted Pins	49.50
Universal 18 Bowl-a-Matic	325.00
Genco Shuffle Pool	175.00
Genco Match Pool	250.00

**COUNTER GAMES**

**KICKER & CATCHER \$49.50**

**Acme Shocker 24.50**

**Binks Zipper 39.50**

**Art Show & Film 49.50**

**ABT Challenger 75.00**

**Texas Leaguer 549.50**

**Citation 79.50**

**Gold Cup 59.50**

**Special Entry 49.50**

**Jockey Special 54.50**

**CIGARETTE VENDERS**

**ROYAL "17" (17 Col.), Elec.—WRITE FOR CIRCULAR**

Rowe President, 10 Col. or 8 Col., Fac. Reb.	\$155
National Model 950, 9 Col., Fac. Reb.	135
National 930, 9 Col., Fac. Reb.	135
Unesadapak Model 500, 9 Col., Fac. Reb.	135
DuGrenier Model "W", 9 Col., Fac. Reb.	125

**BRAND NEW CLOSEOUTS**

WMS. ALL STAR BASEBALL	\$375
Genco 2 PLAYER BASKETBALL	345
EXH. STAR SHOOTING GALLERY	325
EXHIBIT SHOOTING GALLERY	310
Genco 4 PLAYER SKEEBALL	350
MIGHTY MIKE SPARRING PARTNER	895
Genco SILVER CHEST	125
WMS. JET FIGHTER	350

**Evans Club Model SADDLE & TURF \$325**

**New Standard-Rapid COIN-COUNTER**

Counts and wraps Pennies to Halves. Rugged, Light, Accurate Portable. Try One on Money-Back Guarantee .... **\$189.50**

**CHANGEMAKER**

Dispenses 2 dimes, 1 nickel for 25¢. In stock, \$89.50.

**Empire COIN MACHINE EXCHANGE**

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**WURLITZER 1015 \$99.50**

**IMPORTERS TRIMOUNT OFFERS**

**for Immediate Delivery**

**SEEBURG M100A, 100B and 100BL**

**WURLITZER 1015, 1100, 1250, 1500 and 1500A**

**ROCK-OLA 120 FIREBALLS**

**COMPLETE ASSORTMENT OF PIN GAMES AND ARCADE EQUIPMENT**

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST.

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

**Remember IN NEW ENGLAND IT'S TRIMOUNT!**

**TRIMOUNT**

40 WALTHAM STREET BOSTON 18, MASS



# WAKE-UP

NOVELTY  
GAME  
PLAY!

YIPPEE!



## OPERATE Williams SPITFIRE

Making numbers 1 to 8 in rotation scores immediate replay and lites both lanes in midjet playfields and bottom center rollover for replay.

Captive Ball in **YELLOW** Midget Playfield Builds Up Bonus and Scores Replay

Captive Ball in **GREEN** Midget Playfield Builds Up Bonus and Scores Replay

**new FAST SCORING ACTION!**

**5 BALLS IN SKILL HOLE SCORES REPLAY!**

**new 2nd COIN STAR FEATURE** permits player to score from 5 to 200 replays!



See Your Distributor Now!

- 1 SKILL HOLE!
- 2 THUMPER BUMPERS!
- 2 FLIPPERS!

Order Williams **SPITFIRE** for REAL PROFITS!

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

## TOPS IN KIDDIE RIDES

### PALOMINO the HORSE SUPREME



Dimensions: Height 48", Length 48", Base 18"x37"

### PHONOGRAPH and BOWLER SALE

- 1 Wurl. 1650 ..... \$424.50
- 3 Wurl. 1500A ..... 484.50
- 2 Wurl. 1500 ..... 384.50
- 1 Wurl. 1400, 45 R.P.M. ... 304.50
- 10 Wurl. Wallbox, 48 Sel. Ea. 26.50
- 1 AMI-A ..... 119.50
- 2 AMI-C ..... 174.50
- 1 AMI-E ..... 434.50
- 1 Seeburg 147 ..... 74.50
- 1 Keeney Domino Bowler . 122.50
- 2 United Imperial Bowler. 252.50
- 2 CC Gold Cup, F.P., Bowler 172.50
- 1 CC Advance Bowler .... 195.00
- 1 CC Starlite, F.P., Bowler. 322.50

**T&L DISTRIBUTING CO.**  
1663 Central Parkway  
Cincinnati 14, Ohio  
Phone MAin 8751

## SHAFFER SPECIALS

From Our New Illustrated Catalog

WURLITZER		SEEBURG	
1500 (104 Sel.)	\$395.00	M-100B (45 r.p.m.)	\$569.50
1250 (48 Sel.)	199.50	M-100A (78 r.p.m.)	349.50
1100 (24 Sel.)	119.50	HM-100 (78 Hideaway)	269.50
1080 (24 Sel.)	69.50	148 ML (Blonde)	109.50

AMI		MISCELLANEOUS	
MODEL A (40 Sel.)	\$99.50	SHOOT THE BEAR	\$129.50
		SEEBURG COON HUNT	179.50
		SEEBURG 5/10/25	
		3-WIRE WALLBOX	14.50
		WURLITZER 5204A	
		(104 Sel.) WALLBOX	39.50

**FREE NEW CATALOG**  
SEND FOR A COPY OF OUR NEW ILLUSTRATED CATALOG OF RECENT MODEL PHONOGRAPHS.

## Shaffer Music Co.

Cincinnati, Ohio 1200 Walnut St. MAIN 6310  
Columbus, Ohio 849 N. High St. KLondike 4614  
Indianapolis, Ind. 1327 Capitol Ave. MELrose 4-3571

### "A BETTER DEAL ALWAYS"

BINGOS	UNITED BOWLERS	NEW
Atlantic City ..... \$115.00	Cascades ..... \$120.00	ARCADE EQUIPMENT
ABC ..... 50.00	10th Frame ..... 75.00	* ABT Rifle Range
Beach Club ..... 250.00	Olympic ..... 150.00	* Bally Moonrider
Beauty ..... 225.00	Royal ..... 195.00	* Cole's Drink Machines
Coney Island ..... 75.00	Rainbows ..... 350.00	* Decco's Grandma
Cabana ..... 185.00	League Bowler ..... 275.00	* Exhibit Rides
Frolic ..... 135.00	Chief ..... 275.00	* Exhibit Sportland
Hawaii ..... 295.00	DeLuxe ..... 50.00	* Exhibit Shooting Gallery
Palm Beach ..... 115.00	Official ..... 60.00	* Mut. Drive Yourself
Saddle & Turf ..... 295.00	Stars ..... 65.00	Drivemobile
Stars ..... 65.00	10th Fr. Stars ..... 95.00	* Mut. K.O. Fighter
Tropics ..... 175.00		* Mut. Voicegraph
Sport Life ..... 75.00		* Photomatics
Yacht Club ..... 125.00		* Standard Metal Typer
Singapore ..... 450.00		* Star Popcorn Units
Tropicana ..... 525.00		* Sci. Water Game

COUNTER MACHINES	DRINK MACHINES
5 ABT Skill Guns ..... \$20.00	6 Supervends, 3 sel., 1000-cup capacity, with change makers \$200.00
30 ABT Challengers ..... 20.00	4 Sneads, single 10-oz. cup, 1000 capacity .. 125.00
6 Genco Pee-Wees ..... 20.00	3 Mills, single drink, 400-cup capacity, with change maker 150.00
90 3-Way Grippers ..... 18.50	6 Hupp, single drink, 400-cup capacity .. 110.00
Shockers, New ..... 24.50	6 Revco Ice Cream Cup, 2400 Model .. 125.00
50 Three-of-a-Kind ..... 18.50	2 Craig Ice Cream Bar 125.00
20 Mer. Count. Grip ..... 20.00	
17 Wizards, 56 ..... 18.50	

**AM I** NOW DELIVERING MODEL F

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715

**M. S. GISSER**  
Sales Manager

PRICED RIGHT **ONLY \$279.50** F.O.B., N.Y.C.

PHONE COLLECT **PLAZA 7-8725**

OTHER BARGAINS—Both New and Factory Reconditioned.  
CAROUSELS • BOATS • SEE-SAW • ROCKETS

**CAPITOL PROJECTOR CORP.**  
556 West 52nd St. New York City 19, N. Y.

**ATTENTION—**  
Iowa and N. Illinois Operators!  
WE HAVE GOTTLIEB'S NEW HIT  
**GYPSY QUEEN**

Dynamic Playing Card Appeal—Tremendous Earning Power Proved!  
**IMMEDIATE DELIVERY! ORDER NOW!**

**WILL PAY TOP DOLLAR**  
CASH or TRADE for  
Daisy May—Hawaiian Beauty—Green Pastures—Poker Face—Queen of Hearts—Happy Days—Guys-Dolls—Grand Slam—Flying High—Four Stars—Coronation—Cross Roads—Wild West—Globe Trotter—All-Star Basketball.

Write—Wire—Phone!

**NATIONAL**  
Coin Machine Exchange  
1411-13 Diversey Blvd. Chicago 14  
Phone: BUCKingham 1-6466

**★ IMPORTERS ★**  
WE HAVE 20 YEARS' EXPERIENCE IN  
EXPORT SALES • EXPORT SHIPPING • EXPORT FINANCING

Now Shipping:

- ★ SEEBURG M 100A, M 100B, M 100C
- ★ AMI E 120, E 80
- ★ WURLITZER LATE MODELS
- ★ BALLY BINGO GAMES
- ★ GENCO, EXHIBIT RIFLE GAMES

**CABLE FOR OUR LOW CIF PRICES**

WE ARE EXCLUSIVE DISTRIBUTORS FOR:  
**AMI, GENCO, BALLY, KEENEY, GOTTLIEB**  
and other leading Manufacturers

Cable Address: BAGER5AL LOS ANGELES  
**BADGER SALES COMPANY, INC.**  
2251 WEST PICO BOULEVARD • LOS ANGELES 6, CALIFORNIA

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

COMPLETE LINE BALLY BINGO PARTS

SHUFFLE ALLEYS	BINGOS	MUSIC
Bally Magic Bowler... Write	Bally Big Time... Write	Rock-Ola Hi-Fi 1446 120 select. Write
Chicago Coin Thunderbolt... Write	Spot Light ..... \$ 60.00	Rock-Ola Hi-Fi 1442 50 Select. Write
Chicago Coin Triple Strike... Write	Bright Spot ..... 85.00	AMI D-40 ..... \$300.00
Chicago Coin Criss Cross Target ..... Write	Coney Island ..... 75.00	Rock-Ola Comet, 120 selection ..... 725.00
Bally Champion ..... \$395.00	United Circus ..... 150.00	Rock-Ola 1434 Rocket, 78 rpm, 50 Select. 325.00
Bally Victory ..... 345.00	Atlantic City ..... 95.00	Seeburg M-100-A ... 375.00
Chicago Coin Criss Cross ..... 300.00	Ice Frolic ..... 300.00	Seeburg M-100-B ... 325.00
Keeney Pacemaker... 200.00	Variety (like new)... 525.00	Seeburg M-100-C ... 650.00
Keeney Bonus Bowler ..... 250.00	Palm Beach ..... 125.00	1015 Wurlitzer (white they last)... 75.00
	Hi-Fi ..... 345.00	1100 Wurlitzer ..... 185.00
	Yacht Club ..... 175.00	
	Beach Club ..... 275.00	<b>BALLY KIDDY RIDES—WRITE</b>
	Beauty ..... 210.00	
	Frolics ..... 150.00	
	Surf Club ..... 350.00	
	Palm Springs ..... 325.00	

**CALDERON DISTRIBUTING Co.**  
450 Massachusetts Avenue Indianapolis, Indiana  
ME-lrose 4-8468

**NEW UNITED**  
LIGHTNING—SHUFFLE ALLEY  
BINGO—TROPICANA  
SENSATIONAL NEW  
BONUS GUN—MOVING TARGET  
USED SHUFFLES

United Chief ..... \$295.00  
United Royal ..... 269.50  
United Olympic ..... 195.00  
United Clover ..... 169.50  
Chi Coin Triple Score ..... 185.00  
Keeney Advance Bowler ..... 285.00  
Keeney Carnival Bowler ..... 159.50  
Keeney 10 Player ..... 129.50  
Keeney 4 Player Hitch ..... 109.50  
Chi Coin Hi-Speed Triple ..... 295.00

Write, Wire, Phone  
**CENTRAL OHIO COIN MACHINE EXCH.**  
525 S. HIGH ST. COLUMBUS 15, OHIO  
CAPital 4-7254

**GET READY FOR SPRING**  
BUY NOW AND SAVE!

**UNITED ALLEYS**

6 Player Stars	\$ 99.50
10th Frame Stars	120.00
MANHATTANS	100.00
Cascade or Liberty's	135.00
Olympic or Broadways	150.00
4 Player Supers	80.00
6 Player Deluxes	49.50

**MUSIC**

Seeburg M100A's	\$395.00
AMI Model C's	199.50
1015 Hideaway	50.00
Wurlitzer 1100	135.00

**MISCELLANEOUS**

Genco Bank Roll Skee Alleys	\$ 75.00
Exhibit Sportland Galleries (Used)	425.00
Chico Goalie	45.00
Genco Bing-a-Rolls	45.00

1/2 Deposit. Wire Now!  
ODCO, INC., previously Oishein Dist. Co.  
1102 Broadway, Albany, N. Y.

**Ready for Locations**

- 3—Bally Beauties ..... \$205.00
- 12—Beach Clubs ..... 240.00
- 3—Yacht Clubs ..... 125.00
- 7—Dude Ranch ..... 265.00
- 3—Wurlitzer 1015's ..... 105.00

All other Bingos and Bowlers.  
1/3 Deposit, Balance C.O.D. or 5/D.

**MICKEY ANDERSON**  
314 East 11th St. Erie, Penna.  
Phone 5-7549

# The Gun that Shoots for Long-Range Earnings...

**NEW**

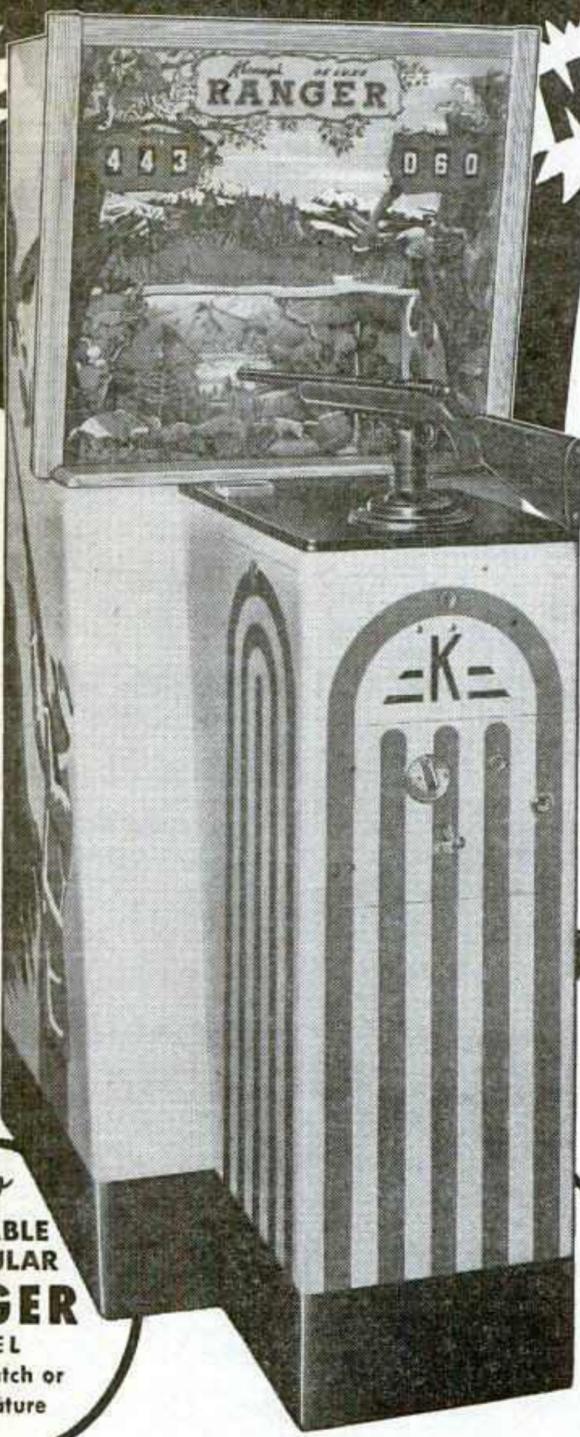
NEW PLASTIC LITE-UP REELS

FREE SWINGING NO-CHAIN GUN

RAPID FIRE TRIGGER ADJUSTABLE TO FIRE 30 SHOTS IN 5 SECONDS

Built BY KEENEY!

also AVAILABLE IN REGULAR RANGER MODEL without match or replay feature



**NEW**

## Keeneys' DELUXE RANGER

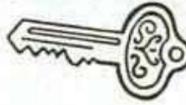
Entirely New with DEEP STEREO view projecting targets and scenery into greater 3-D depths than ever before!

Adjustable by operator to give **REPLAYS** for High Scores from 370 to 460

**MAXIMUM SCORE 400** plus TIME BONUS

LIBERAL • NORMAL • CONSERVATIVE MATCH FEATURE

NEW BRILLIANT MULTI-COLOR CORK FINISH CABINET



SINGLE KEY FITS ALL DOORS EXCEPT CASH BOX!



J. H. Keeneys & CO., INC.  
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

Get IMMEDIATE DELIVERY! See YOUR KEENEY DISTRIBUTOR!

**Headquarters for BEST BUYS**  
in USED *Bally* GAMES

Just buy one, see why you pay a little more—and be glad you did! 1/3 deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

**HIGHEST PRICES PAID**  
for Used  
**Bally In-Line Games**

**Allan** SALES, INC.  
937 MARKET STREET  
WHEELING, WEST VIRGINIA  
PHONE: WHEELING 5472

**HELP!!**  
Yourselves To Our Bargains

**Guns**  
Genco Big Top (Brand New) ... \$450.00  
Genco Rifle Gallery (Just Like New) ..... 325.00  
Genco Sky Gunner ..... 135.00  
Exhibit Shooting Gallery ..... 195.00

**Games**  
Wms. All Star Baseball, 6-Player Match (Like New) ..... \$325.00  
Chi Coin Home Run, 6 Player.. 195.00

**Shuffle Games**  
Genco Shuffle Pool ..... \$175.00  
United 5-Player, 7-10 Split, Formica Top ..... 50.00

**MODERN DISTRIBUTING COMPANY**  
3222 Tejon Street Denver 11, Colo.  
GRand 7-6834

**IMPORTERS!—ATTENTION!**

★ ALL MUSIC 100% GUARANTEED  
★ ALL NOW IN STOCK

**AMI** E-120, E-80, D-80, D-40  
Model C—WIRE or CALL!

BINGO SPECIALS	GUN SPECIALS
NEVADA ..... \$375	EXHIBIT SPORTLAND ..... Write or Call
TAHITI ..... 195	EXHIBIT STAR SHOOTING GALLERY ..... \$325
LONG BEACH ..... 35	UNITED CARNIVAL DELUXE ..... 425
	UNITED JUNGLE ..... 350
	SEEBURG COON HUNT ..... 295

**KIDDIE RIDE HEADQUARTERS**

- Finance Your Kiddie Rides
- Liberal Budget Terms
- Largest Stock in World

TRADES ACCEPTED!

HORSES  
MOON RIDES  
BOATS  
MERRY-GO-ROUNDS  
SPACE SHIPS  
DRIVEMOBILES

**REDD DISTRIBUTING CO., INC.**  
298 LINCOLN STREET  
ALLSTON 34, MASS. AL 4-4040

Exclusive Distributors for **WURLITZER—BALLY—UNITED**

WHAT'S NEW IN COIN MACHINES?  
WHAT ARE THEY GETTING FOR USED EQUIPMENT?  
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates.  
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.95 (Foreign rate, one year, \$20)

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

**TRADE IN**  
YOUR OLD MEDAL TYPER ON A NEW 1955 HARVARD MEDAL TYPER

Aluminum medals in tubes of 100 to fit all Standard Medal Typers.

**\$10.95** Per M  
F.O.B. LORAIN, OHIO

**HARVARD AUTOMATIC MACHINE CO.**  
1658 Broadway Lorain, Ohio

**Stop!** CHICOIN 6-PL. SUPER HOME RUN ..... WRITE  
Wms. DE LUXE BASEBALL ..... \$175 **Look!**

United Del. Target ... \$435	United Olympic ... \$165	Chicoin Crown ... \$145
United Banner ... 395	United Olympic ... 155	Chicoin Triple Score .. 165
United Speedie ... 375	United Clover ... 155	Chicoin Gold Cup ... 195
United Ace ... 355	United Deluxe 6-Player 75	Keeneys Bonus ... 245
United Leader ... 295	United Cascade ... 145	Keeneys Super ... 125
United League ... 295	United Del. Carnival 395	Keeneys DeLuxe ... 100
United Team ... 295	Chicoin Starlite ... 335	Genco 2 Pl. Bsktball. .. 225
United Imperial ... 265	Chicoin Criss Cross ... 315	Genco Match Pool ... 250
United Royal ... 245	Chicoin King Bowler ... 300	Genco Rifle Gallery ... 345
<b>BRAND NEW! CLOSEOUTS!</b>	Genco 2-Pl. Basketball ... \$325	Wms. All Star Baseball ... 375
	Chicoin 6-Pl. Baseball ... 395	Exh. Star Shooting Gallery .. 325

CLAYT NEMEROFF • CHARLEY PIERI  
**Monarch Coin Machine, Inc.** Write for Latest List  
2257-59 N. Lincoln, Chicago 14, Ill.  
Lincoln 9-3996-7-8



DYNAMIC EARNING POWER FROM THE MAGNETIC APPEAL OF

PLAYING CARDS!



A GRAND TOTAL OF 9 WAYS TO WIN!



16 PLAYING CARDS LIGHT UP FOR IN-LINE SCORING!

Each completed vertical or horizontal line lights special hole for an additional replay up to a total of 8 when all lines are made.

♥ Horizontal lines are "straights". ♦ Vertical lines are "4 of a kind".

♦ Central trap hole spots various cards to aid in completing lines.

♥ Arrows in Light Box light up to show when lines are made.

♥ HIGH SCORE TO 7 MILLION. ♦ 3 Hi-Speed "Pop" Bumpers.

♥ 2 Super Powered Flippers.

*D. Gottlieb & Co.*  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS



SEE IT AT YOUR DISTRIBUTOR NOW!

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

CHICAGO COIN BOWLERS	UNITED BOWLERS
SIX PLAYER ..... \$ 50.00	DELUXE ..... \$ 50.00
DELUXE ..... 60.00	10TH FRAME ..... 75.00
10TH FRAME ..... 75.00	SUPER ..... 60.00
SUPER MATCH BOWLER ..... 100.00	OFFICIAL ..... 60.00
NAME BOWLER ..... 110.00	CASCADE ..... 120.00
10TH FRAME SPECIAL ..... 110.00	OLYMPIC ..... 150.00
DOUBLE SCORE BOWLER ..... 125.00	ROYAL ..... 200.00
CROWN ..... 130.00	CHIEF ..... 295.00
TRIPLE SCORE BOWLER ..... 150.00	LEAGUE BOWLER ..... 295.00
GOLD CUP ..... 175.00	RAINBOW ..... 325.00
ADVANCE BOWLER ..... 200.00	SPEEDY ..... 365.00
STARLITE ..... 325.00	
SUPER FRAME ..... 300.00	
FEATURE FRAME ..... 315.00	
FLASH ..... 395.00	

MISCELLANEOUS	BINGOS
GENCO RIFLE GALLERY ..... \$350.00	YACHT CLUB ..... \$140.00
GENCO SCORING UNIT (for shuffleboard) ..... 75.00	BEAUTY ..... 225.00
HAYBURNER ..... 75.00	FROLICS ..... 150.00
JALOPY ..... 75.00	CONEY ISLAND ..... 75.00
	SPOT LITE ..... 100.00
	ATLANTIC CITY ..... 115.00
	TROPICS ..... 149.50
	A.B.C. ..... 49.50
	LEADER ..... 80.00

ATTENTION ARCADE OPERATORS

We have a complete line of all Arcade Equipment from genuine antiques to the newest models off the production line. If you desire Used Equipment contact us for the finest reconditioned merchandise at a reasonable price. One third deposit on all orders.

**Monroe COIN MACHINE EXCHANGE, INC.**  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel.: Superior 1-4660)

PHONOGRAPHS	GUNS	NOVELTY GAMES
#1400 Wurlitzer ..... \$325.00	United Carnival Gun ..... \$400.00	Chicago Coin Home Run ..... \$175.00
#1250 Wurlitzer ..... 225.00	Seeburg Coon Gun ..... 250.00	Exhibit Shooting Gallery ..... \$250.00
#1100 Wurlitzer ..... 140.00	Seeburg Coon Gun ..... 250.00	
#1015 Wurlitzer ..... 75.00	Genco Sky Gunner ..... 110.00	
#47 Seeburg ..... 50.00		
#100A Seeburg ..... 350.00		
#100B Seeburg ..... 500.00		
#100C Seeburg ..... 650.00		

**ROCK CITY AMUSEMENT CO.**  
108 Lafayette St. Phone 6-8371 Nashville, Tennessee

**BINGO SPECIALS**

VARIETY (Like New).....	\$550
HI-FI .....	350
SURF CLUB .....	370
PALM SPRINGS .....	320
ICE FROLICS .....	300
BEACH CLUB .....	270
DUDE RANCH .....	295
BALLY BEAUTY .....	220
YACHT CLUB .....	135
FROLICS .....	155
ATLANTIC CITY .....	100
JOHNSON FAREBOX COIN COUNTERS, slightly used, like new .....	180

1/2 Deposit With Order. Write to

**SUPERIOR SALES CO.**

Dept. R-6  
7855 Stony Island Avenue  
Chicago, Illinois  
Phone: BAport 1-1616 from 1-4 p.m. daily



Joe Ash Says

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey, and E. Pennsylvania.

CALL, WIRE OR WRITE FOR OUR LOW PRICES ON RECONDITIONED MUSIC MACHINES

**ACTIVE**  
AMUSEMENT MACHINES CO.

666 N. Broad St. Fremont 7-4495 Phila. 30 Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

**FOREIGN BUYERS**

It's smart to do business with THE firm that does the most for YOU

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience . . . know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

Cable for Special Price List  
Parts and Service Manual Available

**INTERNATIONAL AMUSEMENT CO.**  
1423 SPRING GARDEN STREET

**SCOTT-CROSSE COMPANY**  
Rittenhouse 6-7712 PHILADELPHIA 30, PA.

EXHIBIT'S

# MODEL "500"

ALL MOVING TARGET

## Shooting Gallery

The Fastest Shooting Gun on the Market

SHOOT

the **Wading Ducks**  
**Flying Pheasants**  
**Climbing Squirrel**

"Pin Game" Scoring Panel—Mystery Bonus—Lite-Up Targets—Flashing Lights—Fast-Acting Bonus Totalizer—Operator Controlled Variable Target Speed—Operator Controlled and Free Play Score—Optional Free Play and Match Score. Shipping Weight, 325 lbs.

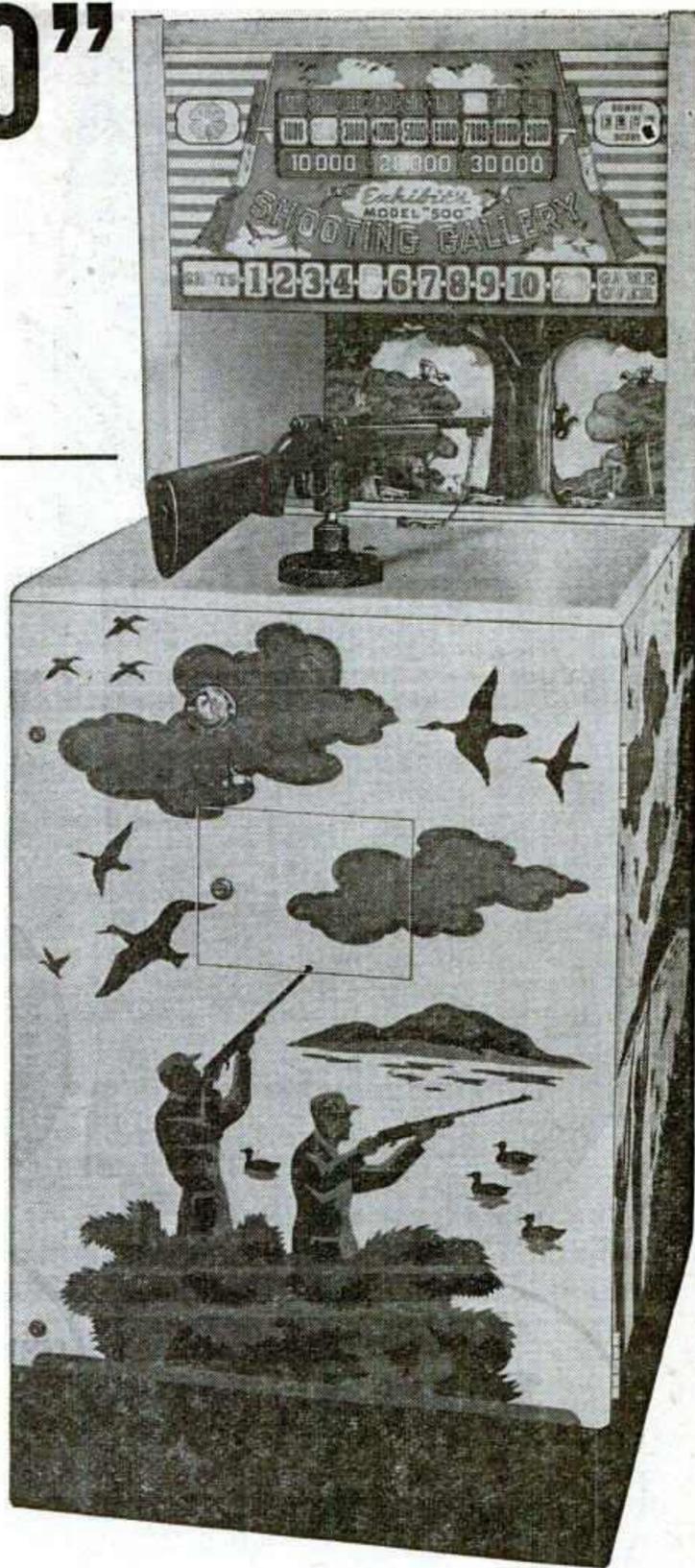
**Beautiful Small Size Cabinet**

Only 28½" wide, will go through any door

Highly Colorful Interior Loaded with Animation

**NEW SIMPLIFIED MECHANISM**

By the Originators of Gun Games



ESTABLISHED SINCE 1901

# EXHIBIT SUPPLY

4218 W. LAKE STREET CHICAGO 24, ILLINOIS

## PHONOGRAPH PLASTICS

Check these LOW PRICES!

**A. M. I.**

MODEL 100C — Highly polished chrome tubes (replaces glass tubes). Set of 12 ..... \$14.95  
Model 146-147-148 Domes ..... 15.95

**ROCK-OLA**

Available to fit Models 1422-1426, 1428, 1432, 1434, 1436 and 1438.

**WURLITZER**

MODEL 1250 Center Dome ..... \$18.95  
Dome Ends, ea. .. 6.10  
MODEL 1400 Center Dome ..... 13.45  
Dome Ends, ea. .. 10.50  
MODEL 1500 Center Dome ..... 14.50  
MODEL 1015 Top Center, l. or r. 7.50  
Lower Sides, ea. . 5.50

Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored ..... \$7.75

Also available to fit Models 950, 850, 800, 750, 700, 600, 500.

TERMS: 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.

★ **Distributors, Write**

**MARVEL MFG. CO.** 2845 W. Fullerton, Chicago 47, Illinois  
Tel.: Dickens 2-2424

## SAFE VALUES ALWAYS at WORLD WIDE!

**LATEST TYPE GUNS**

United CARNIVAL GUN ..... \$395  
Genco RIFLE GALLERY ..... 325  
Exhibit SHOOTING GALLERY ... 250  
Seeburg SHOOT THE BEAR ..... 175  
Exhibit JET GUN ..... 135  
DALE GUN ..... 50

**WILLIAMS' NEW 5-BALL SPITFIRE**

Second-Coin Feature Permits Extra Replays — Hi Score — Skill Hole — Thumper Bumpers — Flippers — Fast Scoring Action . . . INCREASED PROFITS!

**SPECIAL**

**50 SHUFFLE BOWLERS**  
44 PLAYERS  
\$50 to \$65 Each

**BINGO SPECIALS**

**BALLY**

HI-FI ..... \$335  
PALM SPRINGS ..... 310  
ICE FROLICS ..... 310  
DUDE RANCH ..... 295  
BEACH CLUB ..... 275  
YACHT CLUB ..... 145  
PALM BEACH ..... 125  
ATLANTIC CITY ..... 115  
CONEY ISLAND ..... 85  
SPOTLITE ..... 85

**UNITED**

RIO ..... \$225  
TROPICS ..... 175  
HAVANA ..... 235  
CABANA ..... 165

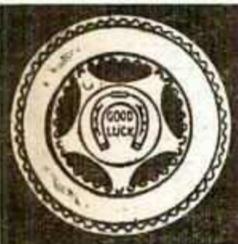
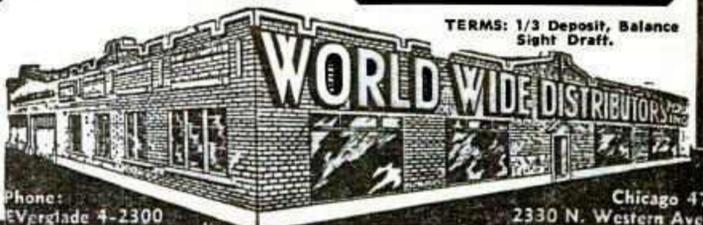
**WANT TO BUY**

CASH or TRADE—  
Gottlieb 5-BALL GAMES

**WILLIAMS NEW GUN "SAFARI"**

Moving Targets—High Score—Timing Unit—Wild Jungle Theme—Beautiful Cabinet Design—Actually Shoot Panthers, Lions, Leopards, Gorillas! SEE—PLAY, BUY IT NOW!

TERMS: 1/3 Deposit, Balance Sight Draft.



**Mr. Operator of METAL TYPER MACHINES**

SPEED UP YOUR LOADING OPERATION!  
Buy Your ALUMINUM DISCS in Rolls of 100.  
Small Extra Charge. Bulk Also Available.

**STANDARD METAL TYPER CO.**  
1318 N. Western Ave. Chicago 22, Ill.

**WANTED—GOOD BINGO MECHANIC**

Good salary. Write **BOX 781**

THE BILLBOARD

CHICAGO, ILL.

**SPECIALS!**

BRIGHT LIGHTS ..... \$ 65.00  
SPOT LIGHTS ..... 65.00  
YACHT CLUB ..... 135.00  
HI-FI ..... 350.00  
PALM SPRINGS ..... 325.00  
ADVANCE BOWLERS ..... 200.00  
SUPER FRAME BOWLERS ..... 300.00  
CRISS CROSS BOWLER ..... 275.00

**UNIVERSITY COIN MACHINE EXCHANGE**

858 N. High St. Columbus 8, Ohio  
Tel.: University 6900

**SEEBURG 148 (Blond) ..... \$125.00**  
**WURLITZER 1500 ..... 445.00**  
**WURLITZER 5204A (Wall Box) .. 39.50**

RECONDITIONED—REFINISHED LIKE NEW!

Terms: 1/3 Dep., Bal. C.O.D.

Exclusive Seeburg Distributors



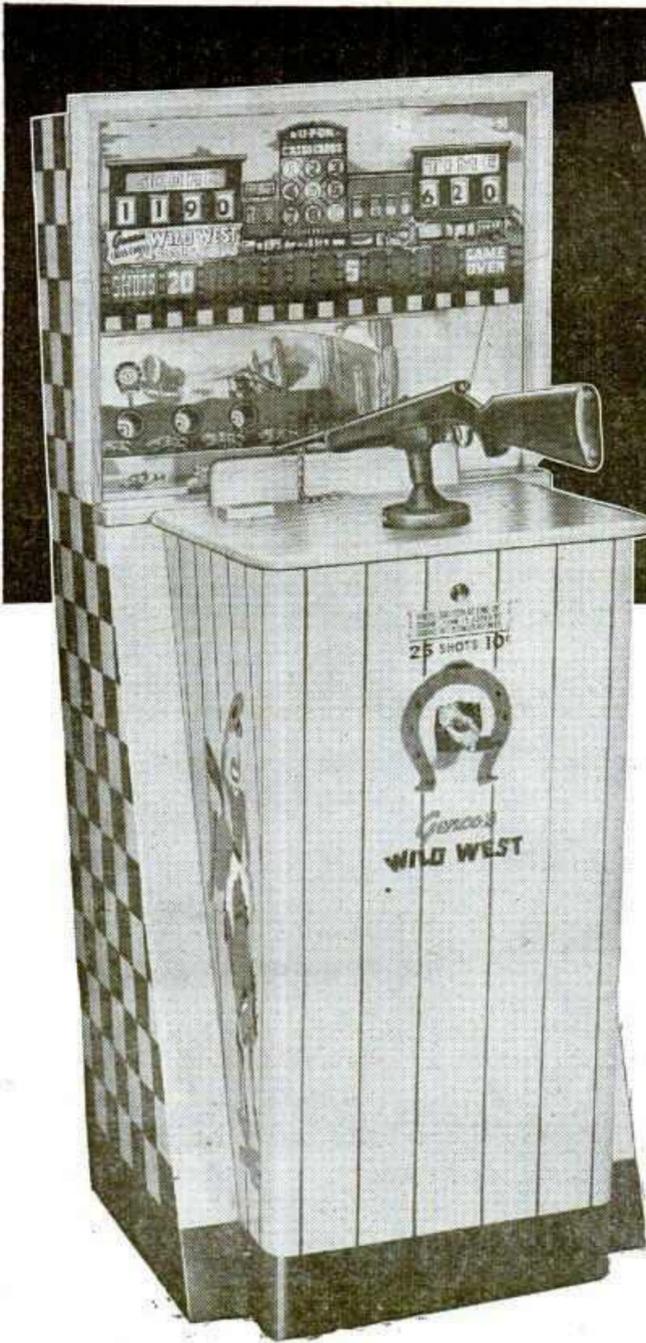
**ATLAS MUSIC COMPANY**

A Quarter Century of Service.

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

GIVE TO THE DAMON RUNYON CANCER FUND



# WANTED!

MONEY-MINDED OPERATORS who want to make it B-I-G—without resorting to BANK ROBBERY, KIDNAPPING, and OTHER NEFARIOUS ACTIVITIES!

## DEAD OR ALIVE!

You can't miss with . . .



# GENCO'S SENSATIONAL "CRISS-CROSS" WILD WEST Gallery

**NEW TIME BONUS**  
Creates Competition  
Speeds Up Play!  
No multiplication and subtraction necessary. Simple for players to understand

**NEW CRISS-CROSS**

- Single Number Match (Optional Free Play for Single Number Match)
- Criss-Cross Match
- Super Criss-Cross Match

**CRISS-CROSS LIGHTS**  
Carry-Over to next game!  
Creates more play!

**3rd Dimension CINERAMA EFFECT!**  
A panorama of brilliance and color. New depths of illusion never before attained.

**NEW TYPES of TARGETS**  
More action than any other game

ALSO AVAILABLE without MATCH OR REPLAY

**COMPACT CABINET**  
Fits thru any door only 29 1/2" wide

# GENCO

**MFG. & SALES CO.**  
2621 N. Ashland Avenue  
Chicago 14, Illinois

**DAVIS Guarantee**

- ★ Mechanism overhauled
- ★ Worn parts replaced
- ★ Amplifier reconditioned
- ★ Speaker inspected
- ★ Tonehead renewed
- ★ Cabinet professionally refinished

**EXPORT & AMERICAN BUYERS!**

**DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED**

Telephone—Wire—or Write us your orders. The following models are available for prompt shipment.

SEEBURG		WURLITZER	
148ML	\$159	1500	\$425
M100B	575	1550	425
M100BL	600	<b>ROCK-OLA</b>	
H146 HIDEAWAY	35	1428	\$150
H147 HIDEAWAY	50	<b>AMI</b>	
H148 HIDEAWAY	65	D-40	\$295
		D-80	375

**WALL BOXES**

WURLITZER 104 Selections, like new	\$49.00
WURLITZER 48 Selections	25.00
WURLITZER 24 Selections (3020), 5c, 10c, 25c	9.95
SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless	14.95

**WANTED TO BUY**

WURLITZER .....1400  
WURLITZER .....1450  
WURLITZER .....1500 A  
WURLITZER .....1550 A

And other late model phonographs.  
WRITE OR CALL US FOR PRICES

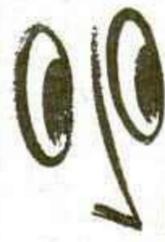
# DAVIS

738 Erie Boulevard East  
Telephone: 75-1631

WORLD EXPORT  
WESTERN EXPORT  
DISTRIBUTING

# CORP.

Syracuse 3, New York  
Cable Address: "DAVDIS"



Foreign, Domestic Buyers!

look at our prices!

## PHONOGRAPHS

SEEBURG	
M100A Select-O-Matic "100"	\$350.00
M100B Select-O-Matic "100"	565.00
147M Symphonola	75.00
A. M. I.	
Model E-120	\$595.00
Model "C"	215.00
Model "B"	200.00
Model "A"	100.00
WURLITZER	
Model 1500	\$375.00
Model 1400	325.00
ROCK-OLA	
Model 1422	\$49.50
Model 1426	49.50

All prices subject to prior sale

All merchandise is guaranteed. Our references: Bank of America, Dun & Bradstreet.

**R. F. Jones Co.**

Exclusive distributor  
J. P. Seeburg Corp.; Bally Mfg. Co.

1263 Mission St., San Francisco 3, Calif.  
KLondike 2-3579

Offices in Salt Lake, Denver, Portland and Seattle. Merchandise will be shipped from office nearest you.

chicago coin's

EXCITING NEW THRILLER!

# ARROW BOWLER



NEW!...

SUSPENSE

**"ARROW-LITE" FEATURE!**

MATCH AN ARROW TO NUMBER, STAR AND CROWN FOR THE ULTIMATE IN AN ADDED EXCITING SCORING FEATURE!

NEW!...

**4 WAY MATCH PLAY!**



**"Flash-O-Matic" SCORING!**

With Traveling Score Lites In Formica Playfield!

**TWO GAMES IN ONE!**

Easily Adjustable from "Flash-O-Matic" to Advance Scoring!

**FOUR DRUM SCORING**

All 4 Drums Operate to Score!



Player by Timing His Shot When Highest Score is hit on the Formica Playfield Gets as Much as 800 for a Strike in Each Frame!

## chicago coin's TRIPLE STRIKE BOWLER

Any time during the game when player scores 3 strikes he gets an "Extra Bonus of 600" added to his score!

## chicago coin's CRISS-CROSS TARGET

Regular or Match and Free Play!



1725 W. DIVERSEY BLVD. • CHICAGO 14

Operators report biggest earnings ever with

# Bally **BIG-TIME** popular BEACH CLUB-VARIETY play-appeal plus **5 MAGIC-LINES**

Reports from coast to coast prove the money-making power of 5 MAGIC-LINES. Get your share of the BIG-TIME profits. Get BIG-TIME at your Bally Distributor today.



## **MORE** players play **MORE** thanks to new **SUPER-STRIKE** feature

SUPER-STRIKES increase earnings by attracting all types of players, from the "now-and-then" shuffler to the extra skilled regular. They all get a big dime's worth of fun playing MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in biggest bowler earnings on record. Get your share. Get MAGIC-BOWLER or MYSTIC-BOWLER now.

**POPULAR  
Speed-Control  
SCORE-BOOSTER**

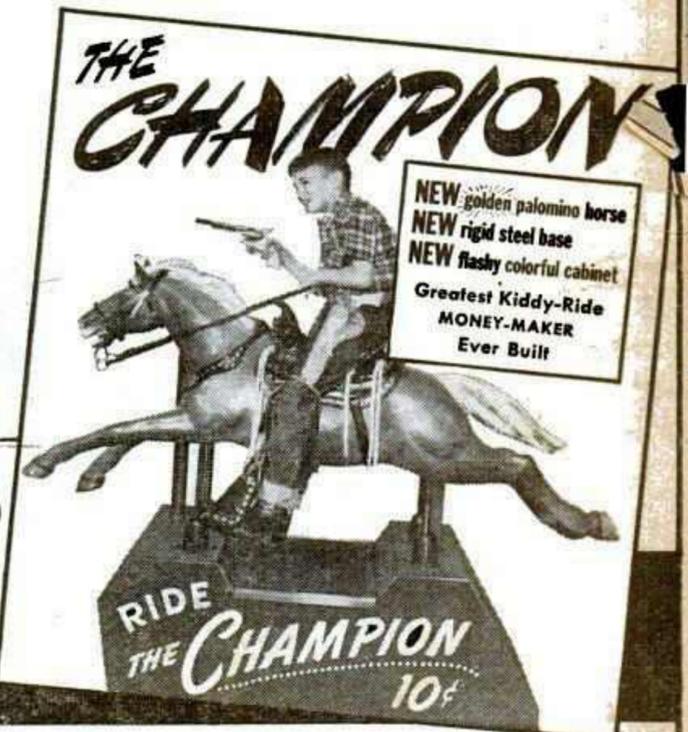
Player controls speed of shot—not too fast, not too slow—to ring up highest scores for Spares, Strikes and the new thrilling Super-Strikes.

*Bally*

**Magic-Bowler**  
WITH POPULAR MATCH-PLAY

**Mystic-Bowler**  
WITHOUT MATCH-PLAY

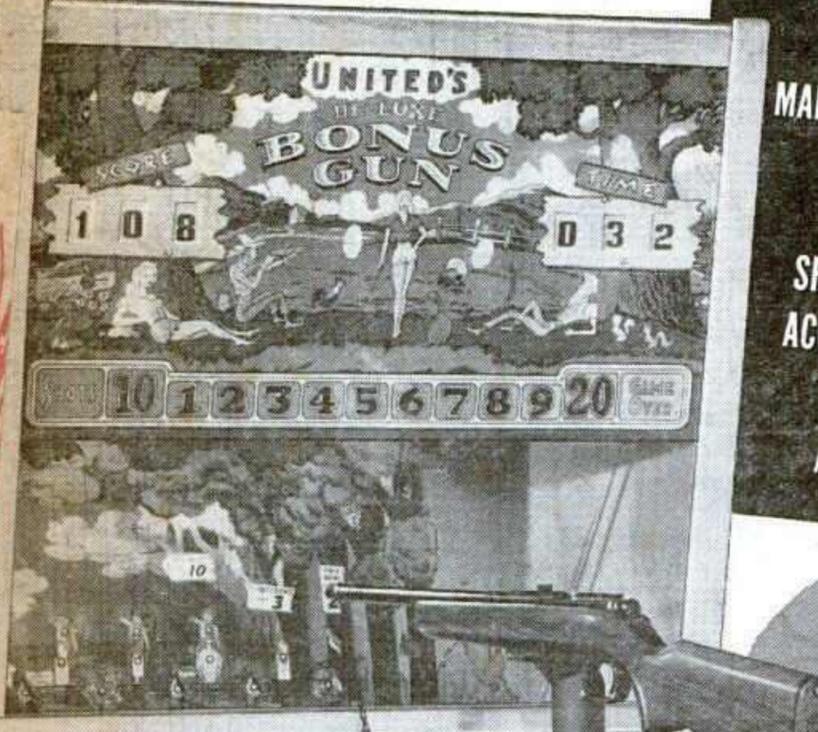
CHOICE OF DIME-A-PLAY OR DIME-A-PLAY 3 PLAYS FOR A QUARTER  
POPULAR SIZE, 8 FT. BY 2 FT.



**BALLY MANUFACTURING COMPANY-2640 Belmont Avenue, Chicago 18, Illinois**

# UNITED'S DELUXE BONUS GUN

A REAL BEAUTY..FASTER THAN EVER!



**MARKSMANSHIP**  
SCORE FOR SHOOTING ACCURACY

**PROFIT-PROVED TIME BONUS FEATURE**  
SPEEDS UP PLAY

**2 BONUS POINTS** ADDED TO SCORE FOR EACH UNIT OF TIME UNDER 60

AUTOMATIC TOTALIZER ADDS BONUS POINTS TO SCORE

*New*  
**PANORAMIC VIEW**  
HILL BILLY ATMOSPHERE

*New*  
**MATCH-A-SCORE**  
SPELL UNITED'S CARRY-OVER FEATURE STAR-NUMBER LITES LETTERS  
NUMBER MATCH + CLOVER STAR NUMBER

*New*  
**RAPID FIRE**  
ADJUSTABLE TO SHOOT AS MACHINE GUN

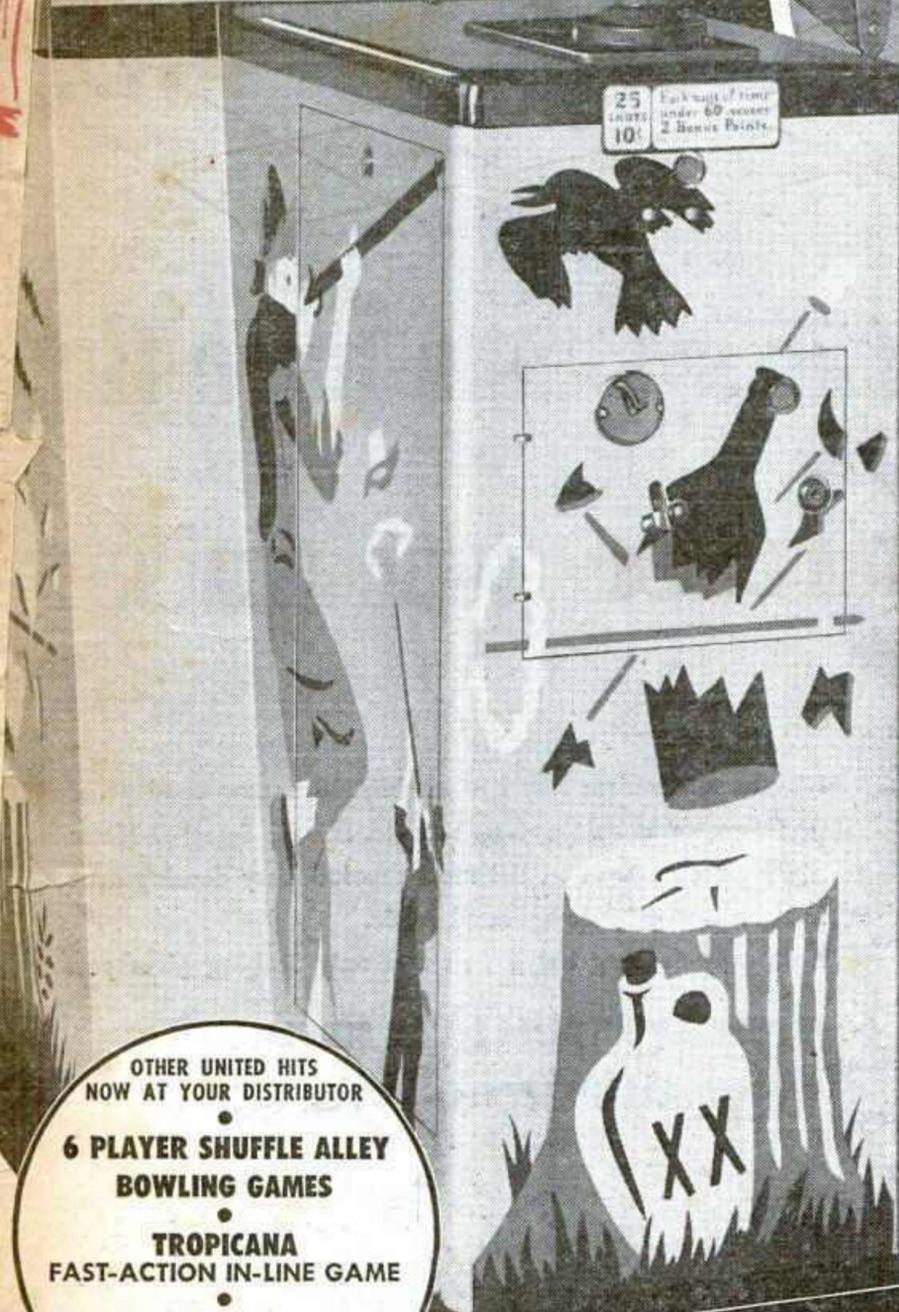
*New*  
**SHOOT AGAIN FEATURE**  
OPTIONAL REPLAY

*New*  
**STREAMLINED CABINET**  
29 INCH WIDTH FITS SNUG SPOTS

*New*  
**MOVING TARGETS**  
SCARECROWS • TURKEYS  
BOTTLES • JUGS • CANS

25 SHOTS 10¢  
ALSO AVAILABLE IN 10¢-3 FOR 25¢ MODEL  
LATEST E-Z SERVICE FEATURES

**SEE YOUR DISTRIBUTOR**

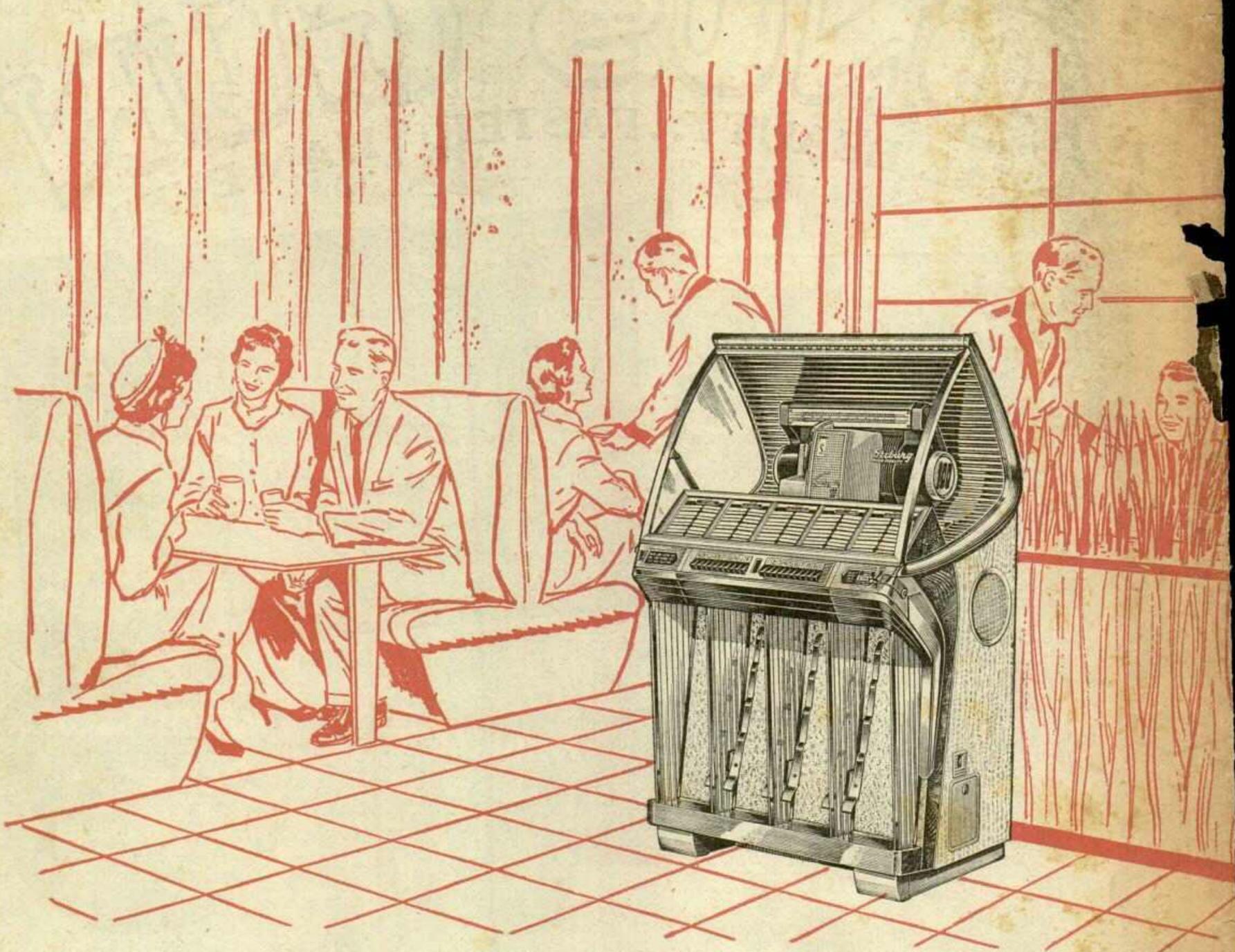


OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

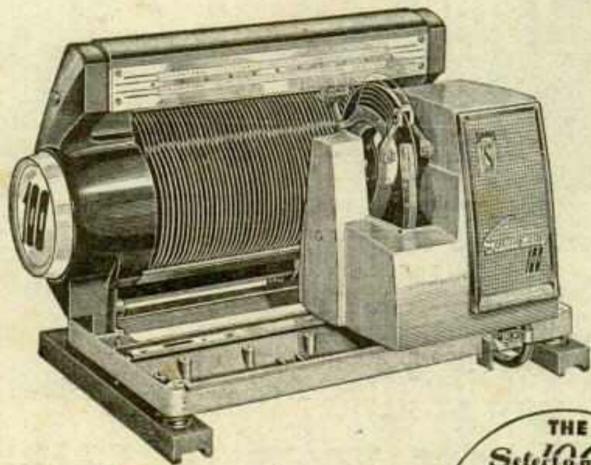
- 6 PLAYER SHUFFLE ALLEY BOWLING GAMES
- TROPICANA FAST-ACTION IN-LINE GAME
- COMET Shuffle Targette 6 Player EXTREMELY QUIET

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

BONUS GUN ALSO AVAILABLE WITHOUT MATCH-A-SCORE



only Seeburg music systems have the  
**Select-<sup>100</sup>o-matic** mechanism



It's the mechanism that has established a new concept of performance in coin-operated music. It's the Select-O-Matic "100" mechanism . . . the most revolutionary development in the history of coin-operated music.

And, only Seeburg has it . . . and only Seeburg gives you

- **FULL-SPECTRUM HIGH FIDELITY**
- **PLUS ALL-DIRECTIONAL SOUND**

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



*America's finest and most complete music systems*