

# The Billboard

MARCH 19, 1955



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## Outdoor Show Gold Vein Lacks Diggers

Good Days Make Oldsters Fat, But Long Hours, Traveling Curb New Personnel

By JIM McHUGH

NEW YORK, March 12. — A decade of good times has added as many years to the age of operating and executive personnel in outdoor show business, while tending to discourage the entry of new blood into the often lucrative industry.

While business has never been better than in the years since the last war, the ancient occupation of providing small amusements, albeit at times in quantity, has drawn few bright young men into its fold. Carnivals, circuses, amusement parks, kiddielands and fairs and the suppliers who service these enterprises boast few new personalities in their top levels.

The reason, it is surmised, is that the capable lads looking for careers are understandably drawn to industries boasting eight-hour days with weekends and holidays off and high starting wages.

### 'Make a Million'

There is little knowledge of the theory of outdoor show business, imposed by the seasons, that it is possible to earn enough in from five to eight months to live, sometimes on a grand scale, for the remainder of the year. A sizable percentage among the executive group has earned wealthy status. Quite a few are rightly noted for having "made a million" in the nickels and dimes business.

The lure is potent, when it is known, but deceiving, too, for the uninitiated who have never seen its glitter enhanced and spoiled at the same time by a billion drops of rain. The short work season is nifty, too, if it is remembered that to achieve it means double-shift hours and effort from start to finish.

### Depression Years

A few youngsters were attracted to the field in the depression years, because it offered, even then, economic survival, if not prosperity. With no prior knowledge the involvements of the business on the management level are enough to jelly the brains of the ambitious novice. The only schooling process available is a kind of osmosis that requires a fair measure of brains to begin with plus a king-size helping of stamina.

In recent months any number of heads of established businesses, loaded down by the years and heavy money belts, have be-

## 2 Sedlmayrs Stand in Line

NEW YORK, March 12.—Unlike many of its counterparts, a line of succession for the future operation and management of the Royal American Shows, major league carnival, is well established.

Carl J. Sedlmayr, founder and owner, was the principal on this week's NBC coast-to-coast television show "This Is Your Life." Flown in from their Tampa home to participate in the Hollywood program were Carl Jr. and a grandson, Carl III. C. J. already functions as his dad's assistant, and the grandson looks as tho he'll be ready to move in before grandpa even thinks of retiring.

moaned the lack of upcoming personnel. They seldom seem to realize, or acknowledge, that the lack of competent, succeeding personnel is pretty much their own responsibility, because they have done little to encourage it. Consequently, the line of promising succession is the exception rather than the rule.

### No Assurance

All told the field is more generous than most to a youngster who gets his foot in the door. Any number have started at \$100 a week, or more, with nothing more to offer than a convincing manner. Success can lead to enough riches for any man, but, like in any other business, there is no assurance of success.

A casual study shows an amazingly high percentage of profitable outdoor enterprises whose owners have no offspring to carry on. Many of these operators have expressed a desire to take it easy and enjoy the fruits of their labor, but their planning which led to successful operation didn't provide for absentee management.

Any number of good properties can be bought today for this rea-

(Continued on page 49)

## SIGNE HASSO: A SONG SELLER FROM SWEDEN

NEW YORK, March 12.—The music business is always looking into left field, and recently left field fences have stretched all the way to South Africa and West Germany. Sweden may be next.

Recently the Swedish actress Signe Hasso appeared in a film there, "The Gentle Thief," based on two short stories by de Maupassant and Balzac, with score by Sylvain, who also penned the score for "Intermezzo" a few years back. Miss Hasso wrote English lyrics for two of the tunes, "Gentle Thief of Love" and "It's Fantastic," and sang them in the flick, subsequently recording them for Swedish Polydor.

Recently, while touring in several plays Stateside, Miss Hasso appeared on disk jockey shows with the record, plugging her appearances. Reaction was strong enough to bring the disk to the attention of Polydor's local affiliate, Decca. The latter diskery is now importing a quantity of the Polydor platters and sending them out to jockeys to see how far this thing can go.

Miss Hasso reportedly warbles in a Dietrich-style baritone. The tunes have yet to be placed with an American publisher.

## Don't Look Now, But There's More Tape Music Behind You!

Musitime to Launch Huge Library For Background Use Everywhere

By IS HOROWITZ

NEW YORK, March 12.—A major move into the background music field will kick off April 1 when the National Musitime Corporation, backed up by one of the largest extant transcription libraries, starts soliciting accounts.

It will be strictly a tape operation, bucking the established Muzak set-up in larger cities thru a network of franchise holders and offering its musical product to independent operators in the hinterlands.

The move by the new firm, a subsidiary of Audio & Video Products Corporation, highlights anew the trend toward furnishing musical entertainment and relaxation to captive audiences in the cafe, hotel, factory, office and even funeral parlor. The last few years have seen a number of large firms enter the background music arena with varying degrees of success. Their approaches have ranged the gamut of tape, disk, FM radio and tele-

phone wire, singly or in combination.

Musitime backers, who have been exploring the background music field for more than a year, neared implementation of their program recently when they acquired rights to the giant Lang-Worth library. For a royalty deal and a hefty advance Musitime now has access to some 16,000 recorded items, at least half of which are thought by the firm's execs to be suited for their purpose.

### Lang-Worth Deal

Musitime has already processed about 4,000 of these tunes on tape, Lang-Worth, however, still retains its rights to service radio stations with disk recordings of its material, so long as they are not used for background music purposes.

In addition to the Lang-Worth acquisition, Musitime has access to the approximately 2,000 recordings in the Standard Radio Transcription Library.

President of Musitime is Charles E. Rynd, who also heads up the several Audio & Video Corporation affiliated companies. These include A-V Tape Libraries, Inc., a recording operation, a subsidiary engaged in the development of instrumentation via tape and a tape-equipment distribution set-up.

Musitime veepees are Bob Winston and Jerry Levy, the latter formerly associated with Muzak and Functional Music. Program director is Gordon Myers, onetime radio and Muzak exec.

### Two Users

Musitime franchises will be offered to two categories of users; current background music wire operators and FM stations. Franchise rights will be granted on an exclusive territorial basis, with monthly fees dependent on potential growth in the assigned area.

Another category of users is the electronic dealer, according to Levy, who also said that juke box operators in non-franchise territories may be solicited.

All tape programs will be leased by Musitime; none will be sold outright. Franchise holders will be given 30 eight-hour tapes to start.

(Continued on page 14)

## NEWS OF THE WEEK

### ABC-TV Hoping to Dominate

Tuesday Night With New Show . . . ABC-TV is making a bid for Tuesday night domination of network TV next fall. It's hinging its efforts on a new hush-hush hour-long "Disneyland" type show that Warner Bros. will produce. Only fly in the ointment is the possibility that U. S. Steel will pull up stakes and move its "U. S. Steel Hour" to another web. . . .Page 2

### Senate Pigeonholes Action

On Langer Copyright Bill . . . In a surprise move, Sen. William Langer (R, N. D.) asked the Senate to suspend indefinitely any further consideration of his recently introduced bill calling for creation of a Federal Fact-Finding Commission to study the copyright laws. Move leaves door open for hearings on the Kilgore-sponsored copyright bill which asks for lifting of the juke box exemption. . . .Page 14

### NBC's "Tonight" Holding Its

Own Against Film Competition . . . Late-night feature films were shown to be giving only spotty competition to NBC-TV's "Tonight" in a 12-market study of the American Research Bureau's February reports. Features on WCBZ-TV, New York, and WGN-TV, Chicago, continue to trounce the Steve Allen marathon, but it is only a minority of hot film buyers that are still doing this. . . .Page 4

### Aberbachs in Anti-Trust Suit

Against SESAC, License Agency . . . Affiliated Music Enterprises, owned chiefly by music publishers Jean and Julian Aberbach institute anti-trust action in Federal Court against SESAC, Inc., licensing agency, charging violations of the Sherman and Clayton Acts. Spectacular activities of the Aberbach brothers pose question as to whether their publishing enterprises are heading toward a performance rights set-up. . . .Page 15

### New Illusion Show to

Debut at Radio City . . . A new show innovation, basically illusionary, has been booked by the World of Mirth Shows, major carnival. It is the second attraction in the span of three years to be booked into Radio City Music Hall and then into the tented field. . . .Page 58

### Record Firms Make Special EP

Sets For 10-cent Juke Boxes . . . Heavy use of extended-play 45 r.p.m. records by juke box operators converting to 10-cent play has led most major disk manufacturers to prepare special pre-pack EP sets at reduced operator prices. RCA Victor, Columbia and Mercury will introduce such sets at the Music Operators of America convention in Chicago March 28-30. . . .Page 14

### General Motors Studies TV

Program Changes Next Year . . . With at least \$10,000,000 in billings to consider, General Motors is considering a wholesale revamping of its TV programming patterns for 1955 and 1956. The fate of at least three of its major programs is hanging in the balance. . . .Page 3

### Circus to Use 'Copter

For Promotion Gimmick . . . Hunt Bros.' Circus this week bought a helicopter to aid its publicity-promotion program. The innovation follows the use of wire cable to build its big top, instead of rope and the adoption, last year, of portable grandstands. . . .Page 63

### Ohio Shopping Centers to

Use Circus As Promotion . . . Accent on amusements in promotion of major shopping centers gets another boost as the new Fred J. Mack circus contracts with the widespread Casto Enterprises for engagements at about a dozen of the firm's Ohio centers, each with 50 to 100 shops. Show will play four centers in Columbus alone. . . .Page 63

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## Try TV Song Plugs Again

HOLLYWOOD, March 12.—The power of TV as a means of song exploitation will be tested once again on the March 17 stanza of "Shower of Stars," via CBS-TV. Gordon MacRae's new Capitol waxing, "You Forgot to Tell Me That You Loved Me," will be played three times during the hour dramatization of the old Broadway stage hit "Burlesque."

The tune, penned for CBS by Stephen Sandes and Nelson Barclift, will also be sung by the play's stars, Dan Dailey and Marilyn Maxwell, and used as theme music, making a total of 10 separate performances of the song on the program.

## ABC SEEKS TUESDAY DOMINANCE

# Inks Big Deal With Warner Bros. for Disney Type Show

By JACK SINGER

NEW YORK, March 12.—An all-out drive by ABC-TV to gain dominance of Tuesday nights on TV next fall was climaxed this week with the web's closing a major programming deal with Warner Bros. for a new hour-long weekly film stanza similar in format to "Disneyland."

The web's plans to wrest control of the Tuesday night picture from the other networks is still in the crisis stage, pending final decision by U. S. Steel on whether or not it will keep its "U. S. Steel Hour" on ABC or move it to another web. ABC hopes its new Tuesday night blueprint, bulwarked by the Warner Bros. stanza, will convince Steel to stick with ABC.

The web's "we can lick 'em together" pitch to Steel, if successful, would give ABC a high-powered Tuesday night programming line-up. The Warner Bros. show would start the turbines rolling 7:30-8:30 p. m.; Danny Thomas' "Make Room for Daddy," which this week won an "Emmy," would follow in the 8:30-9 p. m. gap; "U. S. Steel Hour" would climax the rating sweepstakes in the 9-10 p. m. spot.

Two of the important ramifications of the ABC-Warner Bros. deal are: (1) it marks Warner's debut in the field of TV film production; and (2) it firmly ties the ABC bandwagon to the Hollywood feature film producing firmament.

### Follows Disney Pattern

In all probability, ABC's deal with Warner Bros. follows the pattern established by the ABC-Disney pact whereby additional film series can be expected to be supplied by the film producer in the future. Disney, of course, is now committed to produce two

major ABC-TV properties — "Disneyland" and "Mickey Mouse Club."

ABC, for several reasons, finds itself in a unique position to cash in on the rapidly mushrooming trend of the important Hollywood feature film firms to move into TV film production. Its management, on the parent company level, are all motion picture industry people. They are well acquainted with the high level personnel and problems of both the motion picture and TV network industries, and are thereby well equipped to harness the energies of both to work in unison and to the advantage of each other.

Perhaps even more important,

however, is the fact that ABC's programming schedule is still wide open for heavy caliber programming, and affords a ready receptacle for the Hollywood motion picture industry's TV film product.

The Warner Bros. show, still in the hush-hush stage, has already been pitched to several of the top advertising agencies in New York. It's understood it will follow the successful "Disneyland" format in that it will consist of a variety of different type material. Probably some of it will be films initially shot for theatrical release. Warner Bros. undoubtedly will use the show, as has Disney, to help boost its current theatrical films.

## ABC, CBS MUSICAL CHAIRS

# Pabst Steps Out as First in Webs' Shifts; 2 Others Poised for Sprint

NEW YORK, March 12.—TV's perennial game of musical chairs this week got under way at fast tempo with major shifts in the works involving three programs and two networks—CBS-TV and ABC-TV. One such switch is already a fact, but the other two are yet to be concluded.

Pabst has taken its Wednesday night boxing bouts, 10-10:45, from CBS and moved them to ABC-TV where they will be seen beginning June 1. The last quarter hour of the Wednesday night hour, however, has enabled CBS to offer that hour to Chrysler Motors for its dramatic program, "Climax," now being programmed Thursday evenings, 8:30-9:30.

This would leave an hour open on Thursdays, and it is here that CBS is seeking to recapture an important piece of business from ABC. The former web has offered the Thursday hour to United States Steel for its alternate week, top-flight dramatic show. United States is one of the blue chip corporations in America, a fact which enables it to program the kind of show CBS hopes will attract substantial audiences to the time period.

The advertiser is only being given a short period of time to make a decision, with many sponsors lurking in the wings ready to place their orders. One important new factor may affect the client's thinking. ABC is readying a programming build-up of Tuesday nights which it hopes will pay off in viewing next season. This includes a deal with a major film studio for an hour program. (See

other story this issue.) Also being calculated by the advertiser is the fact that the last half of its show will be opposite the high-rated "Dragnet" on NBC-TV.

From Chrysler's point of view, the move to Wednesdays may be more productive of ratings. It will have to take on the strong "This Is Your Life," which goes 10-10:30 that evening on NBC. Since it runs for an hour, however, CBS believes continuing viewer interest can be built thruout the 60 minutes, if it gets off to a good start. And it is a program that offers big names. Another feature is the fact that the hour boasts a station lineup of about 112 stations, one of the largest live network line-ups in existence.

The Pabst switch was made because CBS wanted the client to program the show twice monthly instead of three times each month as is being done this season. The other two hours would probably have been drama. Since the recent bad publicity given to the fighting game in Sports Illustrated magazine, the web has been wondering whether to continue to offer them.

Pabst, however, feels that it does get an audience at a cost-per-thousand which no other programming could duplicate. The current Red Barber sports show which follows the fights on CBS will probably also follow them over to ABC.

### 'DEAR PHOEBE'

# GE Makes 1st Skip-Week Buy on NBC

NEW YORK, March 12.—General Electric this week made its first alternate week buy when it purchased half of "Dear Phoebe" from Campbell's Soups, its current sponsor. The show is now in the Friday, 9:30-10 p. m. time period on NBC-TV. The buy was made thru Batten, Barton, Durstine & Osborn, which represents both clients.

GE is also nearing a similar purchase of "My Favorite Husband" on CBS-TV Saturdays. The client would probably pick up the show for delivery next season and co-sponsor it with Procter & Gamble.

### 64G POSER

# Revlon May Put Newie in 'Danger' Slot

NEW YORK, March 12.—Indications are that the new Revlon show, "The \$64,000 Question," will go into the Tuesday 10-10:30 p. m. time period on CBS-TV next season for the advertiser. Revlon now co-sponsors "Danger" in that time period with American Motors which will most likely also share the new show with it.

"The \$64,000 Question" is a revamped version of the radio show "Take It or Leave It." It gives contestants four weeks during which they can win the grand prize. They also get a week between programs to decide whether they wish to plunge for the \$64,000 or stop somewhere between \$8,000 and the much higher figure. No emcee has been selected. Steve Carlin will produce.

### 'TONIGHT'

# NBC May Sked It Daytimes

NEW YORK, March 12.—NBC-TV is playing around with the unusual idea of programming "Tonight" during the day. The plan would be to offer a dress rehearsal of "Tonight" in the 1-2 p. m. period across the board.

The web figures that it will not be hitting the same audience that views the show late at night. The show also has the advantage of having many of the elements of successful daytime entertainment, with Steve Allen a strong personality on hand to charm the females.

## NBC Buys WBUF

NEW YORK, March 12.—NBC-TV this week purchased its second UHF station, WBUF, Buffalo, N. Y., subject to Federal Communications Commission approval. The network recently bought WKBN-TV, New Britain, Conn. The Buffalo station had recently suspended operations.

### BYE, DADDY

# Du Mont Axe Hangs Over 'Capt. Video'

NEW YORK, March 12.—The daddy of the TV space operas, "Captain Video," appears to be near the end of its run. Du Mont was this week seriously considering axing the veteran show, tho no decision had been reached by press time. The show has been running consistently for five years. Lately it has been slotted 7-7:15 p. m. daily on a co-op basis except for Thursday, when it is sponsored by Johnson Candy.

If "Video" is axed, it will be just another in a long succession of retrenchment moves Du Mont has made since the first of the year. Among the few commercial network shows remaining on Du Mont are "Life Is Worth Living," "Chance of a Lifetime" and "Down You Go."

## Gobel Will Supply Own Hiatus Show

NEW YORK, March 12.—George Gobel will cut himself in for another piece of dough when his production subsidiary, Gomelco Productions, furnishes the summer replacement for his current show to Pet Milk and Armour. The show will be scripted by his writing crew led by Hal Kanter and will be variety, with an unselected personality as headliner.

This follows the pattern already established by Jackie Gleason and Sid Caesar, both of whom are doing the same thing.

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## Edwards Gets NBC Renewal

HOLLYWOOD, March 12.—Ralph Edwards, originator of "This Is Your Life," today was signed to a new five-year contract by NBC-TV in what is apparently a continuation of the net's policy of signing their top stars to long-term pacts. No figures were announced.

## \$1 MIL IN HOLE

# 'Morn Show' Sees Deficit for 1st Year

NEW YORK, March 12.—With its first anniversary several days off, CBS-TV's "Morning Show" has little cause for celebration. During its first year on TV the program's deficit is said to have run well over \$1,000,000.

The two-hour stanza, however, can take some consolation from the fact that NBC-TV's "Today" lost \$2,000,000 during its first two year's in business. Now, of course, it has become one of the web's most important financial properties. CBS-TV execs are continuing to back "Morning Show" and hope that it, too, will become the same sort of moneymaker.

During the year, "The Morning Show" has averaged the sale of about five participations each week at a minimum cost of \$3,600 each, depending on the number of stations used. Of this money \$550 is paid for talent, and about one-third of the rest goes to the stations.

As can be expected for an across-the-board show of this length, talent and production costs run rather high. An estimate puts

the talent and production charges at \$35,000 weekly.

### Many Changes

Since it first debuted, the show has undergone continual revamping. It started out as mainly a news show, the host and emcee being Walter Cronkite. Now it has turned into primarily an entertainment show, with Jack Paar as jokemaster extraordinary. Cora and Bil Baird, who were aboard when it began, are now among the missing. And Betty Clooney has been the latest personality to get the axe, tho she has been on it for many months. Regulars are Pupi Campo and Jose Melis.

According to trade information, part of the difficulty in selling the show has been the refusal of Paar to extend himself for extra-curricular activity. Paar feels his work on the show is all that need be expected from him, but clients who are receiving the benefit of Dave Carroway's pitching on and off "Today" feel the rival network gives them a much better deal for a little more money.

# NBC Would Pit Winchell Vs. Sullivan

### Battle Might Be Joined on TV, as Well as News Level

NEW YORK, March 12.—The Battle for audiences between Ed Sullivan and Walter Winchell may be joined on a TV level, as well as a newspaper level. Winchell this week was holding exploratory talks with NBC veepee Mannie Sacks as to the feasibility of his signing a contract with that web.

The columnist this week, after 25 years at ABC, severed his relationship with the network because of disagreement over finances and protection against libel suits. He had a lifetime contract with the web.

NBC obviously would like Winchell to hit back at Sullivan, whose "Toast of the Town" has come up with such strong ratings on CBS. Failing Winchell's insertion into the Sunday night 8-9 hour on NBC, he is regarded by the web as a natural for Saturdays 8-9 p.m. on NBC, a time period which has been a problem to the (Continued on page 13)

# New FCC Study Of Allocations For Sen. Probe

### Considers Changes To Encourage TV's Spread Nationally

WASHINGTON, March 12.—An exhaustive re-appraisal of its three-year-old allocations plan is being made by the Federal Communications Commission in preparation for its top role at the upcoming hearing of the Senate Interstate and Foreign Commerce Committee. Although no drastic changes in the allocations plan will be proposed, the FCC is readying a blueprint of recommended modifications to relieve the growing allocations headache.

The Commission, it is learned, (Continued on page 13)

# Storer Seeks To Register Common Stock

WASHINGTON, March 12.—Storer Broadcasting Company, of Miami Beach, Fla., has filed with the Securities and Exchange Commission a statement seeking registration of 262,750 shares of its \$1 par common stock, to be offered for public sale thru an underwriting group headed by Reynolds & Company. Net proceeds are to be added to the company's general funds.

Approximately \$5,000,000 will be applied to the reduction, at the rate of 102 per cent of the principal amount of the company's 4½ per cent notes, and the balance of the proceeds will be applied to the redemption of the company's 7 per cent cumulative preferred stock, \$100 par.

# Webs Seeking Billy Graham

NEW YORK, March 12.—Billy Graham is expected to be the latest religious personality to go big time TV. Two top networks—NBC-TV and CBS-TV—are bidding for his services and dangling contracts before him. Graham had his show on ABC-TV for many years.

## RESTLESS PEOPLE

Max Liebman, spectacular producer, has signed an exclusive five-year contract with NBC. . . . Announcer Nelson Case is a victim of hepatitis, causing him to cancel his chores on TV for the next few weeks. . . . Frank R. Lowe has left Benton & Bowles to join Anderson & Cairns, Inc., as production assistant. . . . Frank Bud Berend, for the past 13 years with NBC in Los Angeles, is joining the Los Angeles office of Warwick & Legler, Inc., in an executive capacity.

Jim McCormick, most recently associated with Jack Douglas TV Productions, has joined H-R Television, Inc., in Hollywood. . . . Edward R. Beach, veepee and secretary of Benton & Bowles, Inc., is resigning to become veepee and director of International Affiliates, Inc., producers of foreign motion pictures and television films. . . . The Joint Committee on Toll TV appointed S. Taplinger & Associates to serve as public relations counsel for its organization in support of the program on behalf of free television as opposed to the pay-as-you-see systems now contemplated.

Jim Kilian, assistant program manager of WAAM, Baltimore, is replacing Joel Chaseman as director of public service. Kilian is well known to Marylanders, having appeared on many WAAM programs as master of ceremonies since he joined the station in June, 1950. . . . Baltimore's Lu and Ken Calfee, of WAAM-TV home cooking show, are combining business with pleasure in Nassau for one week, from March 11, hoping to pick up recipes for exotic dishes while sojourning.

John H. Dodge has been named Eastern administrative sales manager of the NBC net's sales department. . . . M. B. James, Ted Bates exec, joins Edward Petry & Company, this week in its New York sales department. . . . Ray Eichmann, formerly with NBC-TV in charge of sales development for participating programs, has joined John Blair & Company in the same capacity. . . . Dan Regan, NBC press department, has moved to Calkins & Holden to join its publicity staff.

Vincent A. Francis, general sales manager for KGO-TV and KGO, ABC's owned stations in San Francisco, has been upped to the newly created position of sales manager for the ABC television net's Western division. . . . Alfred L. Plant, formerly with the Grey Agency, has joined the New York office of Warwick & Legler as an account exec.

# General Motors in Quandary As to '55 TV Programming

NEW YORK, March 12.—With at least \$10,000,000 in program and time billings to consider, General Motors, the nation's leading automobile manufacturer, is faced with a number of major decisions as to the disposition of its TV resources next season. The advertiser has settled its plans for only one of its divisions — Buick — which has bought Jackie Gleason's new "Honeymooners" vidfilm series for next fall on CBS-TV.

No commitments have been made for its three other major divisions — Chevrolet, Pontiac and Oldsmobile. These three major TV spenders are not quite satisfied with their current programming patterns and are seeking to find alternatives which will be more productive in the way of impact than the properties used this season.

Chevrolet, for example, would like Dinah Shore to do a half-hour show, instead of her present two quarter-hours Tuesdays and Thursdays, 7:30-7:45 on NBC-TV. The singing star has refused the request, and Chevrolet must now decide whether they wish to renew her at her terms or go with another show. Chevrolet also must decide whether it wishes to stay with "T-Men In Action" on ABC-TV Thursday nights. All indications are that

it will not continue with the film series after its current contract ends.

Pontiac has already given Red Buttons his notice and now has also asked the network to come up with another time period to replace its current slot, Friday 8-8:30 on NBC. The client had hoped that Buttons would pull a hefty enough rating to discount the substantial kid audiences certain to be tuning in that early in the evening. He failed, and now Pontiac has given up on the time period. It naturally desires a later time slot where it can attract more potential car buyers.

Oldsmobile is fairly satisfied with the job that the NBC spectaculars have done for it, but feels that it may need more frequent exposure. The problem is that the show is seen once monthly, but costs an estimated \$3,000,000 yearly, practically all of the car division's video budget. Oldsmobile had Doug Edwards and the News on CBS-TV for several seasons but felt it wasn't getting enough impact, tho it had sufficient exposure. The problem seems to be to find a property that combines impact and exposure, but the client may stay with the spectaculars for another season, if nothing better can be found.

Still another car division of General Motors is interested in getting into TV in a bigger way. Cadillac is starting to get the yen. This division of the company is still way out in front of competitors in its price range, but wants to stay there and TV would be of considerable assistance. Cadillac, however, is not prepared to spend the kind of loot that is necessary for a big splash. It might combine its video advertising with another of the divisions in some manner to get into the nighttime picture.

Except for the Gleason show, which will be at CBS, and "T-Men In Action," which is at ABC, all the rest of General Motors' spending is on the NBC network. Should the first two webs come up with programming ideas of great potential they obviously would have a chance to move in and take some of the NBC business away. NBC has already lost the hour of time used this season by Buick, which has failed to renew. But with so much dough riding NBC will certainly throw all its weight behind an effort to solve General Motors' TV problems.

## PAY-OFF IN TIME

# G. Foods Gets 'Lucy' After Four-Year Wait

NEW YORK, March 12.—Patience payed off this week for General Foods when an option it had maintained for more than four years on the CBS-TV 9-9:30 time was honored, and the advertiser bought half of one of the nation's top TV shows, "I Love Lucy," at a contiguous rate. The client also sponsors "December Bride," which occupies the half hour following "Lucy" on CBS and so was able to take advantage of the buy at 50 per cent of the hour rate, instead of 60 per cent. P.&G., of course, is the other sponsor of "Lucy."

The question in the trade this week is: whither Philip Morris? After giving up on "Lucy," execs were wondering what the sponsors next move in TV will be. Little could be learned as to reasons for the cancellation.

It has been reported, however, that there were differences between top level execs in the Philip Morris organization and "Lucy" brass. It also has been conjectured that the show's appeal was too much to women, who do not

smoke as much as men, and do not buy as many cigarettes. It is certain that "Lucy" did nothing to reverse the downward sales trend of the cigarette brand, and perhaps it was reasoned, according to trade sources, that a change was needed in the sponsor's basic approach to TV selling.

### Lipton Cancel

Another major mystery in the trade was the cancellation by the Lipton division of Unilever of half of Arthur Godfrey's "Talent Scouts." The decision to ax half the show was a sudden one as far as could be learned.

It has been claimed that Lipton found that owning the entire show was too costly, the buy took the majority of the company's advertising budget. The client, of course, was also facing a substantial hike in the cost of the show next season.

The decision was also predicated on the fact that alternate week ownership with its cross plug delivers results nearly as good as the regular weekly ownership of a video property.

## NEWS IN BRIEF

The Federal Communications Commission issued the 35th educational TV grant to the Alabama Educational Television Commission in Andalusia, Ala., last week and a commercial TV grant to Signal Hill Telecasting Corporation, St. Louis, on Channel 36. This brings total authorizations to 740 of which 632 are post freeze grants. With 128 grants canceled, outstanding authorizations now number 612.

George C. McConaughy's nomination as chairman of the Federal Communications Commission has received the approval of the Senate Interstate and Foreign Commerce Committee and goes to the Senate floor Monday (14).

The U. S. Court of Appeals has been asked by the American Newspaper Publishers' Association to reverse the recent Federal Communications ruling which denied a TV license to the McClatchy Broadcasting Company, Sacramento. The ANPA brief attacked the Commission's doctrine of diversification of ownership of radio-TV stations, protesting that in granting a TV license to Sacramento Telecasters, Inc., the Commission showed it "had differentiated newspapers and persons associated therewith as a class." The brief contended that this action violated the Communications Act.

The National Labor Relations Board has ruled that combination announcer-technicians

at radio Station KHQ and KHQ-TV, Spokane, may be included in the certified unit of American Federation of Television and Radio Artists (AFTRA) with other regular announcers. Last fall KHQ had assigned to six staff announcers additional duties, "operating studio equipment such as consoles, turntables, tape recorders" previously performed by technicians who belonged to the International Brotherhood of Electrical Workers (AFL). IBEW's claims that the combination announcer-technicians join IBEW were denied by the decision.

Production of both television and radio receivers in January increased from the level of January, 1954, according to the latest Radio-Electronics-Television Manufacturers' Association report. In January 654,582 television receivers and 1,068,146 radios were manufactured, compared to 420,571 television units and 871,981 radio receivers.

The FCC granted Southwestern Bell Telephone Company a construction permit for additional frequencies and transmitters to provide a local channel suitable for color programs to KEDD-TV, Wichita, Kan., and to provide a local black and white channel to KAKE-TV. Cost of new facilities is \$27,500; they will provide six additional channel miles.



WGAL-TV is a marvelous, rejuvenating sales elixir! This super-powered station has a potent effect on the spending habits of over three million people with effective annual buying income of \$5 billion. WGAL-TV is the one station that reaches this vast, responsive audience. Buy your Channel 8 spring sales tonic — now!

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## Late Feature Films Show Spotty Ratings Opposite Allen's 'Tonight'

### ARB Report Points to Factors Bearing On How Competition Fares Vs. NBC Seg

NEW YORK, March 12.—In a dozen major markets late night feature films are giving only spotty rating competition to NBC-TV's "Tonight," a check of the American Research Bureau's February reports indicate.

In New York and Chicago WCBS-TV's "Late Show" and WGN-TV's several feature programs continue to make a grand slam against the network show. And in three other cities there was an occasional rating triumph scored by features. But these are the minority. In Washington, Columbus, Baltimore, Dayton, Minneapolis, Detroit and Atlanta the Steve Allen marathon enjoys a comfortable margin of rating superiority.

For feature films, this conclusion is in dismal contrast to the eight-city study published by The Billboard four months ago (November 13 issue) based on ARB's October reports. At that time "Tonight" was not yet hooked into Cincinnati, Boston and Philadelphia, where it has since moved in.

In Boston WNAC-TV is not pitting any feature competition against the network show. But in Cincy WKRC and in Philly both WFIL-TV and WCAU-TV all managed to top "Tonight" with feature films at least occasionally in ARB's February survey.

The other two cities included in this study but not in the previous one are Detroit and Atlanta. WXYZ-TV in the former market and WLW-A in the latter both use late-night features, but they generally ran one to five rating points behind "Tonight."

#### Stations Differ

The difference in whether a feature swamps Allen, as it usually does in Chicago, or gently bows to him, as it does in Washington, seems to lie mainly in the individual stations' programming policies.

The fact that WCBS-TV here, for instance, can continue to hold so strong against the network invader, is certainly proof that features can do the job if given the chance. Top grade titles is the first prerequisite. WCBS has constantly grabbed for every big new picture that comes on the market. Only this week the station was one of the first buyers of Hygo's new "Showmanship Package." This is in face of the mounting price competition since WOR-TV struck pay dirt with its "Million-Dollar Movie."

Bill Lacey, WCBS film buyer, is known to have bid hard for that General Teleradio package. But since WOR-TV was a member of the distributor's corporate family,

it could not be edged out. However, CBS continues to back up Lacey with a healthy film budget. He is understood to have paid well over \$6,000 average per picture for the new Hygo package.

In Chicago the auto dealers continue to bid for new features at prices that often top those paid in New York.

#### Other Factors

Two other subsidiary factors help put the features over. The first is promotion, and the other is timing. A feature does seem to have an edge if it is put on before "Tonight." This is a cinch to do, since "Tonight" signs on at 11:30 p.m. in the East, making it possible for the competitor to put on the picture at 11:15 or 11:20, following the news. WCBS' "Late Show" goes on at 11:20 p.m. WGN-TV features go on at 10 p.m., a full hour ahead of "Tonight."

It also seems to help if the feature is run every night in the week at the same time and with a fixed title that can be promoted. There are exceptions to these rules, of course. In Washington WTOP's "Late Show" fills all these requirements and yet averages only a little over 3.0 against "Tonight's" average of more than 7.0. On the (Continued on page 8)

## THE BILLBOARD SCOREBOARD

### • Top 25 Vidfilms Among Teens

#### and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standings 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	Teens per 100 Homes	Avg. Jan. Rtg.
1....	Cisco Kid (Ziv-TV).....	34	14.7
2....	Life of Riley (NBC-Film).....	33	16.6
3....	King's Crossroads (Sterling TV).....	30	6.0
4....	Meet Corliss Archer (Ziv-TV).....	28	12.5
5....	International Police (NTA).....	27	6.4
5....	Terry and the Pirates (Official Films).....	27	6.9
7....	Rocky Jones, Space Ranger (MCA-TV).....	26	7.0
7....	Dick Tracy (Combined TV).....	26	4.1
9....	Annie Oakley (CBS Film).....	24	15.6
9....	Superman (Flamingo Films).....	24	17.9
9....	Facts Forum (Facts Forum).....	24	2.2
9....	Wild Bill Hickok (Flamingo Films).....	24	16.8
13....	Death Valley Days (Pacific Borax).....	23	11.5
14....	Amos n' Andy (CBS Film).....	22	12.0
14....	Flash Gordon (UM&M).....	22	7.5
14....	Follow That Man (MCA-TV).....	22	5.3
14....	Foreign Intrigue (Sheldon Reynolds).....	22	11.0
14....	Kit Carson (Coca-Cola).....	22	10.9
14....	Victory at Sea (NBC Film).....	22	6.3
14....	The Visitor (NBC Film).....	22	5.2
21....	Badge 714 (NBC Film).....	21	17.0
21....	Joe Palooka Story (Guild Films).....	21	5.5
21....	Madison Square Garden (Winik Films).....	21	3.0
21....	Ramar of the Jungle (TPA).....	21	10.0
21....	Range Rider (CBS Film).....	21	14.3

## THE BILLBOARD SCOREBOARD

### • Top 25 Vidfilms Among Kiddies

#### and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standings 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, 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	Children per 100 Homes	Avg. Jan. Rtg.
1....	Gene Autry (CBS Film).....	99	16.4
2....	Cisco Kid (Ziv-TV).....	98	14.7
2....	Hopalong Cassidy (NBC Film).....	98	12.3
4....	Wild Bill Hickok (Flamingo Films).....	96	16.8
5....	Dick Tracy (Combine TV).....	95	4.1
6....	Superman (Flamingo Films).....	94	17.9
7....	Annie Oakley (CBS Film).....	93	15.6
8....	Ramar of the Jungle (TPA).....	91	10.0
8....	Rocky Jones, Space Ranger (MCA-TV).....	91	7.0
10....	Range Rider (CBS Film).....	90	14.3
10....	Terry and the Pirates (Official Films).....	90	6.9
12....	Kit Carson (Coca-Cola).....	89	10.9
13....	Cowboy G-Men (Flamingo Films).....	88	4.4
13....	Flash Gordon (UM&M).....	88	7.5
15....	Badge 714 (NBC Film).....	83	17.0
16....	Victory at Sea (NBC Film).....	70	6.3
17....	Death Valley Days (Pacific Borax).....	50	11.5
18....	Facts Forum (Facts Forum).....	46	2.2
19....	Meet Corliss Archer (Ziv-TV).....	44	12.5
20....	Your All Star Theater (Screen Gems).....	41	6.9
21....	I Led Three Lives (Ziv-TV).....	40	16.5
22....	Your Star Showcase (TPA).....	39	8.7
23....	The Visitor (NBC Film).....	38	5.2
23....	My Hero (Official Films).....	38	5.9
25....	Stories of the Century (Hollywood TV).....	35	16.6

## AT LAST THE DEAL

### Hygo Tags New 11-Pic Pkg. 'Showmanship'

NEW YORK, March 12.—Hygo Television Films this week finally closed its new 11-picture package, on which The Billboard reported it was negotiating in the issue of January 29. The intricacies of the deal took all these weeks to iron out. Hygo immediately made one sale, to CKLW, Detroit.

Hygo is going to promote this group of features as its "Showmanship Package." As finally constituted it actually contains three titles different from those previously reported. The new ones are "Operation X," a 1950 Columbia release with Edward G. Robinson, Richard Greene and Peggy Cummins; "Spitfire," a 1943 RKO re-

lease with David Niven and Leslie Howard, and "Genghis Khan," an all-star extravaganza released by United Artists in 1951.

These are instead of "The Hound of the Baskervilles" and the two "Adventures of Ben Lyon" films previously reported.

#### 12th Coming Up

Hygo stated that it will shortly add a 12th big-name picture to the "Showmanship Package." The group was actually put together by three different deals, with the leases running five to seven years. It was pointed out that these pictures were all money makers in the theaters, and none of them are (Continued on page 8)

## Associated Artists Negotiates For Pine-Thomas Feature Block

NEW YORK, March 12.—Associated Artists Productions was this week reported to be negotiating for TV distribution of the 37 Pine-Thomas pictures that the William Morris Agency is peddling. The asking price on the entire package was said to be \$1,400,000, or close to \$38,000 per picture. Most distributors readily admitted that this was too steep a price for them, especially since trade sources say these pictures do not have the star caliber of the other high-priced features that have come into TV in the past year.

The new package was said to contain pictures released thru Paramount from 1944 to 1949. Tho Class B pictures, they did carry Paramount thru the dark postwar years.

Among them are "Disaster" with Richard Denning, "Waterfront at

Midnight" with William Cargan, "Mr. Reckless" with William Eythe and Barbara Britton, "Speed to Spare" with Richard Arlen, "Caged Fury" with Richard Denning, four "Big Town" pictures with Philip Reed, "Shaggy" with Brenda Joyce, "Albuquerque" with Randolph Scott, "Adventure Island" with Rory Calhoun and Rhonda Fleming.

#### Additional Titles

Also, "Jungle Flight" with Robert Lowry, "Fear in the Night" with Paul Kelly, "Seven Were Saved" with Richard Denning, "Danger Street" with Jane Withers, "Tokyo Rose," "Hot Cargo" with William Cargan, "They Made Me a Killer" with Robert Lowry and Barbara Britton, "People Are Funny" with Jack Haley, "Follow That Woman" with William Cargan and Nancy Kelly, "Scared

Stiff" with Jack Haley, "High Powered" and "Dangerous Passage," both with Robert Lowry and Phyllis Brooks, and "Double Exposure" and "Gamblers' Choice," both with Chester Morris and Nancy Kelly.

Also, "One Body Too Many" with Jack Haley and Jean Parker, "Take It Big" with Jack Haley and Harriett Hilliard, and "The Navy Way" with Jean Parker and Robert Lowry.

It is believed that all of these pictures are part of the 37-title package for which Associated is bidding, but no titles could be confirmed this week.

Associated's move into this situation comes as it is still gradually building another new package of big pictures and while sales of its 56-picture package are increasing steadily.

## R. Massey to Star In Guild's 'I Spy'

NEW YORK, March 12.—Raymond Massey this week was on the verge of pacting a deal to front a new vidfilm series, which would be produced by Reah Productions and distributed by Guild Films.

The series, titled "I Spy," will consist of classic true tales of espionage thruout history, and will be shot in a manner which will be a cross between the documentary and adventure. Massey will play the role of Anton, the Spymaster, and will open and close each show as well as narrate thruout.

Producer-director of the series will be Edward J. Montagne, and the associate producer-script editor will be Philip Reisman Jr. Montagne and Reisman recently left their posts at the William Esty Agency, where the former was executive producer and Reisman the script chief. They have worked as a team on previous film series, including "Man Against Crime" and "The Hunter." Third member of the producing firm is Eugene W. Cutowski, who will function as production supervisor. Reah is a

new production company organized recently by the trio.

The show is expected to be the highest-budgeted stanza to be distributed by Guild, and will be one of that firm's key properties for next fall. Massey currently is one of the hottest personalities who has not previously appeared in a major film series, and is now particularly in the spotlight on the heels of three successful feature films, "East of Eden," "Battle Cry" and "Prince of Players."

#### To Shoot Soon

Shooting on "I Spy" is expected to commence in about two weeks at the Parsonnet Studios on Long Island. Other cast members, apart from Massey, will be utilized on a picture-to-picture basis, with Montagne planning to use impressive names. Leading Eastern scripters are working on the series, on a free-lance basis.

Guild is expected to offer "I Spy" for national sponsorship after the first films have been turned out.

Meanwhile, shooting has begun (Continued on page 8)

## Desilu Pilot To Be 'Lucy' Replacement

HOLLYWOOD, March 12.—One of two pilot films produced by Desilu last week will replace "I Love Lucy" in the 9 p.m. Monday time slot during the summer, net and company thinking being that if the show picks up the "Lucy" audience and establishes itself it will be continued in another time slot next fall.

The pilots are "Those Whiting Girls" and "Just Off Broadway" (previously called "Girls in Greasepaint"), both musical situation comedies.

## 'Baxter Boy' For MCA-TV

HOLLYWOOD, March 12.—Pilot for "That Baxter Boy," teenage situation comedy developed by Dorothy Cooper, will be filmed next week by Roland Reed Productions for MCA-TV for national sale.

Gordon Hughes will produce. No cast has been set yet.

# THE WHISTLER

hits the  
right note  
every  
time!

Overnight, the eerie note of The Whistler's signal has struck a responsive chord with viewers and sponsors alike.

**WITH VIEWERS:** In Spokane, The Whistler hit a 30.5 rating the first month...27.8 in Salt Lake City. In Cincinnati it soared to 30.4 (up 39%) in two months. Audiences are big everywhere, and 4 out of 5 viewers are adults.\* So the show's a natural...

**WITH SPONSORS:** Signal Oil and Thomas J. Lipton, Inc. picked it up right from the start, regionally. Among others: Block Drug, Hamm's Beer, Household Finance, Necchi Sewing Machines, Safeway Stores.

Call us today for a private screening and details on this 39-week series: its big-name stars, and its heads-up merchandising and promotion which translates audiences into customers.

\*Source: ARB, Dec., Jan.



**BACKWASH OF EMMY AWARDS**

**Should Voting Chore Return to Editors or General TV Audience?**

HOLLYWOOD, March 12.—Results of this year's Academy of Television Arts and Science's Emmy awards has apparently raised serious doubts as to whether future voting should not be taken out of the hands of Academy members and be given back to the public—either the TV editors (who were the voters for several years in the past) or the general TV audience.

That the Academy is hardly likely to do this does not negate the fact that it is apparent that most of the voting took place in blocs with members casting ballots on the basis of the organizations they are affiliated with rather than on the merits of performers and programs.

The fact that Price, Waterhouse & Company, the firm that counted the ballots, will not reveal the number of votes cast for each program makes anything but general analysis impossible, but it is obvious that most of the upsets resulted because NBC or CBS, the two strongest voting blocs, split their ballots among two or more shows they had in the same category.

Conversely, KTTV, which has by far more members than any other local Los Angeles TV station, walked off with the lion's share of the local Emmys. Walt Disney Studios, which is among the half dozen top organizations in the number of ATAS members, together with ABC, formed another potent bloc.

**Beat Bloc Voting**

On the other hand, it is true that shows which stood out head and shoulders above others in their category beat the bloc voting effect thru support from unaffiliated members of the Academy as well as those connected with organizations which had no stake in that particular category. It is important to note, however, that of the 500 to 600 votes cast, approximately 40 per

cent were controlled by half a dozen blocs.

Further, altho the rolls were temporarily closed a month ago, the Academy has had an unprecedented number of applications for membership since the announcement of the nominations.

The victories of some winners, it is believed by trade sources, were apparently due, at least in part, to the bloc voting effect.

**Untarnished**

The apparent emergence of the bloc voting by no means tarnishes the "Emmys" or their winners and should not be interpreted as such, but it does seem to indicate that a re-evaluation of voting procedure is necessary, especially since it seems the larger organizations will become more and more powerful in the future.

The complete list of national awards:

Most outstanding new personality—George Gobel. Best cultural, religious or educational program—"Omnibus." Best sports program—"Gillette Cavalcade of Sports." Best children's program—"Lassie." Best daytime program—"Art Linkletter's House Party." Best Western or adventure series—"Stories of the Century." Best news reporter—John Daly. Best audience guest participation or panel program—"This Is Your Life." Best actor in a single performance—Robert Cummings, "Twelve Angry Men," "Studio One." Best actress in a single performance—Judith Anderson, "MacBeth," "Hallmark." Best male singer—Perry Como. Best female singer—Dinah Shore. Best supporting actor in a regular series—Art Carney. Best supporting actress in a regular series—Audrey Meadows. Best actor starring in a regular series—Danny Thomas. Best actress starring in a regular series—Loretta Young. Best mystery or intrigue series—"Dragnet." Best variety

series—"Disneyland." Best situation comedy series—"Make Room for Daddy." Best dramatic series—"United States Steel Hour." Best individual program—"Operation Undersea." Best art direction of a filmed show—Ralph Berger, Albert Pyke—"A Christmas Carol," "Shower of Stars." Best art direction of a live show—Bob Markell, "You Are There." Best director of photography—Lester Shorr, "Medic." Best written dramatic material—Reginald Rose, "Twelve Angry Men." Best written comedy material—Al Kanter, Jack Douglas, J. Allordice, H. Winkler, "The George Goble Show." Best technical achievement—NBC. Best engineering effects—NBC. Best sound editing—George Nicholson, "Dragnet." Best film editing—Grant Smith, Lyn Harrison, "Operation Undersea." Best direction—Frank Schaffner, "Twelve Angry Men," "Studio One." Best original music—Walter Schumann, "Dragnet." Best scoring—Victor Young, "Diamond Jubilee of Light." Best choreographer—June Taylor, "Jackie Gleason Show."

A breakdown of national awards, excluding technical, shows that NBC and CBS each captured seven, with ABC garnering six and one going to a syndicated program. Thirteen went to live show and eight to film. Five technical awards were won by CBS, six by NBC and one by ABC.

**'BANDSTAND'**

**KTLA Show Bought by Ralston**

HOLLYWOOD, March 12.—Ralston Purina of St. Louis today purchased "Bandstand Revue," KTLA program produced live in Los Angeles, for six major markets in the U. S.

Show, produced by Klaus Landsberg, will be kinescoped for telecasting in San Francisco, Portland, Seattle, Providence, Cincinnati and St. Louis. The hour-long musical will be cut to a half hour on the video transcription. It's expected that Ralston will place the show in other markets shortly.

The program has aired locally for the past five years and has been among the top-rated local shows.

**4 OF 5 EMMYS WON BB AWARDS**

**Vote Results Prove Big Role Of Film in TV Programming**

Despite criticisms of the voting procedure used in the "Emmy" balloting (see other story), final results reflected and underscored the increasingly important role that film is playing in television programming. Of the 21 "Emmy" awards presented to programs and personalities, eight of them—or close to 40 per cent—were won by TV film entries.

Of the five "Emmy" film winners that were on the air last July, and thus were eligible for

The Billboard's Annual TV Film Program and Talent Awards, four won first place Billboard awards. These were "Make Room for Daddy," "Dragnet," Danny Thomas, and Loretta Young (The Billboard, July 31, 1954).

The Billboard Awards are based on secret ballots filled out by top executives from all segments of the TV industry—sponsors, advertising agencies, stations, producers and distributors.

**UM&M ADDS FIVE NEW SHOWS, EXPANDS STAFF**

NEW YORK, March 12.—The three-part UM&M organization has been making big strides in building product, sales and personnel over recent weeks. The distribution firm has taken on five more shows, which, added to the eight it took over from Motion Pictures for Television last fall and the one it already had, gives it a total roster of 14 shows. And Charles Amory, president of UM&M, said still another series is due to be added in the next few weeks.

Amory this week named Cy Donegan sales vice-president of Minot TV, which is Amory's own branch of UM&M. The other two partners in the vast sales organization are Motion Picture Advertising Service, New Orleans, and United Film Service, Kansas City.

The latter two have also created a new sales echelon. MPA upped Don Shuler to the post of general TV manager, and United upped Neale Oliver to the same job. They will serve as administrative heads of UM&M's 30 TV supervisors, who close deals found by their 185 salesmen.

On one of the shows UM&M just took on, it has already closed a large regional deal in the South. Pan-Am Oil thru the Fitzgerald Agency, New Orleans, bought the five-minute series, "Do You Know Why?" for 22 markets in six states. The show was produced by MPA.

**Other Productions**

MPA has also completed production of 39 episodes of "New Orleans Police Department," and Donegan is due to start showing it to prospects here in the next couple of weeks. UM&M has taken over still another MPA production, "Television Court," which was made a few years ago for the American Snuff Company, and run on several stations in the South. Subsequently it was distributed by Essex Films, which is now defunct. Production has now been com-

pleted on the new Gabby Hayes show, which uses Westerns out of the MPTV library. There are 52 segments in this one. The fifth new show UM&M now has is "It's a Dog's Life," an animated puppet show produced by A. C. Berger, who made Minot's Hank McCune show.

UM&M is currently helping Shulton, Inc., and its agency, Wesley Associates, clear stations for "Paris Precinct." The sponsor is aiming for a 38-market spread. It is also thinking of putting the mystery series, which was produced for MPTV by Andre Hakim, into South America and Canada. Louis Jourdan, the star of the show, is currently making the commercials for Shulton's Old Spice at Transfilm.

**NBC-TV Mulls Time Shift as Aid to 'Norby'**

NEW YORK, March 12.—NBC-TV is considering a shift in time periods to help "Norby" increase its potential audiences. The program will probably go into the 8-8:30 p.m. time slot on Wednesdays early in April, an hour later than it currently is viewed.

The web was all set to present a new vidfilm series, "The Soldiers," in the later time period, but changed its plans because of its failure to find a client for the highly regarded property. Instead, it will try to sell the package for summer or fall delivery in a different time period.

Gordon Duff has now taken over as producer of the new live version of "Norby." It will be up to him to find a new format for the show which will be tried out live before it goes to film again. Initial "Norby's" to be seen in the new time slot will be the first group filmed which were produced by David Swift. Eastman Kodak is the sponsor of the show.

**NBC-TV 10-Year Pact Gives Net First Call on Jack Webb**

HOLLYWOOD, March 12.—Jack Webb this week signed a 10-year contract with NBC-TV giving the network first call on his services. The contract provides for Webb's exit after a period of two more years as star of "Dragnet" in which he plays the role of Sergeant Joe Friday.

It also gives the network the right to future properties that Webb is developing. Among them is "Pete Kelly's Blues," now in production as a motion picture film for Warner Brothers release. Once

Webb finishes working on the feature film he probably will get a pilot ready on the vidfilm series, most likely for delivery sometime next year.

The pact was signed with Mark VII Productions, owned by MCA-TV which bought the firm from Webb and his associates. "Dragnet" still continues to show its rating power on NBC in spite of stiffer opposition from CBS-TV this season.

**Rosenthal and Loewenthan Quit Prockter**

NEW YORK, March 12.—Following on the heels of Prockter's new policy of concentrating on film rather than live shows, Everett Rosenthal and Leonard Loewenthan, vice-presidents of Prockter Television Enterprises, have resigned to form their own package firm, Pyramid Productions. The new outfit will begin operation March 21 and will create both live and film properties.

Rosenthal, who was executive producer of Prockter's shows, becomes president of Pyramid. Loewenthan, who was Prockter's general counsel, will hold the title of executive vice-president and general counsel.

Prockter has appointed Robert Lewis Shayon as producer of "Big Story" to replace Rosenthal. The legal firm of Phillips, Nizer, Benjamin & Krim has been retained to act as general counsel and to take charge of financing Prockter properties, functions which had been performed by Loewenthan.

**EUROPE GROWS AS SECONDARY MARKET**

**Screen Gems Exec Finds U. S. Firms Can Profit From Foreign Trade**

NEW YORK, March 12.—The European market has now reached the point where American TV film distributors can easily recoup their foreign dubbing and distribution costs and reap a small profit, according to John Mitchell, Screen Gems' vice-president in charge of sales, who returned this week from a three-week tour of England, France and Germany.

Ralph Cohn, the firm's vice-president and general manager, is still in Europe investigating the best means of launching Screen Gems' international operation, now definitely slated to be put into effect.

The most lucrative market for American shows, Mitchell said, will be England, which is scheduled to launch its new commercial television set-up before the end of this year. Cohn and Mitchell held talks in England with various firms seeking to represent Screen Gems in the sale of the show to the four British programming contractors responsible for scheduling the

forthcoming commercial television outlets. Similar talks were held with firms on the Continent. Deals are expected to be closed in the near future.

According to Mitchell, no thought is being given to utilizing the foreign offices of Columbia Pictures, Screen Gems' parent company, to sell the TV film firm's shows to overseas TV markets. However, one way Screen Gems plans to realize profit from overseas sales is to turn over several half-hour episodes to Columbia for sale to foreign theaters as short subjects to accompany Columbia features.

Initially Screen Gems doesn't count on reaping too much profit from its sales to England and the foreign-speaking nations. The firm feels, however, that it's important to establish itself in these markets now. It's convinced they will become more and more important as secondary sources of income as time goes on, and the best way of building its foreign sales is to start

early and gradually expand as the markets grow.

The emphasis in Screen Gems' international activities will be on distribution, the firm also plans to produce overseas several dramatic episodes. The possibility of using such episodes as pilot films for future series to be produced overseas is not being discounted by the firm.

The no definite moves in this direction have been made, it's worth noting that Screen Gems' Hollywood studios are bulging with new shows. Screen Gems' amazing record in selling shows to national advertisers may make it desirable to shoot shows overseas for two reasons: (1) it would alleviate any West Coast production space problems the firm may run into; (2) it would provide shows different from and therefore, syndication sales-wise, less competitive to its Hollywood product.

Screen Gems now has seven half-hour film series definitely set for production this year.

**ABC's Summer Re-Run Shows**

NEW YORK, March 12.—ABC Film Syndication has put itself into position for the first time to supply network advertisers with summer replacement shows.

The firm this week acquired 52 more "Schlitz Playhouse of Stars" episodes from John Gibbs. These films will be offered only to national advertisers as summer replacement fare or for network airing on any web next fall.

The film distribution firm already has 52 other "Playhouse" episodes, which it has been syndicating. The 52 new ones, which aired on CBS-TV starting November, 1953, has been divided into four bundles—one concentrating on romance-drama stories, another on action-adventure, a third on suspense-drama, and the fourth on mystery-drama.

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Television Programs of America, Inc.

# Scott Paper to Replace 'Margie' With 'Father'

NEW YORK, March 12.—Scott Paper Company this week bought "Father Knows Best" from Screen Gems as replacement next fall for "My Little Margie" on NBC-TV Wednesdays, 8:30-9 p.m. The deal is for a firm 52 weeks—39 first runs and 13 summer reruns. The show, starring Robert Young, is now finishing up a 26-week run on CBS-TV Sundays, 10-10:30 p.m. for P. Lorillard. The cigger firm is dropping the stanza, despite the warm critical acclaim it has garnered, because it's too expensive for the ratings it's

been picking up in the late Sunday evening time slot. Lorillard is replacing "Father" with a lower-priced live stanza.

## STRIP AUTRY

### WTTG Sets Full Hour Daytimes

WASHINGTON, March 12.—WTTG here is following the lead of WBBM-TV, Chicago, in stripping the Gene Autry show in daytime. But WTTG will go one better and run the half-hour Westerns back-to-back for a full hour with a live hostess, Cindy Lou.

In Chicago the Autry series, in its 17th run, pulled the highest daytime rating in January. The 52 episodes that WTTG bought from CBS-TV Film Sales are only second run. Their only previous appearance here was on the network, CBS-TV, and that was a year and a half ago.

WTTG is slotting Autry 4-5 p.m. daily. Pick Temple has been moved back to the 5-6 p.m. slot, and instead of running Westerns will henceforth play the silent "Our Gang" comedies, bought from Onyx Picture Corporation, and "Laurel and Hardy" comedies.

## George Turner to Buy for TV, Inc.

NEW YORK, March 12.—Herb Jacobs, general manager of TV, Inc., the resident film buying organization here, has chosen George Turner to carry on his buying chores while he goes out on the road to drum up more membership. Jacobs expects to leave in about two weeks. TV, Inc. is owned by 50 stations west of the Mississippi. Jacobs is seeking another 50 stations in the eastern half of the country.

Turner was at one time film director of Du Mont. Since then he has sold for Guild Films and Official Films. He has over 10 years experience in the film business with such firms as RKO Pathe and Soundmasters.

# 'Sgt. Preston' To Hand Ax To 'Cavalcade'

NEW YORK, March 12.—Du Pont's "Cavalcade of America," now in the Tuesday 7:30-8 p.m. time period on ABC-TV, will be pushed out of that time period at the end of this season to make way for "Sergeant Preston of the Yukon," the new Quaker Oats vidfilm series. Du Pont is already asking the other networks to see what they can offer in the way of time periods, with NBC-TV said to have the inside track.

Not only is "Cavalcade" getting moved out of its slot, but ABC-TV has also asked the advertiser to take a larger network line-up of ABC-TV stations if it wishes to remain there. Du Pont uses many local stations of its own choosing and has for several years, because it is able to get better time on them. The demand is entirely unacceptable to the client.

NBC believes it can offer Du Pont suitable station-option time. Wednesdays 7-7:30 p.m. on that network now is occupied by "Norby" (see other story this issue), but it is expected to open shortly. Du Pont is weighing the time period. "Preston" will debut early in October on ABC-TV.

## WOR-TV Buys Film 'Museum'

NEW YORK, March 12.—Sterling Television this week sold its nostalgic "Movie Museum" series to WOR-TV here. It had previously sold Los Angeles, and is now in close to 40 markets in all. WOR-TV plans to run the show just prior to its coverage of the Dodgers night games, which will average three nights a week.

Sterling this week opened its fourth branch office, in Cincinnati. Elliot Abrams is being transferred from the New York office to head the new branch.

## Late Feature Films

Continued from page 4

other hand, WGN's features are under a different title each night.

But there seems to be no substitute for quality pictures. WTOP does not exactly seem to be straining for quality. It was asked \$2,000 apiece for the General Teleradio pictures and turned them down. WTTG finally took them and is running them in prime time.

This study does not include interviews of the film buyers whose features are being beaten by "Tonight." But conceivably their economic philosophy can justify their position, at least to their own satisfaction. They may very well feel that they can get enough participating sponsors despite their rating deficit at least to keep their film operation in the black. This attitude, of course, is not calculated to get NBC-TV or Steve Allen mad.

## Massey to Star

Continued from page 4

here this week at the Biltmore Studios on the new filmed version of "The Goldbergs" which Guild will co-produce and distribute. The show has shifted its locale to Haverville, a bucolic community in the Midwest. The Goldbergs are the one Jewish family in the community. The change was made to give the show more appeal in hinterland cities.

William Berke will produce and Marc Daniels, the first director of "I Love Lucy," will meg "The Goldbergs." Cast is the same as used on the Du Mont network: Gertrude Berg, Robert Harris, Eli Mintz and Arlene McQuade will play the top roles in the situation-comedy. Program is being readied for spring sale.

# MCA Moving To Foreign Distribution

NEW YORK, March 12.—MCA-TV is taking another step toward foreign distribution of its several TV film series. The firm has signed a deal with French producer Jean-Paul Blondeau by which he will dub its shows into French, beginning with "I'm the Law." Blondeau's Trinity Productions, which owns the audience participation show "Dollar a Second" on ABC-TV, will reportedly bring in the French sound tracks for \$600 per episode.

There is still some question about who will handle the French distribution. MCA-TV has its own Paris office with David Stein in charge. MCA here says Stein will take care of that distribution, but sources close to Blondeau says he expects to handle it.

Blondeau this week also bought the exclusive European rights to "What's My Line" and "This Is Your Life," which he plans to air in French on the commercial stations in Luxembourg and Monaco.

## ABTV Gets Five New Pix From Britain

NEW YORK, March 12.—American-British TV Movies this week picked up five more feature films from its English production affiliate, Eros Films. The five new pictures were all made within the past year. This addition brings the ABTV feature catalog to exactly 100.

The titles of the new films are "The Radio Cab Murder," "No Smoking," "Dangerous Money," "The Strange Case of Arthur Lee" and "Where There's a Will."

Meanwhile, Nathan Kramer, ABTV partner, has been actively selling the firm's half-hour series, "Scotland Yard," in the West. He has sold six stations so far, including KNXT, Los Angeles, and KRON-TV, San Francisco. He has also sold it to the Canadian Broadcasting Corporation. He is not making any endeavor to sell directly to sponsors. There are 13 episodes of "Scotland Yard" in the can, and ABTV is now in negotiation for further production.

The "Scotland Yard" show listed for KNXT, Los Angeles, in the American Research Bureau chart of last week's issue of The Billboard was actually ABTV's. It was erroneously credited to Du Mont, which also has a syndicated film series of that title. The rating was 5.5, an increase of two points over the previous month.

## NTA Sells Corum In 8 West Markets For Shamrock Oil

NEW YORK, March 12.—National Telefilm Associates has sold its Bill Corum sports show to Shamrock Oil of Texas for airing in about eight markets, including Denver and Pueblo in Colorado; Lubbock, Amarillo and Wichita Falls in Texas, and Albuquerque, N. M.

The deal for the quarter-hour stanza, produced by Ely Landau, Inc., is for 26 weeks. Shamrock's agency is McCormick Company in Amarillo.

## Imperial Grappler Pix Sold, Renewed

CHICAGO, March 12.—Gene Lukas, general sales manager of Imperial World Films, announced this week that his firm has secured 35 new stations and 26 renewals for its "Wrestling From International Amphitheater" film series.

Of the 35 new outlets which will carry the show, approximately 30 of them are Du Mont affiliates. Du Mont recently dropped its live wrestling show which accounts for the number of affiliates signing up for the film series.

## INTRIGUE

### Sullivan & Lorre for 'Holder'

HOLLYWOOD, March 12.—Peter Lorre and Frances I. Sullivan have been signed for starring roles in the pilot film of "The Getter and the Holder," Sam Neuman developed series about intrigue in Tangiers. McCadden productions will film the show. Sullivan, presently appearing on Broadway, will fly to the West Coast to do the pilot.

## TV Writers, Miffed At ATAS Brushoff, Map Awards Affair

HOLLYWOOD, March 12.—Television writers, extremely unhappy with the brushoff they were given by the Academy of Television Arts and Sciences on the Emmy awards, will hold their own affair sometime during the summer, it was announced today.

First annual Writers' Guild awards will be limited to shows seen on the screens from January 1 to June 30, 1955. Four categories have been established: Best situation comedy, best variety comedy, best dramatic anthology and best dramatic episode. No differentiation will be made between film and live.

## Official Sells to European Market

NEW YORK, March 12.—Official Films, which has been deriving a small but steady income from foreign sales of its cartoons and capsule "Music Hall Varieties," has closed another foreign deal for this material.

The firm has pacted International Radio and Television Programs to act as its sub-agent in selling 30 cartoons and 250 "Music Hall Variety" segs to Roger Weil in Switzerland for distribution to the French-speaking European market.

## At Last the Deal

Continued from page 4

foreclosures. The average price per picture was said to be more than Hygo's "Big 10," which it acquired just one year ago at around \$35,000 each.

The "Big 10" is now sold in 70 markets. Hygo has kept it out of TV in the entire South from Texas to the Atlantic in order to sell it theatrically there. This protection ends April 1, at which time Hygo will thus have 21 or 22 new pictures for the Southern stations.

### Other Films

The other films in the "Showmanship Package" are "Outpost in Morocco" with George Raft, "Salome, Where She Danced" with Yvonne de Carlo, "Eagle Squadron" with Robert Stack, "Gung Ho" with Randolph Scott, "Ladies Courageous" with Loretta Young, "We've Never Been Licked" with Robert Mitchum and produced by Walter Wanger, "Smashup" with Susan Hayward and "Night in Paradise" with Merle Oberon.

"Outpost in Morocco" was released by United Artists, the rest by Universal. "Salome" and "Night in Paradise" are in Technicolor. Hygo plans to make some theatrical distribution of "Smashup."

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# The Billboard's Non-Network ARB Film Ratings

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

This chart is one part of a four-week rating 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
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## CHICAGO . . . . . 4 STATIONS

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

1. Jackie Gleason, WBBM . . . . . 60.3	6. Dragnet, WNBO . . . . . 45.9
2. Toast of the Town, WBBM . . . . . 51.1	7. I Love Lucy, WBBM . . . . . 45.5
3. Disneyland, WBKB . . . . . 50.6	8. Your Hit Parade, WNBO . . . . . 43.3
4. This Is Your Life, WNBO . . . . . 48.6	9. Jack Benny, WBBM . . . . . 42.4
5. George Gobel, WNBO . . . . . 46.7	10. I've Got a Secret, WBBM . . . . . 41.6

10. Two for the Money, WBBM . . . . . 41.6

1. Annie Oakley (West.), CBS Film . . . . . WBKB-Su, 2:00-2:30 . . . . . 25.5	City Desk, 1.2
2. Cisco Kid (West.), Ziv-TV . . . . . WBKB-Su, 5:00-5:30 . . . . . 25.3	Omnibus, 8.6
3. Wild Bill Hickok (West.), NBC Film . . . . . WBKB-Su, 1:30-2:00 . . . . . 23.7	Sunday Showtime, 2.6
4. Mayor of the Town (Comedy), MCA-TV . . . . . WNBO-Su, 10:00-10:30 . . . . . 23.7	Wrestling, 9.6
5. Superman (Adv.), Flamingo Films . . . . . WBKB-Su, 5:00-5:30 . . . . . 22.4	Frontier Playhouse, 4.3
6. Gene Autry Time (West.), CBS Film . . . . . WBBM-M to F, 5:30-6:00 . . . . . 21.3	Close-Up, 4.9
7. Janet Dean, R.N. (Drama), U M & M . . . . . WNBO-Su, 10:30-11:00 . . . . . 20.4	Wrestling, 11.6
8. Favorite Story (Drama), Ziv-TV . . . . . WNBO-M, 9:30-10:00 . . . . . 18.8	Studio One, 25.5
9. Hans Christian Andersen (Child.), Interstate TV . . . . . WBKB-Su, 2:30-3:00 . . . . . 18.6	Adventure, 6.5
10. Racket Squad (Mys.), ABC Film . . . . . WGN-T, 8:30-9:00 . . . . . 18.0	Red Skelton, 20.4
11. Badge 714 (Mys.), NBC Film . . . . . WGN-T, 8:00-8:30 . . . . . 17.3	Fireside Theater, 11.6
12. Abbott and Costello (Comedy), MCA-TV . . . . . WNBO-Su, 6:00-6:30 . . . . . 15.9	Gene Autry, 9.6
13. I Led Three Lives (Adv.), Ziv-TV . . . . . WGN-T, 9:30-10:00 . . . . . 14.5	It's a Great Life, 11.6
14. Mr. District Attorney (Mys.), Ziv-TV . . . . . WBKB-F, 9:30-10:00 . . . . . 14.3	Person to Person, 11.6
15. Cisco Kid (West.), Ziv-TV . . . . . WBKB-Su, 4:30-5:00 . . . . . 13.4	Frontier Playhouse, 4.3
16. Liberate (Music), Guild Films . . . . . WGN-W, 9:30-10:00 . . . . . 13.1	Best of Broadway, 11.6
17. Range Rider (West.), CBS Film . . . . . WBBM-M, 5:00-5:30 . . . . . 12.9	Elmer the Elephant, 11.6
18. Hank McCune (Comedy), Minot TV . . . . . WBKB-Su, 3:30-4:00 . . . . . 12.2	Zoo Parade, 11.6
19. Life of Riley (Comedy) NBC Film . . . . . WGN-T, 9:00-9:30 . . . . . 12.2	Truth or Consequences, 11.6
20. Ramar of the Jungle (Adv.), TPA . . . . . WBKB-Su, 12:30-1:00 . . . . . 12.2	Ray Rayner, 11.6
21. The Visitor (Drama), NBC Film . . . . . WBKB-Th, 10:00-10:30 . . . . . 11.4	Motion Picture Academy, 11.6
22. Heart of the City (Drama), MCA-TV . . . . . WBKB-M, 10:00-10:30 . . . . . 11.0	Mages Playhouse, 11.6
23. My Hero (Comedy), Official Films . . . . . WBKB-Th, 10:30-11:00 . . . . . 10.6	Motion Picture Academy, 11.6
24. Boston Blackie (Mys.) Ziv-TV . . . . . WGN-Th, 9:30-10:00 . . . . . 9.8	Name That Tune, 11.6
25. Hopalong Cassidy (West.), NBC Film . . . . . WNBO-Su, 5:30-6:00 . . . . . 9.4	Space Ranger, 11.6
26. Rocky Jones, Space Ranger (Adv.), MCA-TV . . . . . WBKB-Su, 5:30-6:00 . . . . . 9.4	Hopalong Cassidy, 11.6
27. Victory at Sea (Docum.), NBC Film . . . . . WBKB-Th, 9:30-10:00 . . . . . 8.8	Lux Video Theater, 11.6
28. Sherlock Holmes (Drama) U M & M . . . . . WGN-Th, 8:30-9:00 . . . . . 7.8	Ford Theater, 11.6
29. Inner Sanctum (Mys.), NBC Film . . . . . WGN-F, 7:30-8:00 . . . . . 7.7	Topper, 11.6
30. Meet Corliss Archer (Comedy), Ziv-TV . . . . . WGN-T, 7:30-8:00 . . . . . 7.5	Bob Hope, 11.6
31. Championship Bowling (Sports), Walt Schlimmer . . . . . WGN-M, 7:00-7:30 . . . . . 6.7	Producers Showcase, 11.6
32. Dangerous Assignment (Adv.), NBC Film . . . . . WBKB-T, 10:30-11:00 . . . . . 6.3	Bowling, 11.6
33. Mr. and Mrs. North (Mys.), ATPS . . . . . WGN-F, 7:00-7:30 . . . . . 6.3	Ozzie and Harriet, 11.6
34. Captured (Mys.), NBC Film . . . . . WBKB-F, 9:00-9:30 . . . . . 6.3	Cavalcade of Sports, 11.6
35. Ramar of the Jungle (Adv.), TPA . . . . . WBKB-Su, 12:00-12:30 . . . . . 6.1	Range Rider, 11.6
36. Lone Wolf (Mys.), MCA-TV . . . . . WGN-Su, 8:00-8:30 . . . . . 5.9	Two for the Money, 11.6
37. Paragon Playhouse (Drama), NBC Film . . . . . WNBO-F, 10:30-11:00 . . . . . 5.7	Community Theater, 11.6
38. Range Rider (West.), CBS Film . . . . . WBBM-Su, 12:00-12:30 . . . . . 5.5	Ramar of the Jungle, 11.6
39. Life With Elizabeth (Comedy), Guild Films . . . . . WBKB-Su, 10:00-10:30 . . . . . 5.3	Courtesy TV Theater, 11.6
40. Tales of Tomorrow (Drama), TeeVee . . . . . WGN-Su, 9:30-10:00 . . . . . 4.3	What's My Line?, 11.6
41. Times Square Playhouse (Drama), Ziv-TV . . . . . WGN-Su, 3:30-4:00 . . . . . 3.9	Zoo Parade, 11.6
42. Paragon Playhouse (Drama), NBC Film . . . . . WNBO-Th, 10:30-11:00 . . . . . 3.9	Motion Picture Academy, 11.6
43. Walt's Workshop (Educ.), Walter Schlimmer . . . . . WNBO-F, 7:30-8:00 . . . . . 3.3	Topper, 11.6
44. Paragon Playhouse (Drama), NBC Film . . . . . WNBO-M, 10:30-11:00 . . . . . 3.1	Mages Playhouse, 11.6
45. How Does Your Garden Grow? (Misc.), Int'l. Film . . . . . WNBO-Su, 1:00-1:30 . . . . . 2.8	Amateur Hour, 11.6
46. Biff Baker, U.S.A. (Adv.), MCA-TV . . . . . WBBM-Su, 10:15-10:45 . . . . . 2.8	Courtesy TV Theater, 11.6
47. Conrad Nagel Theater (Drama), Guild Films . . . . . WBKB-W, 9:30-10:00 . . . . . 2.7	Best of Broadway, 11.6
48. International Playhouse (Drama), NTA . . . . . WBBM-Su, 12:30-1:00 . . . . . 2.6	Amateur Hour, 11.6
49. The Playhouse (Drama), ABC Film . . . . . WBBM-M, 11:00-11:30 . . . . . 2.0	Mages Playhouse, 11.6
50. Florian ZaBach (Music), Guild Films . . . . . WGN-Su, 9:00-9:15 . . . . . 1.6	Loretta Young, 11.6
51. Counterpoint (Drama), MCA-TV . . . . . WBKB-Su, 10:30-11:00 . . . . . 1.6	Biff Baker, U.S.A., 11.6
52. Adventures of Danny Dee . . . . . WGN-Su, 11:30-11:45 . . . . . 1.6	Big Top, 11.6
53. Fulton Lewis Jr. (News), MCA-TV . . . . . WGN-Su, 7:00-7:15 . . . . . 0.4	Toast of the Town, 11.6

## PHILADELPHIA . . . . . 3 STATIONS

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

1. Jackie Gleason, WCAV . . . . . 64.9	6. Disneyland, WFIL . . . . . 44.6
2. Toast of the Town, WCAV . . . . . 56.8	7. I Love Lucy, WCAV . . . . . 43.9
3. You Bet Your Life, WPTZ . . . . . 50.5	8. Godfrey and Friends, WCAV . . . . . 43.7
4. I've Got a Secret, WCAV . . . . . 47.3	9. Two for the Money, WCAV . . . . . 43.5
5. Bob Hope, WPTZ . . . . . 45.0	10. Beat the Clock, WCAV . . . . . 41.9

10. Best of Broadway, WCAV . . . . . 41.9

1. Waterfront (Adv.), MCA-TV . . . . . WCAU-Su, 6:30-7:00 . . . . . 30.2	Janet Dean, R.N., 8.9
2. Superman (Adv.), Flamingo Films . . . . . WCAU-M, 7:00-7:30 . . . . . 22.6	Award Theater, 12.2
3. Foreign Intrigue (Adv.), Sheldon Reynolds . . . . . WCAU-S, 7:00-7:30 . . . . . 19.6	Frontier Playhouse, 13.5
4. Mr. and Mrs. North (Mys.), ATPS . . . . . WFIL-T, 7:00-7:30 . . . . . 16.9	Award Theater, 17.3
5. Boston Blackie (Mys.), Ziv-TV . . . . . WCAU-Th, 7:00-7:30 . . . . . 15.8	Award Theater, 19.1
6. Liberate (Music), Guild Films . . . . . WPTZ-S, 11:00-11:30 . . . . . 15.8	Ford Playhouse, 16.4
7. I Led Three Lives (Adv.), Ziv-TV . . . . . WCAU-W, 7:00-7:30 . . . . . 15.5	Award Theater, 24.6
8. Ramar of the Jungle (Adv.), TPA . . . . . WFIL-Su, 6:00-6:30 . . . . . 15.3	Omnibus, 13.5
9. Badge 714 (Mys.), NBC Film . . . . . WCAU-F, 7:00-7:30 . . . . . 15.3	Award Theater, 14.8
10. Gene Autry (West.), CBS Film . . . . . WCAU-S, 5:30-6:00 . . . . . 14.5	Rex Trailer's Ranch, 6.9
11. Ramar of the Jungle (Adv.), TPA . . . . . WFIL-S, 6:00-6:30 . . . . . 14.2	Abbott & Costello, 11.6
12. Abbott and Costello (Comedy), MCA-TV . . . . . WPTZ-S, 6:00-6:30 . . . . . 13.7	Ramar of the Jungle, 11.6
13. Mr. District Attorney (Mys.), Ziv-TV . . . . . WPTZ-T, 10:30-11:00 . . . . . 11.8	Stage 7, 11.6
14. City Detective (Mys.), MCA-TV . . . . . WFIL-M, 7:00-7:30 . . . . . 11.4	Superman, 11.6
15. Ellyer Queen (Mys.), TPA . . . . . WPTZ-Su, 2:30-3:00 . . . . . 10.9	Guild Theater, 11.6
16. Wild Bill Hickok (West.), Flamingo Films . . . . . WCAU-Su, 5:00-5:30 . . . . . 10.9	Nickelodeon, 11.6
17. Hopalong Cassidy (West.), NBC Film . . . . . WFIL-Su, 11:30-12:00 . . . . . 10.5	Children's Hour, 11.6
18. Meet Corliss Archer (Comedy), Ziv-TV . . . . . WPTZ-Su, 6:00-6:30 . . . . . 10.2	Ramar of the Jungle, 11.6
19. Death Valley Days (West.), Pacific-Borax . . . . . WCAU-Th, 10:30-11:00 . . . . . 9.7	Mystery Hour, 11.6
20. Hopalong Cassidy (West.), NBC Film . . . . . WFIL-T to F, 5:00-6:00 . . . . . 9.1	Various, 11.6
21. Janet Dean, R.N. (Drama), U M & M . . . . . WFIL-Su, 6:30-7:00 . . . . . 8.9	Waterfront, 11.6
22. Favorite Story (Drama), Ziv-TV . . . . . WPTZ-Su, 11:00-11:30 . . . . . 8.4	Various, 11.6
23. Mayor of the Town (Comedy), MCA-TV . . . . . WPTZ-M, 10:30-11:00 . . . . . 7.8	Various, 11.6
24. Eddie Cantor (Music), Ziv-TV . . . . . WFIL-W, 10:30-11:00 . . . . . 7.8	Best of Broadway, 11.6
25. Badge 714 (Mys.), NBC Film . . . . . WCAU-F, 7:00-7:30 . . . . . 7.8	Award Theater, 11.6
26. Man Behind the Badge (Mys.), MCA-TV . . . . . WCAU-S, 10:30-11:00 . . . . . 7.6	Your Hit Parade, 11.6
27. Dangerous Assignment (Adv.), NBC Film . . . . . WFIL-S, 7:30-8:00 . . . . . 7.5	Beat the Clock, 11.6
28. Star and the Story (Drama), Official Films . . . . . WFIL-S, 7:00-7:30 . . . . . 7.3	Foreign Intrigue, 11.6
29. The Falcon (Adv.), NBC Film . . . . . WPTZ-Su, 10:30-11:00 . . . . . 6.9	Best of Broadway, 11.6
30. Racket Squad (Mys.), ABC Film . . . . . WFIL-Su, 10:30-11:00 . . . . . 6.2	What's My Line?, 11.6
31. Hopalong Cassidy (West.), NBC Film . . . . . WFIL-M, 5:00-6:30 . . . . . 6.1	Howdy Doody, Funhouse, 11.6
32. Ramar of the Jungle (Adv.), TPA . . . . . WFIL-T to F, 6:00-6:30 . . . . . 6.0	Funhouse, 11.6
33. Follow That Man (Mys.), MCA-TV . . . . . WCAU-Su, 4:30-5:00 . . . . . 5.8	Zoo Parade, 11.6
34. Inner Sanctum (Mys.), NBC Film . . . . . WCAU-S, 11:30-12:00 . . . . . 5.7	Ford Playhouse, 11.6
35. Colonel March (Mys.), Official Films . . . . . WFIL-Th, 7:00-7:30 . . . . . 5.5	Award Theater, 11.6
36. Stranger Than Fiction (Misc.), United World Films . . . . . WPTZ-Su, 6:45-7:00 . . . . . 4.0	Waterfront, 11.6
37. Drew Pearson (News), U M & M . . . . . WFIL-Su, 11:00-11:15 . . . . . 4.0	News and Sports, 11.6
38. Ramar of the Jungle (Adv.), TPA . . . . . WFIL-Su, 11:00-11:30 . . . . . 3.7	Western Theater, 11.6
39. My Hero (Comedy), Official Films . . . . . WCAU-S, 2:30-3:00 . . . . . 1.5	Ridin' the Trail, 11.6

Rank Among Films	Title (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
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## WASHINGTON . . . . . 4 STATIONS

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

1. You Bet Your Life, WRC . . . . . 53.3	6. Bob Hope, WRC . . . . . 39.3
2. Dragnet, WRC . . . . . 47.2	7. This Is Your Life, WRC . . . . . 37.2
3. Jackie Gleason, WTOP . . . . . 46.4	8. Disneyland, WMAL . . . . . 36.7
4. George Gobel, WRC . . . . . 45.1	9. Producer's Showcase, WRC . . . . . 36.3
5. Toast of the Town, WTOP . . . . . 41.2	10. Fireside Theater, WRC . . . . . 35.6

1. Superman (Adv.), Flamingo Films . . . . . WRC-T, 7:00-7:30 . . . . . 28.3	Foreign Intrigue, 9.6
2. Wild Bill Hickok (West.), Flamingo Films . . . . . WRC-Th, 7:00-7:30 . . . . . 25.5	Hans Christian Andersen, 7.1
3. Badge 714 (Mys.), NBC Film . . . . . WRC-F, 7:00-7:30 . . . . . 24.3	Stories of Century, 6.2
4. Ramar of the Jungle (Adv.), TPA . . . . . WTOP-W, 7:00-7:30 . . . . . 18.7	Norby, 7.9
5. I Led Three Lives (Adv.), Ziv-TV . . . . . WRC-M, 10:30-11:00 . . . . . 18.4	Studio One, 12.0
6. Sherlock Holmes (Mys.), U M & M . . . . . WRC-M, 7:00-7:30 . . . . . 18.2	Janet Dean, R.N., 8.5
7. Amos 'n' Andy (Comedy), CBS Film . . . . . WTOP-Su, 3:30-4:00 . . . . . 18.0	Sunday Show, 3.5
8. Annie Oakley (West.), CBS Film . . . . . WTTG-S, 7:00-7:30 . . . . . 15.6	Your Hit Parade, 20.3
9. Cowboy G-Men (West.), Flamingo Films . . . . . WMAL-Su, 6:00-6:30 . . . . . 13.6	Omnibus, 17.5
10. My Hero (Comedy), Official Films . . . . . WTOP-Su, 3:00-3:30 . . . . . 11.4	Sunday Show, 2.5
11. Foreign Intrigue (Adv.), Sheldon Reynolds . . . . . WTOP-T, 7:00-7:30 . . . . . 9.6	Superman, 11.6
12. Janet Dean, R.N. (Drama), U M & M . . . . . WTOP-M, 7:00-7:30 . . . . . 8.5	Sherlock Holmes, 11.6
13. Benlah (Comedy), Flamingo Films . . . . . WMAL-S, 7:30-8:00 . . . . . 8.5	Beat the Clock, 11.6
14. Star and the Story (Drama), Official Films . . . . . WMAL-S, 9:00-9:30 . . . . . 7.2	Big Story, 11.6
15. China Smith (Adv.), NTA . . . . . WTOP-S, 6:30-7:00 . . . . . 7.2	Various, 11.6
16. Hans Christian Andersen (Child.), Interstate TV . . . . . WTOP-Th, 7:00-7:30 . . . . . 7.1	Wild Bill Hickok, 11.6
17. Mr. District Attorney (Mys.), Ziv-TV . . . . . WMAL-F, 10:00-10:30 . . . . . 6.9	Cavalcade of Sports, 11.6
18. The Falcon (Mys.), NBC Film . . . . . WTOP-Th, 10:30-11:00 . . . . . 6.7	Lux Video Theater, 11.6
19. Liberate (Music), Guild Films . . . . . WTTG-T, 9:00-9:30 . . . . . 6.7	Fireside Theater, 11.6
20. Stories of Century (West.), Hollywood TV Service . . . . . WTOP-F, 7:00-7:30 . . . . . 6.2	Badge 714, 11.6
21. Ellyer Queen (Mys.), TPA . . . . . WTTG-Su, 10:00-10:30 . . . . . 5.6	Loretta Young, 11.6
22. Lone Wolf (Mys.), MCA-TV . . . . . WTTG-Su, 9:00-9:30 . . . . . 5.0	G. E. Theater, 11.6
23. Racket Squad (Mys.), ABC Film . . . . . WMAL-W, 10:00-10:30 . . . . . 5.0	This Is Your Life, 11.6
24. Town and Country Time (Music), Official Films . . . . . WMAL-M to F, 5:00-5:30 . . . . . 4.8	Pinky Lee, 11.6
25. Eddie Cantor (Music), Ziv-TV . . . . . WMAL-W, 10:30-11:00 . . . . . 4.2	Best of Broadway, 11.6
26. Man Behind the Badge (Mys.), MCA-TV . . . . . WMAL-S, 10:30-11:00 . . . . . 4.0	Saleway Theater, 11.6
27. Meet Corliss Archer (Comedy), Ziv-TV . . . . . WMAL-T, 8:00-8:30 . . . . . 3.7	Bob Hope, 11.6
28. Secret File, USA (Adv.), Official Films . . . . . WTTG-M, 6:30-7:00 . . . . . 3.6	Roy Rogers, 11.6
29. Inspector Mark Saber (Mys.), Thompson-Koch . . . . . WTTG-T, 9:30-10:00 . . . . . 3.4	Circle Theater, 11.6
30. Yesterday's Newsreel (Docum.), Ziv-TV . . . . . WTTG-M to F, 6:45-7:00 . . . . . 3.1	Various, 11.6
31. Hollywood Off Beat (Mys.), MCA-TV . . . . . WTTG-F, 9:30-10:00 . . . . . 2.7	Our Miss Brooks, 11.6
32. Where Were You? (Docum.), MCA-TV . . . . . WMAL-F, 10:30-11:00 . . . . . 2.7	Person to Person, 11.6
33. Colonel March (Mys.), Official Films . . . . . WTOP-Su, 11:30-12:00 . . . . . 2.2	Armchair Theater, 11.6
34. Fulton Lewis Jr. (News), Gen'l Teleradio . . . . . WTTG-M, 10:45-11:00 . . . . . 2.1	I Led Three Lives, 11.6
35. This Is the Story (Drama), Morton TV . . . . . WMAL-Su, 6:30-7:00 . . . . . 1.9	Roy Rogers, 11.6
36. International Police (Mys.), NTA . . . . . WMAL-Th, 10:30-11:00 . . . . . 1.9	Lux Video Theater, 11.6
37. Front Page Detective (Mys.), Consolidated TV . . . . . WMAL-Su, 10:30-11:00 . . . . . 1.3	What's My Line?, 11.6
38. This Is the Story (Drama), Morton TV . . . . . WMAL-T, 6:45-7:00 . . . . . 1.3	Various, 11.6
39. Yesterday's Newsreel (Docum.), Ziv-TV . . . . . WTTG-S, 9:45-10:00 . . . . . 0.8	Texaco Star Theater, 11.6
40. This Is the Story (Drama), Morton TV . . . . . WMAL-Th, 6:45-7:00 . . . . . 0.8	Various, 11.6
41. Counterpoint (Drama), MCA-TV . . . . . WTTG-W, 10:30-11:00 . . . . . 0.5	Best of Broadway, 11.6
42. Facts Forum (Docum.), Fact Forum, Inc. . . . . WTTG-Su, 5:30-6:00 . . . . . 0.5	Omnibus, 11.6

## LOS ANGELES . . . . . 7 STATIONS

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

1. I Love Lucy, KNXT . . . . . 56.6	6. Ford Theater, KRCA . . . . . 36.8
2. You Bet Your Life, KRCA . . . . . 50.8	7. What's My Line? KNXT . . . . . 35.8
3. Dragnet, KRCA . . . . . 45.2	8. Burns and Allen, KNXT . . . . . 35.7
4. Jack Benny, KNXT . . . . . 41.0	9. Disneyland, KABC . . . . . 35.6
5. George Gobel, KRCA . . . . . 38.6	10. This Is Your Life, KRCA . . . . . 33.3

1. Badge 714 (Mys.), NBC Film . . . . . KTTV-S, 7:30-8:00 . . . . . 29.6	Show Wagon, 9.7
2. Waterfront (Adv.), MCA-TV . . . . . KTTV-T, 7:30-8:00 . . . . . 27.	

Continued from page 9

Table with columns: Rank Among Films, Title (Type) and Distributor, Station, Day, Time, Feb. ARB Rating, Top Opposition & Rating. Lists programs like Racket Squad, Mr. and Mrs. North, Terry and the Pirates, etc.

DETROIT

4 STATIONS

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

Table listing top 10 locally rated programs in Detroit, including Jackie Gleason, I Love Lucy, and Toast of the Town.

Main table for Detroit programs, listing titles, stations, times, and ratings. Includes programs like Wild Bill Hickok, Superman, and Racket Squad.

NEW YORK

7 STATIONS

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

Table listing top 10 locally rated programs in New York, including Jackie Gleason, I Love Lucy, and Toast of the Town.

Main table for New York programs, listing titles, stations, times, and ratings. Includes programs like Superman, Annie Oakley, and Racket Squad.

Main table for Baltimore programs, listing titles, stations, times, and ratings. Includes programs like Eddie Cantor, Ramar of the Jungle, and Captain Z-Ro.

BALTIMORE

3 STATIONS

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

Table listing top 10 locally rated programs in Baltimore, including Jackie Gleason, Toast of the Town, and I've Got a Secret.

Main table for Baltimore programs, listing titles, stations, times, and ratings. Includes programs like Superman, Annie Oakley, and Wild Bill Hickok.

BOSTON

2 STATIONS

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

Table listing top 10 locally rated programs in Boston, including Jackie Gleason, Toast of the Town, and I've Got a Secret.

Main table for Boston programs, listing titles, stations, times, and ratings. Includes programs like Range Rider, I Led Three Lives, and Wild Bill Hickok.

# Mills Debuts American Firm With 3 Disks

**Withholds Masters From U. S. Diskers; Fox to Head Sales**

HOLLYWOOD, March 12.—American Record Company, the Mills Music disk firm (The Billboard, March 12), officially gets under way next week with release of the company's first three records to disk jockeys thruout the nation.

Release features Mae Williams on "Huckleberries" and "Break-thru"; Bob London on "Mr. Publisher, Have I Got a Song for You" and Danny Welton on "Fair Wind" and "Till the Band Comes Home."

Irving Mills, president of the firm, revealed that all artists are under exclusive contract, with the firm planning to add others in the future.

According to Mills, entry of the company in the record business is primarily a means of exposure for songwriters who desire a specific interpretation not available at other labels.

Mills this week named Harry Fox to handle national sales for the company. Fox, not the Harry Fox associated with the Music Publishers' Protective Association, has been a veteran of the record business in Los Angeles and most recently handled national distribution for a number of independent labels. Mills also added George Jay

*(Continued on page 20)*

# A-V Tape Inks Music Stores

NEW YORK, March 12.—Ray Rand, general sales manager of A-V Tape Libraries, is back from a 30-day tour of major markets during which he set leading department and music-radio stores as outlets for the firm's line of pre-recorded tapes.

The move is indicative of the increased stress being placed on music stores by tape manufacturers in the merchandising of their product.

All stores signed will handle A-V's complete line. They have joined a program which the firm calls its "30-60-90-day Key Ad Plan." Under the program each store will initiate a newspaper advertising schedule in its territory, with A-V supplying ad mats, promotional material and point-of-sale aids.

The areas and stores lined up by Rand are: Cleveland, Higbee Department Store; Detroit, Grinnell's; Chicago, Lyon & Healy; Denver, Well's Music; Salt Lake City, ZCMI Department Store; San Francisco, Sherman-Clay Music; Los Angeles, Music City; Phoenix, Ariz., Culver Music; Dallas, Tiche Goettinger Department Store; Oklahoma City, Tulsa, Kan., and Kansas City, Mo., the Jenkins Music chain, and St. Louis, Famous Barr Department Store.

Stores in other key markets will be named soon, Rand said.

Meanwhile, the firm has stepped up its promotion of the A-V dealer pre-pack set, designed for music dealers making their entry into the tape field. Under this plan the firm offers dealers a counter rack.

*(Continued on page 22)*

# WNEW at 50 Kw. 24 Hours a Day

NEW YORK, March 12.—Local indie radio station WNEW this week started broadcasting at 50,000 watts 24 hours a day, acting on permission of the Federal Communications Commission.

Heretofore, the station's 50,000 wattage power was limited to the daytime hours, reverting to 10,000 watts after dark.

# Groove Aligns Distrib Web; Boston Open

NEW YORK, March 12.—Groove Records, RCA Victor's rhythm and blues subsidiary, is rounding out its distributor network, with only one major city still open, Boston. And an announcement regarding that city will be made shortly, according to the label's general manager, Ray Clark.

According to Groove's original plan, regular RCA Victor distributors have been signed almost automatically in Southern territories, while indie outlets have been given the nod in certain other sectors where RCA distributors are not geared to effective r.&b. operation.

Among the indies handling the line now are Cosnat in New York City, Marnell Distributing in Philadelphia, Custom Record in Cleveland, A. & I. Record Distributing Company in Cincinnati, S. & S. Distributing in Detroit and Portal Distributors in Pittsburgh.

In the talent picture, artists and repertoire chief Bob Rolontz has signed Chris Powell and the Blue Flames, formerly with the Okeh label. The next Groove release will feature the first diskings by these artists.

# Philbin Raps Juke Exemption In D. C. Record

WASHINGTON, March 12.—Rep. Philip J. Philbin (D., Mass.) placed in the Congressional Record this week (10) a lengthy plea for passage of pending congressional legislation to end the juke box exemption of copyright royalty payments.

Representative Philbin, who has been a member of the House since 1942, declared in part as follows:

"It is my understanding that the juke box industry has up to this time refused to meet with repre-

*(Continued on page 22)*

# Senate Bill Would Cut Sheet Music Post Rate

NEW YORK, March 12.—Sheet music publishers, jobbers and dealers hope to realize significant operating economies if a postal rate bill now before Congress wins favorable action. Many traders have claimed that high postage rates have long held back expansion of the market for printed music.

The bill, an omnibus measure seeking several changes in the rates of educational material sent thru the mails, was introduced in the Senate by Olin D. Johnston of South Carolina. He is the chairman of the Senate Post Office and Civil Service Committee. Co-sponsor is Sen. Frank Carlson of Kansas, the ranking minority member of the committee.

Johnston's bill (S. 1292) provides for the reclassification of sheet music into a rate category equivalent

# Aberbach SESAC Suit, New Catalogs Raise Trade Poser

## Is There a New Performances Org Brewing?

By PAUL ACKERMAN

NEW YORK, March 12.—The spectacular operations of the Aberbach brothers in the publishing field, highlighted recently by the acquisition of the catalogs of Stamps Baxter, Theodore Frye and Wabash Music, together with their claim to the rights to an additional block of catalogs in the SESAC repertoire (see adjoining story) poses to the music industry the possibility that the brothers are heading toward a performance rights society set-up.

That such a development is a strong likelihood at some future date is the considered opinion of astute observers among publishers and performance rights society executives.

The matter is a delicate one, for

*(Continued on page 18)*

## BLANKET CLAIM BY AFFILIATED IN SESAC SUIT

NEW YORK, March 12.—One of the points of the action against SESAC instituted by Affiliated Music Enterprises is the charge by the latter that the defendant requires music users to procure a blanket license, thus preventing users from being able to license the performance of any one or a combination of specified compositions.

The plaintiff's claim has in-terested from a historical angle. It will be recalled that one of the chief clauses in the Consent Decree entered into by ASCAP and the Government had to do with the blanket license, which was the license traditionally offered by the Society. The Consent Decree provided that the Society had to offer an alternative paper—a per program license. Of course, the blanket deal is still the one preferred by the great majority of users.

## DECCA INCOME UP

# Rackmil Pegs Rise On Diversification

NEW YORK, March 12.—In a financial statement this week Milton R. Rackmil, president of Decca Records, Inc., attributed increased earnings and greater stability in 1954 to the growing diversification of the company. In his annual report, the Decca president also stated that the company's acquisition of stock of Universal Pictures had reached 72 per cent of Univer-

sal's outstanding common stock, thus giving Decca increased stature in a widening field of show business.

Net income for 1954, including income attributable to the undistributed earnings of Universal, was \$3,070,205, equivalent to about \$1.92 a share on the 1,602,501 shares of capital stock outstanding on December 31, 1954. Comparable net income in 1953 was \$1,862,266, or about \$1.38 a share on the 1,354,158 shares outstanding.

### Record Division

The Record division, in 1954, realized a net income of \$1,170,926 before taxes, as compared with \$1,109,006 the preceding year. The net income figure is arrived at

*(Continued on page 20)*

# S&S Kidisks Plan Drives

NEW YORK, March 12.—Simon and Schuster's kidisk wing, Little Golden Records, has two large-scale TV promotions set for inauguration in the fall.

One is a special new label, Mickey Mouse Records, tying in with the projected Walt Disney "Mickey Mouse Club," a daily TV seg debating on the American Broadcasting Company web early in October. Arthur Shimkin, direc-

*(Continued on page 18)*

# Brothers File Anti-Trust Vs. License Group

NEW YORK, March 12.—The struggle between the Aberbach brothers and SESAC, Inc., indicated recently in these columns on the occasion of the Aberbachs' acquisition of performing rights to the Stamps Baxter catalog (The Billboard, February 19), moved into high gear this week when the brothers instituted an anti-trust action as Affiliated Music Enterprises, Inc., charges SESAC with violations of the Sherman and Clayton Acts. Claiming that SESAC is operating in restraint of trade, Affiliated charges that the licensing agency has a monopoly of performance rights in the gospel field. The Plaintiff asks for injunctive relief and \$300,000 in treble damages, plus fees. The complaint also outlines the Aberbachs' claim to the performance rights of 14 SESAC catalogs (not including Stamps Baxter).

Affiliated Music Enterprises is primarily controlled by the Aberbachs and is the repository of the Stamps Baxter performing rights pending termination of that publisher's contract with SESAC. Associated with the Aberbachs in AME is Kurt Jadassohn, one-time SESAC executive.

### Since 1932

The action, instituted in Southern District Court by Wilzin & Halperin, attorneys for the plain-

*(Continued on page 18)*

## LEWIS MUM

# London Disk Exec Here for Decca Parley

NEW YORK, March 12.—E. R. (Ted) Lewis, top man in the British Decca-American London disk set-up, landed here this week for his annual visit. This particular visit could signal some unusually interesting developments in the disk industry, but when queried, Lewis restricted his comment to the state of London business since the recent price cut. "It's considerably up," he told The Billboard.

Actually, it is believed that the most important aspect of Lewis' visit is renegotiation of his long-standing deal with American Decca. The old deal reportedly runs to the end of this year. Via this arrangement, Lewis' British Decca issues American Decca recordings in England and many other countries.

Lewis declined at this time to comment on the reported development by London engineers of a new stereophonic sound LP utilizing a

*(Continued on page 18)*

# Herman, Chuckles, Garner to Glaser

NEW YORK, March 12.—Joe Glaser's Associated Booking Corporation acquired three music acts this week in Erroll Garner, Woody Herman and the Chuckles.

Pianist Garner, currently with Shaw Artists, will join Glaser as of May 1, when his current commitments are completed. The Herman band for the past five or more years has handled its own bookings thru Herman's personal manager, Abe Turchin. Turchin now will devote all his time to management. The Chuckles, a vocal and instrumental group, recently scored with their "Runaround" disk on Label "X."

## OUT NEXT WEEK

THE BILLBOARD 1955

# MOA Convention Number

and the exclusive results of the  
8TH ANNUAL  
JUKE BOX OPERATOR POLL

the issue the  
entire music-  
record industry  
has been  
waiting for!

## Vox Jox

By JUNE BUNDY

**THIS 'N' THAT:** Bob Clayton, WHDH, Boston, who runs a regular weekly record poll of local high schools, is branching out into politics this month with a survey to determine the music preferences of Massachusetts legislators. The politicians' picks will be announced on Clayton's show by the Lieutenant Governor and prominent leaders of both houses. . . . Meanwhile, rhythm and blues deejay Leroy Smith, KIMN, Denver, has tossed his own 10-gallon hat into the Denver political ring as a candidate for city councilman.

Another KIMN staffer, Les Barry, has a new spinning partner for his early morning show over the Inter-Mountain network station. He's Pete the Parakeet, who recently won his mistress \$100 by becoming the first bird, animal, fowl or fish to learn to say a station break. . . . Herb Fontaine, WCOU, Lewiston, Me., reports, "The strangest written request came to me this week for King Cole's 'Je Vous Aime Beaucoup.' It read, 'Jass Vue Sem Beu Cue.' Can this be topped?"

**JOX TRIX:** Paul Carey, WKNX, Saginaw, Mich., raised \$218 in less than a month for the "March of Dimes" by asking listeners to contribute small change to fill a milk bottle. Gimmick was that Carey contributed 10 per cent of each day's contributions to the fund out of his own pocket. . . . Leonard Ross, KBMI, Henderson, Nev., is using voice tracks recorded by Al Govoni, editor of Confidential Magazine, on his afternoon platter show, following which he "confidentially" gives a tip on a future record hit.

Joe Hyder, WADK, Newport, R. I., and China Valles, also a WADK spinner, are co-sponsoring a deejay jamboree for April 1, highlight of which will be a talent contest backed by a live orchestra. . . . Johnny Michaels, WOKY, Milwaukee, is currently appearing in a local little theater production of "Tovarich," and says he is gratified to note that many of his listeners are turning up in the audience.

(Continued on page 47)

## DEALER DOINGS

By GARY KRAMER

**TEXAS:** Paul Berlin, radio station KNUZ, Houston, recently voted Houston's most popular deejay in a city-wide ballot sponsored by Philco Radio, is going into the record retail business. He has a location adjacent to the famous Shamrock Hotel and is scheduled to open April 2. . . . Another Texas jockey, Paul Durham, radio station KOGT, Orange, Tex., is also planning to open a record shop in the near future. Durham writes, "I have been plugging record sales for other shops for years, so I figured I might as well make something out of it myself. It also gives me a chance to pick up interesting tidbits on the new platters and on personalities from the distributors."

Formal opening of the new record department in the Titcher-Goettinger department store of Dallas will take place on March 14. Lane Carber designed this self-service operation, which will be managed by Marion Ehemann. . . . George C. Leslie, record department manager at Whittle Music Company, Dallas, is setting up his promotion tie-in with the Metropolitan Opera's scheduled visit in Dallas May 6-8. Promotion includes window and interior displays and special mailing pieces to all Whittle Music customers.

Siegling Music House, Charleston, S. C., has been named "Brand Name Retailer of the Year" in the music store field. This retailer was singled out "for outstanding presentation of manufacturers' advertised brands to the public during 1954." Four music stores cited for runners-up honors were Morgan Piano Company, Miami; L. A. McKinney, Bartlesville, Okla.; Summers & Sons, Columbus, O., and Gaylord's, Eugene, Ore.

Bennett Music House, Wichita, Kan., reports good business with the Stan Kenton "New Era" album. Advertising in the local newspaper plus word-of-mouth build-up paid off dividends. . . . Jazz albums of the "cool" variety came in for favorable commercial comment from both Met Music Shop, Chicago, and Record Rendezvous, Cleveland. Both reported that heavy sales in jazz offset slack business in pop and r.&b. singles. . . . To promote the RCA Victor Glenn Miller set, Meier & Frank, Vancouver, Wash., recently bought Tom Warner's two-hour disk jockey show on radio station KVAN, and reported it a grand success.

The Sherman Clay Music Store, San Francisco, has installed a completely self-service record department with all new fixtures and more than 20 listening booths. Italo Ciardella, manager of the record department, supervised the setting up and remodeling. Seven other stores in the Sherman Clay chain will be switched to self service in the near future. . . . The Heller Brothers—Chuck, Sid and Al—proprietors of the Columbia Music Shop, San Francisco, are expanding their mail-order business, which already includes Japan, Guam and the Philippines.

## JUKE BOX WRAP-UP

First in a series of three articles covering dime play on juke boxes shows steady trend going on thruout the country. Operators report various activities being prepared in their areas. Add Boston and Omaha to list of major cities set for dime play.

MOA lists three main topics to be discussed at annual convention later this month. Add new exhibitors to roster. Latest reservations by London Records, BMI, and major coin machine firms allied with phonograph industry.

Phonograph exports top \$1 million mark in November, 1954. December figures will put year's total well over \$10 million. Leading countries include Mexico, Canada, Western Germany, Venezuela and Belgium.

New York export firm, formerly handling heavy goods only, sets up offices in Miami with hopes of building large juke box market in South America.

For full details on these stories see Music Machine department beginning on Page 74.

## Mercury Execs Signing Up Artists, Recording All Over

NEW YORK, March 12.—Mercury Records has stepped up activity in several directions this month with the signing of new artists and setting the heaviest recording schedule in its nine-year history.

Artist and repertoire chief Art Talmadge recently signed West Coast singer Kitty White, Detroit warbler Frankie Castro and the Lind Brothers, a vocal group. Meanwhile, more than 14 recording sessions have been scheduled this month to date.

Mercury's Eastern a.&r. men Hugo Peretti and Luigi Creatore are cutting Sarah Vaughan, the Laurie Sisters, Jan August and Bill Farrell here this week and next. Chicago a.&r. exec Nook Schrier, will fly to Las Vegas, Nev., this week to record the Crew Cuts and then on to California for a session with Rusty Draper. Bob Shad, the jazz-r.&b. chief, will wax Dinah Washington here, then cuts

Maynard Ferguson, Herb Geller and Erroll Garner in Hollywood. Shad is also lining up new talent for his department.

In the classical field, a.&r. execs Wilma Cozart and David Hall have scheduled sessions with the Minneapolis, Detroit and Eastman-Rochester orchestras and the Eastman Symphonic Wind Ensemble.

### NEWS REVIEW

## All of 'Lake' Finely Done By Mercury

By IS HOROWITZ

NEW YORK, March 12.—Mercury Records has apparently taken seriously the term "complete," which so often in disk performances is a relative connotation. It brought forth on the market a really entire "Swan Lake." There is about one-third more of the delightful Tchaikovsky score etched in the label's new set than in competing versions tagged "complete."

**TCHAIKOVSKY: SWAN LAKE BALLET (3-12)** — Minneapolis Symphony; Antal Dorati, Cond. Mercury OL-3-102.

And if anyone were so foolhardy as to look this gift horse in the mouth and ask, "Is all this necessary?" the answer would be a resounding "Yes!" There are more than a few delectable excerpts that were silent too long and are now available for all to hear and enjoy.

For dealers this plus Mercury package holds solid dollar potential. And the reason lies not alone in the fact that the work is one of the most popular in the ballet repertoire. The recording can be matched against the best turned out today, its warm sheen superior to the earlier click "Nutcracker" from the diskery. And the rendition under the skilled baton of Dorati leaves little to be desired.

Handsomely packaged in light blue silk, with copious notes, striking ballet photos and art, the album will not strike many collectors as over-priced at the bonus tag of \$22.95. It could bring in much welcome revenue for a good many dealers and remain active for more than a few seasons. It's worth a featured spot in the windows of all but the exclusive pop store. It should be great as gift merchandise.

## Brazil's Reich in U. S. Indie Deals

NEW YORK, March 12.—Brazilian diskery topper William G. Reich is in town setting up trade deals with a number of American indies. Reich, who heads the Copacabana label in Rio de Janeiro, has already made arrangements with Bell and New-Disk, Concert Hall and Vanguard to issue their recordings in Brazil on Copacabana. He also has purchased a number of disk presses here.

According to Reich, Brazilian buyers go for American pops, but don't take readily to straight jazz. His Concert Hall and Vanguard deals signal Copacabana's entry into the classical field.

While here, Reich expects to set up local distribution for his Brazilian masters.

## Song Plugger Job Situation Healthy

NEW YORK, March 12.—The employment situation among song pluggers currently is the best it has been in several years. The Music Publishers' Contact Employees, pluggers' union, with a membership of 500, lists only 11 men out of work, according to President Bob Miller.

Miller attributed the high employment rate to the influx of new firms initiated by TV names and recording artists.

## 20th-Fox Pic Hypo Via Foreign Lyrics For Title Tunes

HOLLYWOOD, March 12.—Twentieth Century-Fox will hypo its film releases with the creation of separate sets of foreign lyrics on title songs that have gained popularity here.

Move to pen new lyrics stems from the box-office increase gained by the acceptance of the songs, "Three Coins in the Fountain" and "Woman's World," from the pictures of the same name. Lyrics to "Coins" and "Woman's World" will be written in French, German, Italian and Spanish for film showings of the pix in those countries.

Studio currently is preparing title songs for four upcoming films. Sammy Fain and Paul Francis Webster are working on tunes for "The Tall Men" and "A Many Splendored Thing"; Jules Styne and Sammy Cahn are scripting for "How to Be Very, Very Popular," and Jack Brooks and Lee Harling are working on "House of Bamboo."

## Irving Deutch Quits Peer

NEW YORK, March 12.—Irving Deutch, professional manager of the Peer International and its affiliated publishing interests for the past two years, resigned this week to join the Les Paul-Mary Ford operation. His twin brother, Murray, who has been Deutch's assistant at Peer, succeeds him as p.m. of the Peer and Charles K. Harris catalogs.

Last week Bob Iversen, executive vice-president of the Peer combine, signed Herb Lutz as professional manager of Peer's Southern and Melody Lane catalogs. Lutz was formerly associated with Fred Raphael's firms.

Irv Deutch's responsibilities with the Capitol recording duo will be the management of their Deerhaven and Iris-Trojan publishing houses. Deutch will have a financial interest in the latter firm, which is affiliated with Broadcast Music, Inc.

In the Peer set-up, Murray Deutch will work mainly with BMI material, which is concentrated in Peer's PIC holdings. Southern is an ASCAP affiliate, and Lutz will devote most of his efforts there.

## Larry Newton Is Gen. Man. of Treat

NEW YORK, March 12.—Larry Newton, who last headed up Derby Records, has returned to the disk business as general manager of Treat Records. President of the company is Murray Katz. Treat will operate in both the rhythm and blues, and pop fields.

Rhythm and blues artists already under contract include Terry Lee, The Five Diamonds, The Inspirators, Sonny Benton, and the Hen Gates band. First sides feature The Inspirators and Terry Lee.

## FOLEY CHALKS UP 15 YEARS

NEW YORK, March 12.—Decca artist Red Foley last week celebrated his 15th anniversary with the label. Thru the years, Foley, a consistent top seller and one of the outstanding personalities in the country and western field, has strung out a series of hits, including "Old Shep," "Peace in the Valley," "Tennessee Saturday Night," "Chattanooga Shoe Shine Boy," "Steal Away," "Just a Closer Walk With Thee," "Sugarfoot Rag," "Cincinnati Dancing Pig," "Midnight," "Slaves of a Hopeless Love Affair," "Alabama Jubilee," "Mississippi" and "Don't Let the Stars Get in Your Eyes."

## Dane Disk Dealers Stage Sale as Sub For Return Rights

COPENHAGEN, Denmark, March 12.—Economically minded platter fans of Denmark have had a field day since the first bargain sale of old and slow-moving disks got under way in most of the retail record outlets thruout Denmark two weeks ago. In many cases there were long lines waiting for the doors to open on the first day.

It has been the custom here for manufacturers and distributors of phono records to accept the return of a certain quantity of slow-moving records each year at an agreed rate. The retailers had requested a hike in this return rate but agreed to accept a deal with the wholesalers which would allow them to hold two cut-rate sales per year instead of returning unwanted stock.

Whatever the financial results, the sales at least netted a lot of free publicity for stores and disks, as feature writers worked up a raft of stories about some of the antiques or former hits that had landed in the bottom of the heap. One of the latter was a pop Danish click of some years ago, "There Are Mice in Maren's Panties," which rode the skids right to the bottom-price boxes—03 ore, or about 13 cents. Reductions in prices ranged from 10 to 70 per cent.

## Arnold Shaw Joins Marks

NEW YORK, March 12.—Arnold Shaw, currently vice-president and general professional manager of Hill & Range, will be the new professional chief for Edward B. Marks Music Corporation. The post at Marks was recently vacated by Harry Link, who has not yet announced his plans. Shaw is not likely to take over the post at Marks for several weeks, and in the meantime he will continue at Hill & Range.

Shaw headed the professional department at Duchess Music prior to joining Hill & Range. At Marks Music, Shaw will guide exploitation of the large standard catalog as well as current material.

## Hub Papers Blast 'Rotten' Records

BOSTON, March 12.—Disk jockeys who play suggestive records were accused this week of selling teen-agers a "very rotten bill of goods." In an editorial in The Pilot, Catholic archdiocesan paper, as well as The Boston Traveler, players of suggestive records in juke boxes and at record hops also were blasted.

The Pilot said such record-players "think a phonograph is a pornograph." Records condemned were those with "flagrantly double-meaning lyrics." The editorials called for a parents' campaign to "clean up the airways."

The Catholic Youth Organization has alerted all parishes to screen all records before being played at dances.

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# TALENT TOPICS

## DAMONE GETS ROLE IN M-G-M's 'KISMET' . . .

Vic Damone, currently appearing at the Chicago Theater in Chicago, this week received the notice and the script for the part of the Caliph in M-G-M's forthcoming musical, "Kismet." He will return to the West Coast immediately following his theater date to begin work on the picture.

## EXPENSIVE, ONE-DAY STAND FOR DET. . . .

What promises to be Detroit's most expensive one-day presentation of a variety show ever staged here is scheduled to be held at the Memorial Building on the University of Detroit campus May 1. The show, which will star George Goebel, includes the Fontane Sisters, the Four Step Brothers, the Atomics, Doris Stockton and Sammy Dibert and his orchestra.

## G. I.'s SINGING CONTEST WINNERS PICKED . . .

The winners of the second all-Army soldier singing contest were announced this week by the Special Services division of the Adjutant General's office. The finalists, chosen from 91 major command winners in 10 different categories, were selected (from taped entries) by The Billboard's music staff, Broadcast Music, Inc., and seven other national music organizations and publications.

First place winners were as follows: pop singer, Pvt. Peter Kasivardas; classical singer, Pvt. Roy Adair McGowen; country and western singer, Pvt. Darryl Hansen; barbershop quartet, the Nome Nuggets; spiritual group, Full Sails; Army band chorus, Third Army Band Glee Club; post or division chorus, Camp Roeder chorus; singing platoon, 350th Infantry; battalion or regimental chorus, 350th Regimental chorus; open ensemble, 10th Divarty Quartet. The pop and c.&w. categories were judged by The Billboard.

Alistair Cooke, "Omnibus" host, has recorded an album for Columbia Records. On the varied program, Cooke plays piano, sings, talks and whistles.

. . . The Les Elgart Ork will open at the Statler, New York, March 25 for four weeks. . . . Cocktail pianist Charlie Sherrill (Atlantic Records) this week completes his fifth year at the Peachtree.

Joe Marine, the former Fred Waring vocalist, is now recording for New-Disc. He's managed by Tommy Russell. . . . Savoy Records has inked Johnny Costa, pop pianist from Pittsburgh.

Wynn Lassner Associates is now handling the Irving Fields Trio. General Artists Corporation is booking the unit. . . . Riverside Records has signed the pioneer pop pianist Thelonius Monk to an exclusive contract. . . . Carmen Romano, former secretary to publisher Dave Dreyer, has cut four sides with Noro Morales for RCA Victor. . . . Tunesmith Lincoln Chase has turned singer for four Columbia sides. Naturally, he wrote the tunes too.

Decca Records has signed maestro Wayne King to a long-term pact. King will continue to cut waltz and other mood music material.

Bill Hays has been booked by Abe Feinberg to play the Rhodes-on-the-Patuxet ballroom at Cranston, R. I., near Providence, March 19. The spot has been redecorated.

Alan Dean will open at the Latin Quarter in Boston, April 4. . . . Joni James is to start a five-day engagement at the Casa Loma Ballroom, St. Louis, March 23. . . . Betty Madigan has been booked for two weeks into the Statler Hotel, Washington, beginning March 21. . . . Robert Maxwell will open at the Statler, Detroit, March 28 for two weeks. . . . Rosalind Paige will play a five-day date at Monte Carlo, Little Ferry, N. Y., starting April 5.

Erroll Garner will play a five-day date at the Waluhaje Hotel, Atlanta. . . . Sarah Vaughan, who opened at the Apollo Theater, New York, Friday (11) for a week, will play a two-day date (March 18-19) at the Rustic Cabin, Englewood, N. J. The canary is also booked on Ed Sullivan's "Toast of the Town" over CBS-TV March 20. . . . Buddy Laine's orchestra is booked into the Terp Ballroom, Austin, Minn., March 17; Prom Ballroom, St. Paul, March 18 and Surf Club, Clear Lake, Ia., March 19. . . . Jubilee is readying a third edition of Kermit Schaefer's "Pardon My Bloopers" album series.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Smiley Burnette enters the restaurant business on a national scale April 9, with the opening of the first Smiley Burnette Checkered-Shirt Drive-In in Orlando, Fla. The Checkered-Shirt eateries are being offered on a franchise basis, complete with operational plans and unique sandwich recipes from Burnette's collection. To date, 21 franchises have been granted in the United States and Canada, with the eating spots slated to be ready for operation by mid-summer. The Orlando operation is being handled by Ray and Harry Riddle, Ohio movie exhibitors. The Smiley will personally steer the new venture from his Hollywood office, he will continue with his transcribed Radio Ozark series, now heard on some 400 stations, and his personal appearances.

New on the roster of the "National Barn Dance" over WLS, Chicago, are the 17-year-old Boyd Twins and Dorothy Ann Ferguson. . . . Jimmy Martin and the Osborne Brothers, still featured on "Good Will Jamboree," with Casey Clark, on WJR, Detroit, and WEXL, Royal Oak, Mich., and who also appear on CKLW-TV, Windsor, Ont., have a new one on the RCA Victor label, "I Pulled a Boo-Boo" b.w. "Chalk Up Another One." . . . Mimi Roman, voted Queen of the Rodeo at Madison Square Garden, New York, last September, is replacing Mary Jane Johnson on WLW's "Midwestern Hayride." Miss Johnson leaves Tuesday (15) to take a shot at radio and TV on the West Coast.

KOA, Denver's NBC outlet, is still searching for

a suitable spot to originate its hour-long Saturday night "Western Stampede" from. KOA must vacate its Tabor Theater location by early summer. Produced by Jimmy Atkins, "Western Stampede" is one of the largest live-talent shows in the Rocky Mountain area and features a dozen regular cast members, including Ozzie Waters, Jeanne Jay, Ed Barnett, Pete Smythe and Will Carson. There's always a possibility for a guest shot for folk and western talent passing thru, Atkins says. . . . Gene Autry appeared at Municipal Auditorium, Worcester, Mass., Sunday (13). . . . Pete Hunter, of KRCT, Baytown, Tex., hopped over to Crowley, La., recently for a session on J. D. Miller's Feature label.

Ferlin Huskey, Bill Carlisle and Martha Carson set for a stop-off in Philadelphia April 1. . . . Sonny Houston has moved his combo from Uncle John's, East Brookfield, Mass., to Ferro's, on Route 9, Shrewsbury, Mass. Houston's crew played Thursdays and Sundays at Uncle John's the last seven months. At Ferro's, they hold forth each Monday, Tuesday and Wednesday. Meantime, Houston and his lads continue in their 11th month at the West Winds, West Brookfield, Mass., where they appear each Friday and Saturday. . . . Slick Norris reports from Houston that Biff Collie's KPRC and KPRC-TV shows are being well received by listeners in the area, and that Biff's new Starday release, "What This Old World Needs," is attracting attention, too.

Mutual's Denver station, KIMN, reports heavy fan mail pouring in from all parts of the country  
(Continued on page 44)

# RHYTHM & BLUES NOTES

By BILL SIMON

With rhythm and blues business jumpin', the hitmakers find their biggest headache has nothing to do with records, artists or distributors. It's making up their minds what color Caddy (Cadillacs to squares) they should buy! Last week, for example, the Bihari boys (Modern, RPM and Flair records) stopped off in Detroit to pick up theirs. Saul settled for an all white job, and Joe picked coral. Savoy's head man, Herman Lubinsky, looks great in his new robin blue, and he reports that the Ward Singers, famed Gospel group, are making their one-nighter tour in a big pink Caddy with matching trailer. The Wards, incidentally, have renewed their contract with Savoy for another long term. They've been with the label for 10 glorious years.

Saul Bihari drove the above-mentioned Caddy right into New York, where he visited deejay Alan Freed. It was quite a gathering, what with Bob Rolontz. (Groove), Jack Angel (Herald), Ahmet Ertegun (Atlantic) and Johnny Halonka (Alpha Distributing) also on hand for some friendly chit-chat. . . . Saul Rabinowitz, formerly with Malverne Distributing in New York, is now devoting his full time

to Baton Records, of which he's the prexy. He just returned from a three-week promotion swing around the country.

Thursday night (10), onstage at the Apollo Theater, thrush Ruth Brown was presented with a gold record representing the "5,000,000 Atlantic Records sold" since her debut on the label. Atlantic veepees Ahmet Ertegun and Jerry Wexler made the presentation. Atlantic this week signed a brand new blues stylist named Iona Wade. . . . Irv Marcus, of Duke and Peacock, took off for Detroit this week. He'll be back in New York next week, then will go on to the Music Operators of America show in Chicago.

Eddie Heller, owner of Rainbow Records, has launched a new label, Riviera. Riviera will specialize in r.&b. and in most cases will be carried by distributors other than those carrying Rainbow. The first release is "Ooo-wee Baby" by the Five Crowns, vocal group. . . . Carl Van Moon, recent winner of the Harvest Moon Festival in Chicago, has signed with Duke. Don Robey flew to Chicago to cut his first wax, and while in town cut some new sides with Billy Brooks.

# Performances Org Brewing?

• Continued from page 15

there can be no doubt as to the loyalty of the Aberbachs to Broadcast Music, Inc., the licensing organization which started the brothers on the American career. Jean Aberbach, in fact, in answering a query on the possibility of the firm's entering the performance rights field, stated he would be loathe to go into competition with the organization which set him up in business. Jean Aberbach admitted, however, that his point of view was contingent upon future developments—such as the outcome of the songwriter suit vs. BMI.

Perhaps an even more pressing contingency, however—one which could conceivably cause the Aberbachs to take the plunge—lies in the economics of the situation. According to unofficial estimates, the Aberbachs' annual guarantee from BMI totals between \$200,000 and \$250,000. Such is their productivity that their firms, it is known, more than earn that guarantee. Yet it is felt that BMI must at some point place a ceiling on what they can guarantee the Aberbachs.

In the case of Hill & Range, it is stated that that ceiling may already have been reached. In line with this thinking, there is a natural conclusion: When ceilings have been reached, will this be a bar to further expansion in the performance field? Many consider that the answer is in the negative,

and that the Aberbachs, at that point—and with some reluctance—will deem it good business sense to end a business arrangement which has been so mutually beneficial to brothers and BMI.

## ASCAP Out

Should such a severance occur, it is believed unlikely that the Aberbachs would strike up an entente with the American Society of Composers, Authors and Publishers. Firstly, their long friendship with BMI would be a deterring factor; secondly, with so much of the ASCAP repertoire and philosophy being Broadway-oriented, it is felt that a mutually satisfactory deal would be very difficult to work out.

This would seem to point to the brothers going it on their own, if and when. Numerous obstacles stand in the way of complete fruition of such a plan, and it must be carefully worked out if it is tried at all. One of the most serious obstacles, of course, is the natural antipathy of any music user to willingly accept the entry of another licensing agency into his field of operation. He accepts it, of course, when he feels the repertory is necessary.

To paraphrase Jack Webb, these are the facts, plus the speculations. Must an enterprising publisher stop with publishing? Taint necessarily so.

# Brothers Sue License Group

• Continued from page 15

tiff, states that since 1932 SESAC "has been engaged in a plan and scheme to acquire all the performance rights to 'Gospel Music' in the United States by procuring assignments of such performance rights from most of the gospel publishers, and that it now owns and controls approximately 95 per cent of the exclusive performance rights to gospel music."

The plaintiff adds: "The defendant acquired such domination and control of the performance rights . . . under the guise that it was its purpose to protect and police the performance rights for the copyright owners of the same and against indiscriminate infringement thruout the land, and for that purpose and to that end procured the Gospel Music publishers and copyright owners similar exclusive licenses of such performance rights without paying any consideration therefore and purely upon a purported arrangement to detect infringements; to authorize and license public performance of such musical compositions, to collect compensation therefore and to remit to the owners the proceeds after deducting compensation for its services."

Defendant, it is charged, for a long time has been in a position to "fix prices for performance rights by users and likewise fix prices for the purchase, licensing and acquisition of such rights."

The Billboard in its February 19 story detailing the Aberbachs' arrangement with Stamps Baxter, indicated that the brothers were also negotiating for the performance rights to some 14 other catalogs in the gospel field. The present complaint goes into some detail on this matter, and states that the defendant did "maliciously induce and coerce" these publishers to cancel contractual obligations with plaintiff and refrain from dealing with plaintiff.

In this connection, the complaint lists the 14 gospel publishers with whom plaintiff claims he entered into agreement.

The 14 publishers are Albert E. Brumley & Sons, Powell, Mo.; Hartford Music Company, Powell, Mo.; W. Oliver Cooper, Cullman, Ala.; John Daniel Quartet Song Publishers, Nashville; The Marion Davis Company, Fayetteville, Ala.; Frim Foundation Publishing House, Austin, Tex.; S. G. Fouts, Cookeville, Tenn.; The Hall Music Company, Maryville, Tenn.; J. M. Henson Music Company, Atlanta; National Music Company, Fort Worth; Revival Music Company, Searcy, Ark.; Will W. Slater, Fort Worth; James D. Vaughan, Music

Publishers, Lawrenceburg, Tenn., and R. E. Winsett Music Company, Dayton, Tenn.

The plaintiff, in summing up his case, concludes that the conduct of SESAC is so detrimental to the plaintiff's business "as to threaten complete loss and destruction of the plaintiff's investment in such business."

## S.&S. Kidisks

• Continued from page 15

tor of the disk firm, is flying to the Coast next Sunday (20) to start adaptation of the TV material for disk production, and also for special books in the Little Golden style. He said disk releases will be timed to coincide with specific TV segs, and in many instances, the MM Club records and books will be involved directly in the action.

First release of the Mickey Mouse disks will include a de luxe box package, similar to the current Golden Treasure Chest series. Box will include eight small disks, either 45 or 78 r.p.m., and a special booklet, and will retail for \$2.95. At the same time, four single 6-inch disks will be released, listing at 25 cents. The line will be handled by all regular Golden distributors.

Simon and Schuster also is wrapping up its negotiations with the National Broadcasting Company on an S & S-produced TV package, Golden Time. Golden books and records will be pushed here via color films utilizing Golden characters.

## Lewis Mum

• Continued from page 15

single multi-track groove (The Billboard, March 12). He also declined to comment on the diskery's reported negotiations with the Boston Symphony and with the Book-of-the-Month Club, or on the anticipated expansion of the diskery's own music publishing operations here.

Meanwhile, Tutti Camarata, London's American artists and repertoire director in the early years of the company here, is heading back to the label in a non-exclusive artist's capacity. Camarata will do some recording here, directing members of the American Broadcasting Company orchestra. He'll specialize in modern American works and also in light concert fare.

The Commanders, dance band owned by Camarata and fronter Eddie Grady, will continue to record for American Decca.

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# MUSIC AS WRITTEN

## BOSTON'S DJ SCOTT STARTS DISK HOPS . . .

John Scott, Boston deejay (WEEI), this week inaugurated a series of record hops originating in the First Corps Cadet Armory here. The first show featured Carmen MacRae, Ted Bruce, Pat O'Day and Jan Strickland. The hop grew out of the popularity of Scott's afternoon and evening platter sessions. It runs from 2 to 5:30 p.m. on Saturdays and an admission charge of 50 cents is asked.

## TV DRAMA BOW SET FOR CAP'S GRIFFIN . . .

Capitol Records' Andy Griffin will make his TV acting debut leading role on the "U.S. Steel Hour's" TV adaptation of the current best seller, "No Time for Sergeants," over ABC-TV at 9:30 p.m. Meanwhile, Warner Brothers has bought the movie rights to the book and Maurice Evans is readying a Broadway production. Capitol is currently negotiating for recording rights to the book, with the aim of putting out a special EP by Griffin. The 27-year-old Southern comic was managed by the label for about six months, until Capitol decided to divorce itself from artist management activities.

## DECCA REACTIVATES 2 PUBLISHER FIRMS . . .

Decca Records, Inc., as indicated in The Billboard last week, is reactivating its publishing operation. Bill Downer has been named administrative head of two firms - Northern Music, affiliated

with the American Society of Composers, Authors and Publishers, and Champion Music, cleared thru Broadcast Music, Inc. Larry Shane has been named general manager of both firms.

## CAP. EXECS AT MOA MEETING . . .

Capitol Records will be represented at the Music Operators' Association convention in Chicago next week by more top brass than have attended the event before. On hand to greet the ops will be the following Capitol execs: prexy Glenn Wallichs, Lloyd Dunn, Bud Fraser, Mike Maitland, Bill Fowler, Dick Link, Bob Burrell, Max Callison, and Lou Schurrer.

## MILLS MUSIC SIGNS SHERRILL, MOODY . . .

Songwriting team of Pony Sherrill and Phil Moody have been signed to exclusive writers' contracts with Mills Music. Team is currently at work on "The Second Greatest Sex" at Universal-International, and previously penned the songs for "So This Is Paris." They'll also do a follow-up to the latter pic at U-I, "So This Is Rio."

## POLLEY TO HEAD CAP GRAPHIC ARTS . . .

Ray Polley, for the past five years merchandising production manager at Capitol Records, has been promoted to the post of manager of graphic arts procurement for the firm. Polley will henceforth report to Vice-President Jim Bayless and will be responsible for the functional supervision of album purchasing and other printed matter.

## CAP-DOUBLEDAY DEAL INVOLVING 'ETERNAL' . . .

Capitol Records is expected to conclude a promotional tie-up with Doubleday Publishing Company involving the latter's best seller, "Love Is Eternal." Tune was recorded by Capitol singer Al Martino here last week, with Jean Stone, wife of author Irving Stone, penning lyrics to the song. Doubleday is expected to plug the Cap record in its retail outlets, in conjunction with the sale of the book.

## 'Q' RECORDS CO. MAKES DEBUT . . .

A new label, "Q" Records, made its debut here this week. Outfit is owned by Sam Kessler, a music publisher and onetime partner with Ray Bloch in the Major Music firm. Musical director for "Q" is Teacho Wiltshire, former arranger and conductor at Prestige.

## SHORTY ROGERS CUTS FOR ATLANTIC . . .

Shorty Rogers, recently signed to a firm contract by Atlantic Records, has cut first sides under his new label affiliation. Diskery execs are now processing the tapes and plan to rush out the trumpet player's first Atlantic LP in three weeks.

## New York

Milt Gabler, Decca a.&r. chief, is heading for the Coast. Paul Cohen, the label's country a.&r. chief, is leaving for Nashville to cut some sides. A flock of the label's brass is heading for the Music Operators of America convention in Chicago at the end of this month. Those going include Syd Goldberg, sales head, and Mike Conner, artists relations and publicity topper. A bevy of Decca artists, including Georgie Shaw, Connee Bowsell, etc., will be there.

Hill & Range, which recently acquired the tune "Two Hearts" from Jay & Cee Music, has changed the title to "Two Hearts, Two Kisses (Make One Love)." . . . Julie Stearns, general professional manager of Broadcast Music, Inc., will leave for the Coast Wednesday (16) for an extended business trip.

Nat Bergman, Coral Records' office manager the past two and a half years, succeeds Bill Downer at Decca. Bergman's successor at Coral is Len Levy, who was with Coral's New York branch. . . . Coral's reps at the MOA convention will be sales chief Norm Weinstroer, Midwest Division Manager Al Oldrich, North Central

Manager Johnny Thompson and a flock of label talent.

The correct title of Anita Boyer's new record (incorrectly listed last week) is "After the Lights Go Down Low," a new song published by Ivan Mogull.

## Chicago

The Chez Paree has signed Xavier Cugat and his orchestra to open March 22. Also signed to appear subsequently are Nat (King) Cole and Tony Martin. . . . The Cloister Inn celebrates its first anniversary (of its jazz policy) on St. Patrick's Day. Up until the room began its jazz policy business was so-so. Since then the room has boasted genuine success.

Singers Laurie Lohman and Johnny Dugan replace singers Ann Mason and Jeff Clark as guests on the Don McNeill "Breakfast Club." . . . Ted Weems and his band have left their four-week stint at the Rice Hotel in Houston and are headed for a one-month string of one-nighters thru the Southwest that ends in Spokane. . . . Dick O'Neill, disk jockey, has joined the staff of WICS-TV, Springfield, Ill. . . . Buddy Laine and his orchestra are doing one-nighters thru Iowa, Illinois and Minnesota the next few weeks. . . . Due next for the Chicago Theater are Georgia Gibbs, Bill Hayes and Johnny Maddox, with the Crew Cuts following two weeks later.

After a lapse of 15 years, Adolph and Paul Salvatori are resuming operations of Salvatori Music Company (BMI). The latter was formerly professional manager of several New York publishers. Kick-off tune will be "In a Moonlit Chapel."

## Hollywood

Tom Shiels has inked singer Carol Richards to a personal management pact. . . . The Billy May band, headed by Sam Donahue, drew 2,234 payees in its opening night at the Hollywood Paladium. . . . Murray Arnold, former Freddy Martin pianist now at the Ambassador Hotel's Casino Room, signed for four sides at Modern Records. . . . Pete Marshall and Tommy Farrell have been set for the Riverside Hotel, Reno, for two weeks opening March 17. . . . RCA Victor's Joe Carlton and Mannie Sachs due in town for a brief visit. . . . The Guys 'n' Gals wound up a six-week stay at the Saddle and Sirolo, Tucson, Ariz., and are back in town for more recording dates. . . . Sammy Davis Jr. will record two Julie Styne originals for Decca shortly. . . . The Skylarks will record Station KFWB's new identification theme, penned by Ned Washington and Dimitri Tiomkin. . . . The Hi-Lo's have 10 songs on Jazztape, new pre-recorded tape firm. . . . The Crew Cuts, currently at the El Rancho Vegas, plane in from Las Vegas March 16 for the first of two recording sessions on their "Crew Cuts Go Longhair" album for Mercury. . . . Marguerite Piazza inked to play the Riverside Hotel, Reno, for two weeks, opening August 4. She opens next at

the Sands Hotel, Las Vegas, March 16. . . . The closing theme of the Florian ZaBach television show, "Nocturne," has been bought by Leeds Music, with Sammy Cahn set to pen lyrics for the tune. . . . Harry James and orchestra mark their first Sunset Strip appearance by opening at the Crescendo March 17 for a three-week run. James' father, the well-known bandmaster, Everette James, passed away last week. . . . Barbara Belle has inked the Encores, formerly with Billy May, to an M-G-M recording contract. . . . Sam Donahue named an honorary cadet colonel at Clemson University.

Milwaukee

Joni James, subbing for Vic Damone who canceled out when his wife, Pier Angeli, sustained serious injuries, was feted by one of the breweries at an opening night press party. . . . Another M-G-M songstress, Betty Madigan, opened the same night at Fazio's Supper Club. . . . Barney Fields, Label "X" promotion man, made the rounds with the Chuckles, on the Riverside vaude bill this week.

## DECCA GIVING TRIP TO SPAIN

NEW YORK, March 12. - Decca Records is setting an elaborate dealer window display contest to promote the sale of the label's Spanish albums. Winning dealer gets a two-week trip to Spain for himself and "a companion of his choice," plus expense money. The Decca salesman who helped the dealer win gets the same Spanish Fiesta deal. Itinerary is already laid out and includes a flock of receptions, cocktail parties, tours and-for that Iberian touch-a visit to a bull farm. Six additional prizes for runners-up total \$2,000 in value. Contestants' windows must be devoted entirely to the Spanish theme, contain Iberian Airlines posters and must remain in window for at least two weeks during April.

## Decca Income Up

Continued from page 15

by excluding the dividends received from Universal and interest paid applicable to Decca's investment in that company.

Net sales of the Record division in 1954 totaled \$18,870,125, as compared with \$17,990,176 for 1953.

The annual report noted Decca's observance of its 20th Anniversary on August 4, 1954, with the production and sale of 30 new record albums, including the plush Bing Crosby packages. The best-selling single Decca disk of 1954 was Kitty Kallen's "Little Things Mean a Lot." Other hit singles in the pop field listed were Bill Haley's "Shake, Rattle and Roll," the Four Aces' "Three Coins in the Fountain" and "It's a Woman's World," and Kitty Kallen's "Chapel in the Moonlight."

## Coral Tunes

On the Coral label, the report gave special mention to Don Cornell's "Hold My Hand," the McGuire Sisters' "Goodnight, Sweetheart, Goodnight" and Teresa Brewer's "Let Me Go, Lover." The report noted that indications for 1955 were promising, pointing to the McGuire Sisters' "Sincerely," which scored No. 1 nationally; Four Aces' "Melody of Love" and the Cowboy Church Sunday School's "Open Up Your Heart."

The report quoted The Billboard as noting that of the 30 best-selling pop records reported at the end of February, 1955, nine were Decca and Coral sides, with the remaining 21 the products of 10 other labels.

The Decca report noted the trend towards recording of film scores. During 1954, Decca released recordings from the sound tracks of two Universal films, "The Glenn Miller Story" (one of the company's most successful albums) and "The Magnificent Obsession." Other sound track albums released by Decca were from "There's No Business Like Show Business," "White Christmas," "The Robe" and "The Egyptian."

## Total Assets

Decca's total assets at the close of 1954 were \$10,203,315, with liabilities listed at \$4,209,197.

Rackmil stated that 1955 promises to be another good year. Economic prospects in the entertainment world, population increase-particularly among the teen-age record-buyer group-are encouraging factors, he noted. He added that maintenance of quality production would do much to ensure continued prosperity.

## NAMES TO SING OSCAR ENTRIES

HOLLYWOOD, March 12. -Four top names were set this week to sing the music entries in the March 30 Oscar derby sponsored by the Academy of Motion Picture Arts and Sciences.

Danny Thomas will air "Count Your Blessings"; Dean Martin, "Three Coins in the Fountain"; Rosemary Clooney, "The Man That Got Away," and Tony Martin, "Hold My Hand." Fifth entry, "The High and the Mighty," has not yet been assigned.

## Mills Debuts

Continued from page 15

to handle promotion and exploitation for the firm.

Mills has for many years produced and sold masters to virtually all the major recording companies. New policy marks a firm departure from a practice that has been lucrative to both Mills and other disk firms.

The new American label will not restrict its activity to any one field, but will record material it deems proper whether it be in the pop, country and western or rhythm and blues idiom. In all cases, songs to be recorded will either be existing Mills copyrights or new material which will go into the firm's catalog.

Operation of the label will be directed from the firm's Hollywood offices, with both Irving and Paul Mills exercising direction.

With the debut of the American label into the active disk market, Mills told The Billboard that the firm will not sell any masters to the domestic record manufacturer in the future, tho masters will continue to be sold thru Mills Music offices abroad.

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

**Wedding Bells**

EDDIE FISHER, HUGO WINTERHALTER ORCH., Victor  
FRANKIE LESTER, "X"  
GUY LOMBARDO, Decca  
DENISE LOR, Mercury

ROBERT MELLIN, INC.

**LAZY GONDOLIER**

—★—

**ADDIO AMORE**

**BURLINGTON MUSIC CORP.**

537 W. 25th St. N. Y. C.  
ORegon 5-6060

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

★ ★ ★

**"IT'S YOUR LIFE"**

**BOURNE, INC.**

136 W. 52d Street New York 19

Breaking for a Smash!

**"TWO HEARTS, TWO KISSES**

**Make One Love"**

Recorded on all labels

**ST. LOUIS MUSIC CORP.**

**PATTI PAGE**  
Mercury

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

**MILLS MUSIC**

**A SMASH!**

**"Silver Moon"**

Recorded by

**BILLY VAUGHN**

Dot #15347  
**HARMS, Inc.**

for your Easter programs!

**robe of calvary**

Recorded on all labels

**Hill & Range Songs, Inc.**

**A Solid Ballad Hit!**

**WHEN I'M ALONE**

**MILLER MUSIC CORPORATION**

# The **VOICE** goes rhythm and blues on **TWO HEARTS, TWO KISSES** AND **From the Bottom to the Top**

## Frank **SINATRA**

with **THE NUGGETS** and **BIG DAVE'S MUSIC**



Record No. 3084

# JUBILEE'S

## BUSTIN' OUT ALL OVER WITH HITS GALORE!!!

Sleeper Hit

**Joe Foley**  
**"YOUNG AND FOOLISH"**

from the musical "Plain & Fancy"  
 Jubilee #5182

Their Greatest Yet

**The Four Tunes**  
**"I CLOSE MY EYES"**

b/w

**"I HOPE"**

Jubilee #5183

**Polly Bergen**

**"APPLE ON A PEAR TREE"**

"Don't Let Our Love Die On The Vine"

Jubilee #5181

Big

**The King Sisters**  
**"LOVE ME—LOVE ME—LOVE ME"**

"No Chance"

Jubilee #5187

America's great new conductor-arranger

**Frank Hunter**

**"SNOWBOUND"**  
**"IN THE RAIN"**

Jubilee #5185

Sensational Voice

**Ray Winston**  
**"FOOLISHLY"**

"When The One You Love Loves Somebody Else"

Jubilee #5186

**The Ravens**

featuring Jimmy Ricks  
**"BYE BYE BABY BLUES"**

"Happy Go Lucky Baby"

Jubilee #5184

**The Stylers**

**"SHOO SHOO SHOO SH'LA LA"**

**"LOVE YA LIKE CRAZY"**

Jubilee #5188

Jubilee Records  
 315 WEST 47th STREET • NEW YORK 19, N. Y.

JOSIE HAS 2 SMASH HITS...

**The Cadillacs**

**"NO CHANCE"**

"Sympathy"  
 Jubilee #773

**Patti Jerome**

**"JOHNNY HAS GONE"**

Josie #774

Josie RECORD  
 315 WEST 47th STREET  
 NEW YORK 19, N. Y.

SUBSIDIARY OF JUBILEE

### Philbin Raps Juke Exemption

Continued from page 13

representatives of the composers and authors to discuss the possibilities of equitable compensation for the use of the creative product of the composers and authors. It is my understanding that some members of our congressional judiciary committees have in the past urged that all segments of the music industry meet and try to come to some agreement that would be fair and equitable to those who make musical reproduction possible.

"Various legalistic arguments have been advanced against this proposal which do not appear to go to the real merits of the controversy. It is well settled, however, in law and morals, that to use the property of another without paying the owner of the property, or securing his permission, is unjust enrichment and wrongful. The present fee of 2 cents a record which inures to the publisher for the privilege of making a recording attaches to the manufacturing royalty only and is not in any sense a performance royalty. The public use of such a record for profit rightfully implies that the profit should be shared with those whose property is used to make the profit possible. . . .

"There are several bills pending in the Congress at present designed equitably to readjust the evils implicit in denying to composers and publishers the fruits of their work. These measures are based upon eliminating the special favors and special privileges now attached to the operation of juke boxes which unjustly deprive the creative artists of America of the merited rewards of their genius and industry. It is my opinion that the juke box operators, like every other group in the music industry and every other group utilizing the musical concepts of our composers, should, as a matter of fairness and right, be willing to enter into conferences and negotiations designed to agree upon the shares accruing to various segments of the music world upon some equitable basis. If this cannot be done speedily and effectively, the Congress will have to take appropriate action to revise the present law; in fact, it is my opinion that this should be done in any event, in order to equalize obligations and require all parties concerned to comply with basic principles of copyright law which have been long followed in this country.

"Notwithstanding any settlement that may be made in these matters, and regardless of any juke box bill

so-called, that may be enacted in Congress, it is a paramount obligation of the Congress to move speedily along a broad front to correct and to extirpate the manifest evils that have crept into the music industry over a period of years. . . .

"The anti-monopoly statutes, the fair-trade and fair-practice laws now on the statute books provide substantial means for adjusting the evils of the music industry. The executive branch of the government, upon which responsibility rests for enforcing these laws could, of its own motion, take effective action to remove the shackles upon the composers and artists of America, clear away the barriers that are currently causing discouragement, blocking incentive and reducing the high standards of American musical artistry. So long as one man of a small group of men in Tin Pan Alley, in Hollywood or anywhere else shall be allowed to visit injustice upon the geniuses who compose our songs and give expression to the soul of America, these evils will exist.

"Unless current evils and intolerable conditions in the music industry penalizing, discouraging and exploiting the talented men and women who write our national songs are corrected, it is clear that Congress will have to act. I hope that all segments of this business will soon voluntarily enter into negotiations to bring about fair, equitable settlements of pending differences and banish existing evils and injustices."

### Freed's Coral

Continued from page 14

ists and material, and in general to activate the r.&b. lines at both Coral and its parent company, Decca. Altho Freed's deal was set up by Coral's Bob Thiele, it's understood that he'll also work with Milt Gabler at Decca. Freed will work on a guarantee against a percentage. He'll have an office in the Decca building.

First a Deejay

Freed emphasized that he intends to remain, first of all, a disk jockey. He doesn't intend to grab talent from any other label, or to cover any other companies' material. Freed plans to run a "Rock and Roll" new talent search via his regular WINS program.

Freed's Coral program will include the taping of two or three LP's a year directly from his "Rock and Roll Party" promotion dates. Initially, he will tape the instrumental portions of his stage presentation at the Brooklyn Paramount Theater during Easter Week.

The band will include most of the local r.&b. recording regulars such as Red Prysock, Al Sears, Mickey Baker and Sam Taylor. The last named will record under special dispensation from M-G-M Records. He is under contract to that company.

### Victor Sets 200G

Continued from page 14

fourth in a series of memorial Jimmie Rodgers albums, "Travelin' Blues," a set of Hoagy Carmichael reissues, a jazz pack ("Reap the Wild Winds") by Stuart McKay and His Woods, and EP's by Hank Snow, Chet Atkins and Homer and Jethro.

Much of Victor's \$200,000 supporting budget is earmarked for TV time, and magazine and newspaper ads, including co-op deals. There will also be heavy supplies of display and point-of-sale dealer aids.

### A-V Tape Inks

Continued from page 15

12 assorted pre-recorded tape packs, order blanks, catalogs and promotion kits. Dealer cost per pre-pack is \$50.

Rand said A-V experienced a 300 per cent rise in volume in the last quarter of 1954, as compared to the same period a year earlier.

### EMI Paid \$8 Mil

Continued from page 14

had contracted to sell EMI their combined Capitol stock holdings of 248,435 common shares. At that time Capitol stock was quoted at about \$13 a share.

Wallichs also announced the appointment of five new members to Capitol's board of directors, thus filling posts vacated by ex-shareholders. The new line-up includes three EMI execs and three American officials, with Wallichs heading the board as chairman.

Board Members

The new EMI Capitol board members are: J. F. Lockwood, chairman of EMI's board of directors; L. J. Brown, EMI's managing director, and J. N. MacLeod, EMI-International, Paris. The U. S. directors are Wallichs, Roger Smith, general counsel for Lockheed Aircraft, Burbank, Calif., and John A. Wells, of the New York law firm Dwight, Royall, Harris, Koegel & Caskey.

Brown and Wells are thoroly familiar with Capitol's operation, having represented EMI during the negotiations for the Capitol sale, which were launched about seven months ago during Wallichs' trip to Europe last summer.

Under the new ownership, Capitol will continue to be operated by its present management with Wallichs remaining in the executive post under a four-year contract with EMI that includes options for subsequent services. Wallichs repeated here Friday that no changes in any department are contemplated by the new owners.

**flip** over this one...

**flop** those order blanks...

**fly** to the counters with columbia's newest hit!

together for the first time!

**JOHNNIE**

**RAY**



**LES**

*and his orchestra*

**ELGART**

**“flip, flop  
and fly”**



Columbia 40471 • 4-40471

b/w "Thine Eyes Are as the Eyes of a Dove"  
by  
**JOHNNIE RAY**  
with Orchestral Acc.

"Columbia" and Trade Marks Reg. U.S. Pat. Off. Marcas Registradas.

# PHONOS—HI FI

By STEVE SCHICKEL

## MRIA TO MEET MARCH 24 AT A-V STUDIOS, N. Y. . . .

A highly commendable action on the part of the members of the Magnetic Recording Industry Association is the forthcoming meeting of the Standards Committee. The group is meeting to set up standards on the new tape cartridge before the magnetic recording industry meets jointly with the record manufacturers. The meeting will take place the last night of the IRE convention, at the studios of A-V Tape Libraries, at 8 p.m. Some of the firms represented will be Pentron, Revere, Webcor, Shure, Orradio, Bush, Ampro and Ampex. Among the tape makers present will be Minnesota Mining and Manufacturing, A-V Tape Libraries and Audio Devices. A-V has already announced they will begin marketing pre-recorded tapes in the new tape cartridge as soon as they become available by the manufacturer, American Molded Products of Chicago. Arnold Hultgren, of AMP, will be one of the principal speakers at the meeting.

It is understood that Pentron and Magnecord, both who have been reportedly working on pilot models of tape machines which will accommodate the new cartridge, are working extra fast in order to have the pilots ready for showing at the IRE convention which begins March 21. As yet, it has not been learned whether either or both firms can make the deadline.

## V-M ANNOUNCES NEW PLAYTIME PORTABLE . . .

Sample models of the new Playtime portable phonograph have been placed in the hands of V-M Corporation's sales representatives for showing to dealers and distributors all over the country. According to V-M officials, orders from this first "go around" have already started to come in. The unit offers a four-speed control for 78, 45, 33 and 16 r.p.m.'s. It also has a built-in 45 spindle and a heavy duty five-inch Alnico speaker. Colors are dove grey and cranberry red leatherette, and will retail at \$29.95.

V-M also announced that their high-fidelity packaged unit, the Fidelis, has been the leader of the firm's phonograph line, and therefore have decided to make the unit available in ebony and walnut in addition to the already marketed mahogany and blond. The ebony unit will retail at \$159.50, east of the Rockies.

## HI-FI SHOW NOTES FROM CHICAGO AND WASHINGTON . . .

The second annual High-Fidelity Fair held at Washington drew over 34,000 thru the 50 exhibits last weekend. The numbers represent an increase of 4,000 people over last year's event which constitutes a new attendance record for the show. In Chicago, the management of the high-fidelity show, the International Sight and Sound Exposition, an-

nounced that altho display room rental rates have been increased, it won't cost the exhibitor any more money. The show management will absorb the cost. The rates this year are reportedly \$25 above last year's, and according to the show's management, the expenses to operate will be higher. However, because rates and prices were contracted in advance, the old prices will remain.

## STROMBERG-CARLSON STARTS VALUE-ANALYST IDEA . . .

The Stromberg-Carlson Company, thru its executive vice-president, G. C. Hoit, announced this week the formation of a value analysis department. The department, a part of general purchasing, will be responsible for applying a new technique to the investigation and study of materials and products used and produced by the firm. The idea is to further cost reduction for dollars spent by purchasing. Edward F. Miller, formerly with the Miller Franklin Company, has been appointed to head up the new department.

## HI-FI INSTITUTE AGAIN ISSUES CLARIFYING NOTICE . . .

To do away with any confusion which might arise from recent reports that the audio activities committee of an East Coast trade group favored a High-Fidelity Institute-sponsored series of shows, the management of the High-Fidelity Institute again announced last week that it is dedicated solely to the promotion of hi-fi and is not contemplating going into the show end of the business. Jerome J. Kahn, commissioner of the Institute, stated that the confusion exists because of a similarity of names between his Midwest group and that of a group recently organized in New York.

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

The General Transistor Corporation, Jamaica, New York, this week announced a 50 per cent cut in prices of transistors across the board. Quantity prices to manufacturers now range from \$1.40 to \$2.65. . . . The Dean Sales Company, New York phono manufacturers, has appointed David Olshan as district sales supervisor. Olshan is a veteran of 30 years in the phonograph business. He will head up the New England, Baltimore and Washington areas. . . . Shure Bros., Inc., has signed Walker B. Sheriff, Inc., to handle its advertising. . . . Southern States Distributors, Miami, has been appointed Florida distributor by the Admiral Corporation. . . . The Zenith Radio Corporation will move its showrooms to the Merchandise Mart in Chicago sometime around the end of May. Current showrooms are located in the American Furniture Mart, Chicago. New space will contain 2,000 square feet of floor space, 400 of which will be devoted to a room containing nothing but hi-fi products.

# LINER NOTES

By IS HOROWITZ

## AJEMIAN SISTERS SIGNED BY MGM . . .

M-G-M Records has signed the Ajemian sisters, pianist Maro and violinist Anahid, to exclusive contracts. The Ajemians are specialists in contemporary music, and figure prominently in the ambitious modern program launched by the label. Several of the works to be released were performed last Tuesday (8) at the Metropolitan Museum of Art in New York, with Izler Solomon conducting and the Ajemians as soloists. The program included the American premiere of the Kurt Weill Violin Concerto, a 12-tone work. It was recorded the following day and will be released in June.

## VICTOR READIES NEW 'HISTORY' VOLUMES . . .

In May RCA Victor will release Vols. 4, 5 and 6 of its long-term series, "History of Music in Sound." The project is handled in co-operation with the Oxford University Press. There are two 12-inch LP's in each set. Also in May Victor will issue an ambitious poetry series featuring LP readings by Raymond Massey, Thomas Mitchell, Helen Hayes and Carl Sandburg. Some of the selections will be made available on EP.

## MERCURY PRESSING BRITTEN 'GUIDE' . . .

Mercury is now processing a recording of Britten's "Young Person's Guide to the Orchestra" for early release. It was cut by Antal Dorati and the Minneapolis Orchestra, with Deems Taylor as the narrator. Also due soon from the label is a Paul Paray-Detroit Symphony performance of Beethoven's Sixth Symphony. Many years ago an earlier waxing

of the work by Paray (on another label) was a best-seller.

## NEW ALBUMS DUE FROM COLUMBIA . . .

On the way from Columbia Records are several potentially strong classical albums. One of them, featuring violinist Zino Francescatti, couples readings of the Tchaikovsky and Mendelssohn Concertos on a single disk. The orchestra is the New York Philharmonic under Dimitri Mitropoulos. A batch of popular melodies have also been grouped into an LP program under the descriptive title of "Great Melodies of Tchaikovsky." Eugene Ormandy and the Philadelphia Orchestra are the artists.

## LONDON RELEASE HAS 15 ITEMS . . .

London International, now distributed direct to dealers by the label, is readying its second release of the year. Included are works by Stamitz, Handel, Bach, Tchaikovsky and Wagner. There will also be six sets recorded in Spain and the first of a number of complete French plays due for periodic release. In all, the new London International release will comprise 15 items.

## NEW HI-FI GADGET IS TWIN TONE ARM . . .

Newest hi-fi tone arm being promoted to audiophiles is one introduced by Hi-Fidelity, Inc., a firm which plans later to issue other playback components. The new item, called the "B-J Arm," is a British import. It is actually composed of two arms of different lengths, which operate in a manner said to keep the cartridge in its proper relationship to the groove thruout the depth of the record.

## Peer Gets Golden State Sales Rights

HOLLYWOOD, March 12.—Peer International has acquired selling rights to the Golden State Song catalog, a BMI publishing firm, in negotiations concluded here with Don F. Pierce.

Golden State has approximately

400 songs, most of them in the rhythm and blues field. Deal is similar to that also concluded between Peer and Pierce here recently, involving the Starrite country music catalog.

Pierce owns and operates Hollywood Records, an independent rhythm and blues label here, in addition to handling manufacturing and distribution for a number of other smaller r.&b. firms.

## Era Diskery Formed For Pop, R.&B. Fields

HOLLYWOOD, March 12.—Formation of Era Record Company, headed by Herb Newman and Lou Bedell, was announced this week, with the firm signing its first artists, the Thunderbirds and singer Bill Thompson, to term recording contracts.

New label will be active in the

# Best Selling Popular Albums

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

## LP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
4. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
5. DEEP IN MY HEART—Sound Track . . . M-G-M E 3153
6. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol W 570
7. SORTA-MAY—Billy May . . . Capitol T 562
8. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
9. JAZZ GOES TO COLLEGE—Dave Brubeck Quartet . . . Columbia CL 566
10. GOLDEN HORN—Ray Anthony . . . Capitol T 563
11. VICTORY AT SEA—NBC Symphony (Bennett) . . . RCA Victor LM 1779
12. BENNY GOODMAN IN HI-FI . . . Capitol W 565
13. BY REQUEST—McGuire Sisters . . . Coral CRL 56123
14. WALTZ TIME—Mantovani . . . London LL 1094
15. BRUBECK TIME—Dave Brubeck . . . Columbia CL 629

## EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
3. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
4. BY REQUEST—McGuire Sisters . . . Coral EC 81098
5. DEEP IN MY HEART—Sound Track . . . M-G-M X 276
6. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol EBF 570
7. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
8. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M X 244
9. SHAKE, RATTLE AND ROLL—Billy Haley . . . Decca ED 2168
10. ESPECIALLY FOR YOU—Teresa Brewer . . . Coral EC 81115
11. BENNY GOODMAN IN HI-FI . . . Capitol EAP 565
12. JOANNE SINGS—Mary Stuart . . . Columbia B 487
13. JAZZ GOES TO COLLEGE—Dave Brubeck Quartet . . . Columbia B 435-6
14. TOP HITS—Nat (King) Cole . . . Capitol EAP 1-9120
15. SWING EASY—Frank Sinatra . . . Capitol EBF 528

# "Classical Possibilities"

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run. Watch for a complete "Classical Best Seller" chart next week.

1. ROSSINI: L'ITALIANA IN ALGERI—Simionato, Valletti, La Scala Orchestra (Giulini) . . . Angel 3529
2. VERDI: A MASKED BALL—Nelli, Peerce, NBC Symphony (Toscanini) . . . RCA Victor LM 6112
3. OPERATIC RECITAL BY MARIO DEL MONACO . . . London LL 1025
4. DEBUSSY: LA MER; IBERIA—NBC Symphony (Toscanini) . . . RCA Victor LM 1833
5. STARLIGHT ENCORES—Hollywood Bowl Symphony (Barnett) . . . Capitol P 8296

# Reviews and Ratings of New Classical Releases

VERDI: A MASKED BALL (3-12)—Herva Nelli, Jan Peerce; NBC Symphony; Arturo Toscanini, Cond. RCA Victor LM 6112 . . . 88

This was the last of Toscanini's presentations of opera over NBC, and took place on two Sunday afternoons in January, 1954. It would be superfluous to add here to the praise heaped upon the conductor by the critics at that time. Clearly, it was not only a definitive performance but a magnificent display of conductorial gifts. The grossest amateur will recognize this as a record classic, and retailers should stock this set in anticipation of heavy demand. The package will be treasured all the more for its attractive cover and the enclosed booklet with Italian-English libretto and interesting articles by Olin Downes and Henry Simon.

SIBELIUS: SYMPHONY NO. 2 (1-12)—NBC Symphony; Leopold Stokowski, Cond. RCA Victor LM 1854 . . . 79

A big Sibelius year is in the offing, celebrating the Finnish symphonist's 90th birthday, and his somewhat waning popularity should take a sharp spurt. This easily is his most popular work in the form and many new LP versions may be expected, tho on the basis of name power and opulent sound, this one should sell. Stokowski is most at home here, with the piece's broad, brooding atmosphere and its titanic brass climaxes. Purists may prefer more bounded emotion, but the major market for the work is not among the purists. The cover, while tasteful, hardly lends itself to display.

RUBINSTEIN PLAYS GRIEG (1-12)—RCA Victor LM 1872 . . . 78

A fine companion disk to Rubinstein's earlier Brahms program, with identical double-fold packaging, its basic appeal to broad groups of collectors will be apparent to most dealers. The pianist is in superb form and does wonders with the Ballade, Op. 24, the longest selection in the set. Included also are 12 short pieces, each a gem in these refreshing recreations. No sales problem here.

RAVEL: BOLERO; HONNEGER: PACIFIC 281; DUKAS: THE SORCERER'S APPRENTICE; RAVEL: LA VALSE (1-12)—L'Orchestre de la Societe des Concerts du Conservatoire de Paris; Ernest Ansermet, Cond. London LL 1156 . . . 77

Economy is the selling point here, tho it is also true that many devotees of French impressionism have come to regard the Swiss Ansermet as the last word on the subject. His "La Valse" has appeared before in another coupling, but here, in company with three kindred climactic tours de force, it has added sales potential. "Pacific 281," by the conductor's compatriot, can serve as a showpiece for good equipment, as for that matter, can the others. Four saleable, for the most part very popular works—generally well played, and very well recorded.

MENDELSSOHN: ELIJAH (3-12)—London Philharmonic Choir and Orchestra; Josef Krips, Cond. London LLA 27 . . . 76

Few oratorios enjoy such popularity as "Elijah." And there are probably only rare communities large enough to support a church choir where at least parts of it are not given occasional public performance. These are all attributes that hand this expertly performed and recorded set solid commercial values. Outstanding in the fine cast are contralto Norma Procter and baritone Bruce Boyce. Good sales here.

ARIAS FROM PAGLIACCI AND CAVALLERIA RUSTICANA (1-10)—Mario del Monaco. London LD 9133 . 75

Great popularity of the tenor practically insures success of this collection, if only (Continued on page 26)

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## Reviews and Ratings of New Popular Albums

### HIT THE DECK .....83

Sound track cast (1-12")

M-G-M E 3163

M-G-M has a high-powered lineup of names for its latest movie musical sound track package, so this LP should do as well if not better than the label's past successes. In addition to its own artists—Jane Powell, Debbie Reynolds, Ann Miller, Russ Tamblyn and Kay Armen—the album features Mercury's Vic Damone and RCA Victor's Tony Martin. M-G-M is readying extensive promotion on its movie version of the old Vincent Youman's musical (the picture is one of the studio's top films this year) and the movie's U. S. Navy theme is a natural for display material. The score includes such great standards as "Hallelujah" and "Sometimes I'm Happy."

### FRED WARING PRESENTS

**BROADWAY '55** .....77

Fred Waring Ork (1-12")

Decca DL 8099

This is a readily merchandising album, for it presents outstanding theater music—12 tunes from three of the season's hit Broadway musicals—performed by one of the most painstaking craftsmen around. Waring, his glee club and ork, have selected ditties from Harold Rome's score of "Fanny," Cole Porter's "Silk Stockings" and the Arlen-Capote "House of Flowers." Lovers of show music will find this album an exceedingly attractive purchase. It is well-produced, and the material in the groove is the product of some of the nation's greatest musical comedy talents.

### LECUONA PLAYS LECUONA .....75

(1-12")

RCA Victor LPM-1055

The Cuban composer—who is also an imposing keyboard artist—plays 18 of his own works on this disk. Selections cover a wide range and include pieces from his Spanish period; his more generally European period, and his popular repertoire, much of which is well known in both the Americas. Included are "Malaguena," "Noche Azul," "Ante El Escorial," "La Comparsa," "A La Antigua," "Maria La O," "La Habanera," etc. This beautifully recorded romantic music has a wide consumer appeal, for its style ranges from the popular to semi-serious modes. Liner notes are excellent.

### WINE, WOMAN AND WALTZES .....74

Helmut Zacharias Ork (1-12")

Decca DL 8089

The catchy, alliterative title of this album is coupled with attractive art work. In the grooves are an even 12 waltzes, gleaned from many lands and composers. Included are such notable standards as "Charmaine," "Blue Danube" and "Artist's Life." It goes without saying this album will appeal to the young, the young in heart and to old fools. Performances, generally, are stately, melodic and feature lush strings.

### LOVE AT FIRST SIGHT .....73

Casanova and His Ork (1-10")

Vox VX 760

### DREAMS OF ROMANCE .....73

Casanova and His Ork (1-10")

Vox VX 770

Here are two smartly packaged albums of mood music, with Casanova and his boys contributing pleasant listening in the form of tasteful, simply arranged standards keyed to

the title themes. "Love at First Sight" (aimed at the teen-age set) has an attractive color photo of two good-looking youngsters, while "Dreams of Romance" carries a cheesecake close-up of a dreamy-eyed gal in black lace. The former package includes "I Can't Get Started," "The Man I Love," and "Night and Day." Latter LP features "Tenderly," "Deep Purple," "All the Things You Are," "My Heart is a Violin," "Fascination," "Jalousie" and "Valses Dans L'Ombre."

### THE DICK HYMAN TRIO .....74

(1-10")

M-G-M E289

Dick Hyman, one of the younger jazz pianists, renders eight standards with his trio. Included are such staples as "Star Dust," "The Very Thought of You," "Cecilia," "East of the Sun," etc. Hyman, classically trained, is a good technician and achieves an interesting sound with these numbers. The arrangements are commercial, with melody foremost.

### Jazz

### ROY AND DIZ .....79

Roy Eldridge and Dizzy Gillespie (1-12")

Clef MGC-641

Roy and Diz playing together? Hard to believe, but true. These two great trumpet players, the outstanding stars of two different jazz eras, combine for some unusually satisfying music-making. The difference in the styles of Eldridge and Gillespie is great, and it is fascinating to hear their respective approaches to similar technical problems. Of the two, Eldridge has done more to approximate Gillespie's modern horn technique than vice versa, but it takes a set like this to make clear what the latter owes Eldridge in terms of spirit, drive and warmth. The best rhythm section conceivable was assembled for the date: Louis Bellson, Oscar Bellson, Herb Ellis and Ray Brown.

### DIXIELAND COMES TO

**CARNEGIE HALL** .....70

Stan Rubin and His Tigertown Five (1-10")

RCA Victor LPM-3277

This performance was recorded at Carnegie Hall in November, 1954. It's obvious the customers were excited, for the crowd sounds are on the disk. But also this Carnegie concert was a notable one of its type, it does not make an outstanding disk. The Tigertown Five, led by Stan Rubin, are Princeton undergraduates. They play this type of jazz with relaxed, professional aplomb. There's much competitive material, of course, in the same vein.

### Children's

### THE ADVENTURES OF

**THE LONE RANGER, NO. 9** .....79

(1-78)

Decca K-140

Dealers will welcome this exciting addition to a highly successful series. Especially to be recommended for boys from five up.

### 20,000 LEAGUES UNDER THE SEA ...75

(1-78)

Mercury Childcraft MC 55

Popular title in regular single-record package should catch a good share of impulse buying. Adaptation of the Jules Verne standard, while well written and narrated, lacks the potent entertainment of RCA Victor's Disney-ized record-reader.

## Reviews and Ratings of New Classical Releases

Continued from page 26

displayed. Included are stirring readings of "Vesti la Giubba" and "No, Pagliaccio non son," from "Pag," and "Brindisi" and "Addio alla madre" from "Cav."

### STRAVINSKY: L'HISTOIRE DU SOLDAT; OCTET FOR WIND INSTRUMENTS; SYMPHONIES OF WIND INSTRUMENTS (1-12")—Igor Stravinsky, Cond. Columbia ML 4964 .....73

The pre-hi-fi recordings of "L'Histoire" and the Octet conducted by the composer fortunately have been replaced by superb new readings made under optimum studio conditions. For these two works a top flight group of American instrumentalists was assembled, of whom it is impossible not to single out the fine work of violinist Alexander Schneider in "L'Histoire." Stravinsky as conductor will help this in the market place.

### SCHUBERT: SYMPHONY NO. 9 IN C MAJOR (1-12")—Berlin Philharmonic; Wilhelm Furtwängler, Cond. Decca DL 9764 .....72

This performance, highly rated by critics and collectors, once occupied three sides of a two-disk Decca set. In reprocessing the etching the diskery has improved the sonic characteristics and via this one LP version added commercial appeal. Moderate sales, but long-term action may be predicted.

### HANDEL: THE WATER MUSIC (1-12")—Boyd Neel Orchestra; Boyd Neel, Cond. London LL 1128 .....72

Discriminating collectors have long rated Boyd Neel diskings high. Here is another distinguished addition to his catalog. The popular score, here performed in complete form, will meet only token resistance from the several competing versions available. Standards of interpretation and recording put this set at the top. Dealers should be able to interest a good many sometime buyers in this disk; it is

just as rewarding to the uninitiated as to the seasoned discophile.

### MEMORIES OF THE VIENNA THEATER, VOLS. 1 AND 2 (2-10")—Hilde Gueden, Soprano. London LD 9158 ...70

Some 20 popular selections, all derived from Austrian and German operettas which had their debut in the musical city of Vienna, are contained on the four sides of these two 10-inch disks. Franz Lehar, Oskar Strauss, Johann Strauss, Carl Michael Ziehrer, Leo Ascher, Fritz Kreisler, Emmefich Kalman and Leo Fall are the composers represented. Miss Gueden gives these light operetta pieces a tasteful, lyric interpretation, accompanied by the Vienna State Opera Orchestra. The disks, which are obtainable singly, are nevertheless a choice package for the blue seltzer bottle set.

### FRANCK: TRIO IN F SHARP MAJOR, OPUS 1, NO. 1; CHAUSSON: TRIO IN G MINOR, OPUS 3 (1-12")—Trio Di Bolzano. Vox PL 8950 .....69

Two relatively obscure French chamber works here. As usual, Vox offers maximum length of playing time on each side; each work runs over 30 minutes. The prize here is the Chausson, which may be recommended to regular chamber music buyers. The playing, too, here is far superior to that on the Franck, a none too robust work to begin with.

### MOZART: SERENADE NO. 11, K.375; SERENADE NO. 12, K.388 (1-12")—Wind Ensemble; Arthur Winograd, Cond. M-G-M E 3159 .....66

Competent readings of two lovely Mozart works for wind instruments. Comparison with competitive versions shows a certain coarseness of texture and something less than finished style, even tho Winograd (making his debut as a conductor on records) imposes discipline and coherence of expression on the group.



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"I'M SINCERE"

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and His Auld-Stars

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"PLANTATION BOOGIE"

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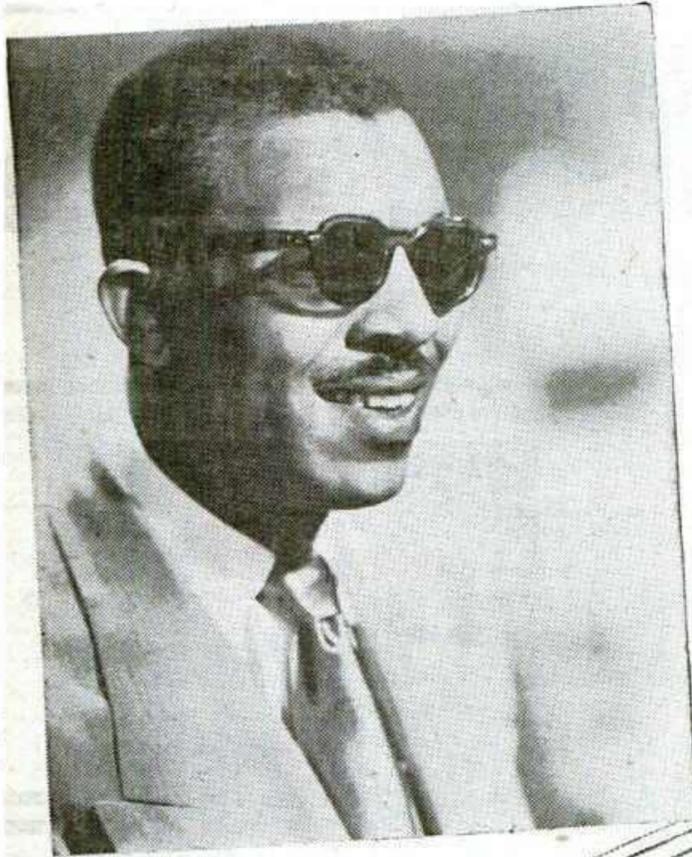
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# The Billboard Music Popularity Charts

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

## Chart Comments

The growing influence of TV on the pop song market was very much in evidence this week, both on the best-selling pop single chart and the top EP listings.

The "Ballad of Davy Crockett," which was plugged into hit proportions by several airings over Walt Disney's ABC-TV program, shows up on the top 30 retail chart in three different places this week, while Columbia's EP "Joanne Sings," featuring TV soap opera queen Mary Stuart, jumped into 12th place on the EP chart in its first appearance.

Cadence's Bill Hayes waxing of "Davy Crockett" went from No. 6 to No. 1 on the best-selling retail chart this week; Fess Parker's Columbia version by Tennessee Ernie Ford hit the chart for the first time in the No. 19 slot. Interestingly enough all three artists are TV warblers, and Parker originally introduced the song on the Disney tele-show.

The case of "Joanne Sings" offers even more conclusive proof of TV's potential power in the record market, since Mary Stuart is unknown to the disk buying public as a recording artist. However, she obviously is known to them as the star of one of CBS-TV's top daytime soap operas, because they have bought enough copies of her album to land her in the No. 12 spot on the EP chart this week.

In addition to Ford, newcomers to the top 30 retail chart this week include Bill Haley's "Birth of the Boogie" (flip side "Mambo Rock" is No. 18) tied for 27th place with Eddie Fisher's "Man Chases a Girl," on which his fiancée Debbie Reynolds also thrushes, tho unbilled. Another newcomer to the chart is Teresa Brewer's "Pledging My Love" in the No. 30 spot. The Johnny Ace version of the tune moved up one point to the No. 17 slot.

## 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	Chart	Weeks on Chart
1. Melody of Love.....	1	10	1
2. Ballad of Davy Crockett .....	6	2	2
3. Tweedle Dee.....	4	5	5
4. Open Up Your Heart..	3	8	8
5. Sincerely .....	2	9	9
6. Mr. Sandman.....	5	8	8
7. Hearts of Stone.....	7	12	12
8. How Important Can It Be? .....	9	5	5
9. That's All I Want From You .....	8	10	10
10. Earth Angel.....	11	8	8
11. Let Me Go, Lover....	10	15	15
12. Unsuspecting Heart..	12	10	10
13. Ko Ko Mo.....	13	7	7
14. Blue Mirage.....	-	1	1
15. You'll Always Be My Lifetime Sweetheart. -	-	1	1

# HONOR ROLL OF HITS

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## The Nation's Top Tunes

For survey week ending March 9

This Week	Last Week	Chart	Weeks on Chart
<b>1. Melody of Love</b>			<b>1 11</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 20-0024; 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 10</b>
By Harvey Fuqua, Allen Freed—Published by Arc (BMD) BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Chess 1581. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 29421; Bop-A-Loos, Mercury 70569; B. Fields, M-G-M 11917; Johnnie & Jack, V 20-6014; B. Wills, Dec 29432. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.			
<b>3. Ballad of Davy Crockett</b>			<b>7 4</b>
By Tom Blackburn & George Burns—Published by Wonderland (BMD) BEST SELLING RECORDS: B. Hayes, Cadence 1256; F. Parker, Columbia 40449. T. Ernie, Capitol 3058. 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; M. Wiseman, Dot 1240.			
<b>4. Tweedle Dee</b>			<b>4 18</b>
By Winfield Scott—Published by Progressive (BMD) 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. ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.			
<b>5. Ko Ko Mo</b>			<b>3 8</b>
By Forest Wilson, Jake Porter, Eunice Levy—Published by Meridan (BMD) 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>6. Earth Angel</b>			<b>6 10</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. LaMar, Standard.			
<b>7. Hearts of Stone</b>			<b>5 16</b>
By Rudy Jackson, Eddie Ray—Published by Regent (BMD) 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>8. How Important Can It Be</b>			<b>8 6</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; B. May, Capitol 3066; L. Monte, V 20-5993; J. Smith, Majar 138. ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.			
<b>9. That's All I Want From You</b>			<b>9 16</b>
By M. Rotha—Published by Weiss & Barry (BMD) 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>10 9</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.....	11	20
Published by E. H. Morris (ASCAP)		
12. PLEDGING MY LOVE.....	15	4
Published by Lion (BMD)		
13. LET ME GO, LOVER.....	12	15
Published by Hill & Range (BMD)		
14. NO MORE.....	13	11
Published by Maple Leaf (BMD)		
15. BLUE MIRAGE.....	18	5
Published by Mills (ASCAP)		
16. ROCK LOVE.....	16	5
Published by Jay & Cee (BMD)		
17. UNSUSPECTING HEART .....	14	8
Published by Tee Pee (ASCAP)		
18. DARLING JE VOUS AIME BEAUCOUP .....	20	3
Published by Chappell (ASCAP)		
19. WEDDING BELLS.....	-	1
Published by Mellin (BMD)		
19. DANGER, HEARTBREAK AHEAD.....	-	1
Published by Robbins (ASCAP)		

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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—BMD	
Blue Mirage (R)—B. F. Woods—ASCAP	
Bridges of Toko-RI (R) (F)—Famous—ASCAP	
Danger, Heartbreak Ahead (R)—Robbins—ASCAP	
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP	
Earth Angel (R)—Dootsie Williams—BMD	
Finger of Suspicion (R)—Pickwick—ASCAP	
Fish (R)—Oxford—ASCAP	
Hearts of Stone (R)—Regent—BMD	
How Important Can It Be? (R)—Aspen—ASCAP	
I Belong to You (R)—Robbins—ASCAP	
Ko Ko Mo (R)—Meridian—BMD	
Let Me Go, Lover (R)—Hill & Range—BMD	
Make Yourself Comfortable (R)—Rylan—BMD	
Malaguena (R)—E. B. Marks—BMD	
Melody of Love (R)—Shapiro-Bernstein—ASCAP	
Mr. Sandman (R)—E. H. Morris—ASCAP	
My Own True Love (Tara's Theme) (R) (F)—Remick—ASCAP	
Naughty Lady of Shady Lane (R)—Paxton—ASCAP	
Open Up Your Heart (R)—Hamblen—BMD	
Play Me Hearts and Flowers (R)—Advanced—ASCAP	
Sincerely (R)—Arc—BMD	
Teach Me Tonight (R)—Hub—ASCAP	
That's All I Want From You (R)—Weiss & Barry—BMD	
These Are the Things We'll Share (R)—Famous—ASCAP	
Tweedle Dee (R)—Progressive—BMD	
Unchained Melody (R) (F)—Frank—ASCAP	
Young and Foolish (R)—Chappell—ASCAP	

### Television

Ballad of Davy Crockett (R) (F)—Wonderland—BMD	
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP	
Distant Melody (R) (F)—E. H. Morris—ASCAP	
Fish (R)—Oxford—ASCAP	
Give Yourself a Break (R)—O'Connor & Miller—ASCAP	
Hearts of Stone (R)—Regent—BMD	
High and the Mighty (R) (F)—ASCAP	
I Didn't Come to Say Hello (R)—Vimbro—ASCAP	
I Won't Grow Up (R)—E. H. Morris—ASCAP	
I'm Flying (R)—E. H. Morris—ASCAP	
Irish Mambo (R)—Graham—ASCAP	
I've Gotta Grow (R)—E. H. Morris—ASCAP	
Ko Ko Mo (R)—Meridian—BMD	
Marine Boys March (R)—Lupal—BMD	
Mr. Sandman (R)—E. H. Morris—ASCAP	
Never Never Land (R)—E. H. Morris—ASCAP	
No More (R)—Maple Leaf—BMD	
Open Up Your Heart (R)—Hamblen—BMD	
Play Me Hearts and Flowers (R)—Advanced—ASCAP	
Rock Love (R)—Lois—BMD	
Sincerely (R)—Arc—BMD	
Sisters (R) (F)—Berlin—ASCAP	
Teach Me Tonight (R)—Hub—ASCAP	
Fender Shephard (R)—E. H. Morris—ASCAP	
That's All I Want From You (R)—Weiss & Barry—BMD	
Tweedle Dee (R)—Progressive—BMD	
Wedding Bells (R)—Mellin—BMD	
Wendy (R)—E. H. Morris—ASCAP	
Young and Foolish (R)—Chappell—ASCAP	

## England's Top Twenty

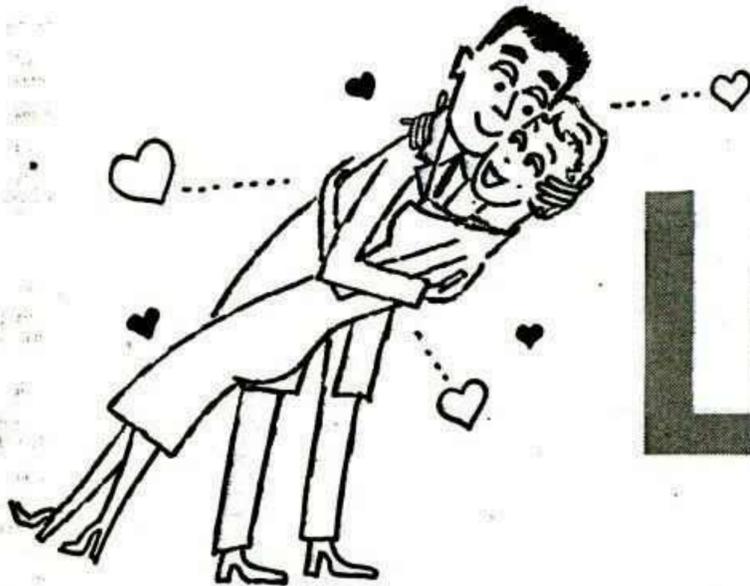
Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

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

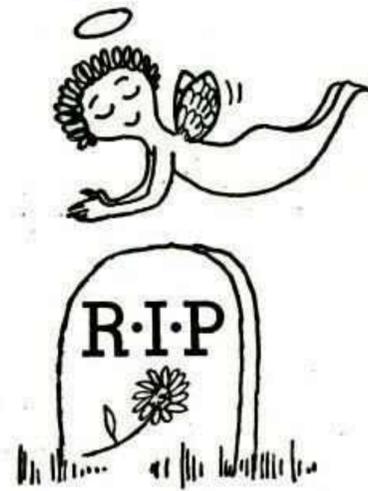
# LIVE FAST,



# LOVE HARD,



# DIE YOUNG



a POP hit by

## VICKI YOUNG

a COUNTRY hit by

## FARON YOUNG

**ZOOM, ZOOM, ZOOM**  
RECORD NO. 3076



**FORGIVE ME, DEAR**  
RECORD NO. 3056

**DEALERS! OPERATORS! BE SURE YOU'RE STOCKED ON BOTH HIT VERSIONS!**



# The most talked-about ALBUM of the year . . . . .

**"CAPITOL PACKAGES STAN KENTON SAGA IN SOCK DELUXER"** VARIETY - February 23, 1955

"One of the most exciting packages to come along in years . . . should sell out immediately . . . a classic release . . . It's the most - it's a must!"

**CASHBOX** - February 26, 1955

"... a must item . . . a notable, tasteful salute . . . Beautifully packaged, with the finest set of notes . . . for jazz records that I have ever read, and complete with marvelous pictures . . ."

**METRONOME** - George Simon

"Should add up to good sales for retailers on a profitable high-ticket "Limited Edition" package."

**BILLBOARD** - February 26, 1955

"Certainly the handsomest and most striking production of its kind yet to be issued. Previous packages of this sort . . . can't compare to this one in cover design or in the integration of art work, photos, and music. Beautifully laid out . . ."

**DOWNBEAT** - March 9, 1955

"Excellent . . . well worth the price."

**LOS ANGELES EXAMINER** - February 20, 1955

"The greatest of the many "Limited Edition" albums to be released . . . Capitol is to be commended for the production of the album, in both rejuvenating the original recordings and in the artistic presentation of the package."

**THEME MAGAZINE** - March, 1955

"A minor masterpiece . . . worthy of several niches in American libraries . . . most assuredly will find its way to the Library of Congress."

**TAMPA TRIBUNE** - Tampa, Fla.

"The fabulous new "The Kenton Era-Limited Edition" is the most comprehensive set issued by any company to date . . ."

**THE SUNDAY STAR** - Washington, D. C., February 13, 1955



## The greatest album promotion in Capitol history . . .

- Limited edition - individually numbered albums
- Unique packaging
- Wide Screen Window Displays
- Disc Jockey Promotion Kits
- Major national magazine advertising
- Intensive publicity campaigns.
- Cooperative advertising mats
- Customer reservation certificates
- Dealer's Demonstration EP Record
- Tele-Story projection slides
- Extensive personal appearance tour by Stan Kenton, with coast-to-coast radio and TV guestings (on NBC - March 13 - a full hour!)

**AND - AT \$24<sup>95</sup> - YOUR BIGGEST PROFIT-MAKER OF THE YEAR!**

Price quoted is usual price only and does not include state and local taxes.



# Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

### TOP SELLERS—

## POPULAR

Listed Alphabetically

A-TING-A-LING	Stan Kenton	3047
MALAGUENA	Stan Kenton	3047
BALLAD OF DAVY CROCKETT	(Tennessee) Ernie Ford	3058
FAREWELL	Les Baxter,	
BLUE MIRAGE	The Bombers	3040
I AIM'T MAD AT YOU (HONEY BABY)	The Bombers	3040
CLOSE YOUR EYES	The Five Keys	3032
DOGGONE IT, YOU DID IT	Frank Sinatra	3050
DON'T CHANGE YOUR MIND ABOUT ME	Frank Sinatra	3050
WHY SHOULD I CRY OVER YOU!	The Four Knights	3024
HONEY BUNCH	The Four Knights	3024
WRITE ME, BABY	The Five Keys	2945
LING, TING, TONG	The Five Keys	2945
I'M ALONE	Andy Griffith	3057
MAKE YOURSELF COMFORTABLE	Andy Griffith	3057
KO KO MO (I Love You So)	Nat (King) Cole	3027
THE SAND AND THE SEA	Nat (King) Cole	3027
DARLING JE VOUS AIME BEAUCOUP	The Nuggets	3052
SHYGGY BOOM	The Nuggets	3052
ANXIOUS HEART	The Nuggets	3052

### COMING UP FAST

Listed Alphabetically

THE BUNNY HOP	Ray Anthony	2427
THE HOKEY POKEY	Ray Anthony	2427
EVER SINCE YOU WENT AWAY	Tommy Leonetti	3065
UNTIED	Tommy Leonetti	3065
FUJIYAMA MAMA	Annisteen Allen	3048
WHEELS OF LOVE	Annisteen Allen	3048
HOW IMPORTANT CAN IT BE!	Billy May	3066
LET IT HAPPEN	Billy May	3066
OOH AH	The Gallahads	3060
CARELESS	The Gallahads	3060
THE SONG FROM DESIREE	Jane Froman	2979
THE FINGER OF SUSPICION POINTS AT YOU	Jane Froman	2979
UNCHAINED MELODY	Les Baxter	3055
MEDIC	Les Baxter	3055

### LATEST RELEASES

Numbers 463 & 464

FOR THE REST OF MY LIFE	Dakota Slaton	3059
NO MAMA-NO PAPA	Dakota Slaton	3059
OOH AH	The Gallahads	3060
CARELESS	The Gallahads	3060
THE BUMPITY BUMP	Pee Wee Hunt	3061
ROLL ON, MISSISSIPPI, ROLL ON	Pee Wee Hunt	3061
PRIZE OF GOLD	Micki Marlo	3062
FOOLISH NOTION	Micki Marlo	3062
MY GALLINA	Simon Crum	3063
CUZZ YORE SO SWEET	Simon Crum	3063
THE THIEF UPON THE TREE	Roy Acuff	3064
DON'T JUDGE YOUR NEIGHBOR	Roy Acuff	3064
EVER SINCE YOU WENT AWAY	Tommy Leonetti	3065
UNTIED	Tommy Leonetti	3065
HOW IMPORTANT CAN IT BE!	Billy May	3066
LET IT HAPPEN	Billy May	3066
STOWAWAY	Margaret Whiting	3067
ALLAH BE PRAIS'D	Margaret Whiting	3067
DREAM BOAT	Paulette Sisters	3068
LEAVE MY HONEY BE	Paulette Sisters	3068
BABY YOU	Ray Anthony, Dick Stabile	3069
HORNBLOWER'S SERENADE	Ray Anthony, Dick Stabile	3069
IT NEVER OCCURRED TO ME	The Four Freshmen	3070
MALAYA	The Four Freshmen	3070
THAT'S ALL I WANT FROM YOU	Jimmy Heap & Perk Williams	3071
SEBBIN COME ELEBBIN	Jimmy Heap & Perk Williams	3071
A PENNY LOVE AFFAIR	Wesley Tuttle	3072
THAT LITTLE BOY OF MINE	Wesley Tuttle	3072
MAMA (HE TREATS YOUR DAUGHTER MEAN)	Bette Ann Steele	3073
TAKE ME AWAY	Bette Ann Steele	3073
PLEASE HAVE MERCY	Bunny Paul	3074
THESE ARE THE THINGS WE'LL SHARE	Bunny Paul	3074

### BEST SELLING—

## POPULAR ALBUMS

Listed Alphabetically

ARTHUR MURRAY CHA CHA MAMBOS	Billy May	45 rpm "EP" No. EAP-1-2-3-578 & ECF-578	33 1/2 rpm No. T-578
B.G. IN HI FI	Benny Goodman	45 rpm "EP" No. EAP-1-2-3-4-565 & EBF-1-2-565	33 1/2 rpm No. W-565
GOLDEN HORN	Ray Anthony	45 rpm "EP" No. EAP-1-2-3-563 & ECF-563	33 1/2 rpm No. T-563
THE KENTON ERA	Stan Kenton	45 rpm "EP" No. EOX-569	33 1/2 rpm No. WDX-569
MUSIC FOR LOVERS ONLY	Jackie Gleason	45 rpm "EP" No. EBF-352	33 1/2 rpm No. H-352
MUSIC, MARTINIS AND MEMORIES	Jackie Gleason	45 rpm "EP" No. EAP-1-2-3-4-509 & EBF-1-2-509	33 1/2 rpm No. W-509
MUSIC TO REMEMBER HER	Jackie Gleason	45 rpm "EP" No. EBF-1-2-570	33 1/2 rpm No. W-570
PLAIN AND FANCY	Original Broadway Cast	45 rpm "EP" No. EDM-603	33 1/2 rpm No. S-603
SOMETHING COOL	Juno Christy	45 rpm "EP" No. EBF-516	33 1/2 rpm No. H-516
SORTA-MAY	Billy May	45 rpm "EP" No. EAP-1-2-3-562 & ECF-562	33 1/2 rpm No. T-562
SWING EASY	Frank Sinatra	45 rpm "EP" No. EAP-1-2-528 & EBF-528	33 1/2 rpm No. H-528
THE WOODY HERMAN BAND	45 rpm "EP" No. EAP-1-2-3-560 & ECF-560	33 1/2 rpm No. T-560	
YMA SUMAC MAMBO!	45 rpm "EP" No. EAP-1-2-564	33 1/2 rpm No. H-564	

### TOP SELLERS—

## COUNTRY & HILLBILLY

Listed Alphabetically

ANNIE OVER	Hank Thompson	3030
IF LOVIN' YOU IS WRONG	Hank Thompson	3030
COW COW BOOGIE	Merrill Moore	3034
ROCK-ROCKOLA	Merrill Moore	3034
DID YOU TELL HER ABOUT ME!	Jean Shepard	3051
YOU SENT HER AN ORCHID	Jean Shepard	3051
IF THAT'S THE FASHION	Faron Young	2953
IF YOU AIN'T LOVIN'	Faron Young	2953
IT'S ALL RIGHT	Martha Carson	3045
COUNTING MY BLESSINGS	Martha Carson	3045
LITTLE TOM	Ferlin Huskey	3001
I FEEL BETTER ALL OVER	Ferlin Huskey	3001
LIVE FAST, LOVE HARD, DIE YOUNG	Faron Young	3056
FORGIVE ME, DEAR	Faron Young	3056
LOVIN' SEASON	Sonny James	3025
THIS KISS MUST LAST FOREVER	Sonny James	3025
THE NEW GREEN LIGHT	Hank Thompson	2920
A LONELY HEART KNOWS	Hank Thompson	2920
THAT'S ALL I WANT FROM YOU	Jimmy Heap & Perk Williams	3071
SEBBIN COME ELEBBIN	Jimmy Heap & Perk Williams	3071
UNTIED	Tommy Collins	3017
BOOB-I-LAK	Tommy Collins	3017
WAIT A LITTLE LONGER PLEASE, JESUS	Chester Smith	2941
I'M GONNA SERVE HIM	Chester Smith	2941

### BEST SELLING—

## "EP" ALBUMS

Listed Alphabetically

AN INTRODUCTION TO THE AL BELLETTO QUINTET	JANE FROMAN SINGS	45 rpm "EP" No. EAP-1-600
45 rpm "EP" No. EAP-1-6508	THE LOUVIN BROTHERS	45 rpm "EP" No. EAP-1-602
BAZOOM—The Cheers	MELODY OF LOVE—Frank Sinatra, Ray Anthony	45 rpm "EP" No. EAP-1-599
45 rpm "EP" No. EAP-1-584	NAT (KING) COLE SINGS	45 rpm "EP" No. EAP-1-9120
BLUE MIRAGE—Les Baxter	TWEEDLE DEE—Vicki Young	45 rpm "EP" No. EAP-1-593
45 rpm "EP" No. EAP-1-599	THE VERY THOUGHT OF YOU—Bob Manning	45 rpm "EP" No. EAP-1-585
DREAM—The Pied Pipers		
45 rpm "EP" No. EAP-1-586		
THE FIVE KEYS		
45 rpm "EP" No. EAP-1-572		
HANK THOMPSON		
45 rpm "EP" No. EAP-1-601		

### BEST SELLING—CLASSICAL ALBUMS

Listed Alphabetically

BEETHOVEN "SYMPHONY NO. 5 IN C MINOR" & "SYMPHONY NO. 8 IN F MAJOR"—William Steinberg Conducting The Pittsburgh Symphony Orchestra	PERCUSSION—Concert Arts Orchestra & Percussionists Conducted by Felix Slatkin and The Los Angeles Chamber Symphony Orchestra Conducted by Harold Byrns	STARLIGHT CONCERT—Carmen Dragon Conducting The Hollywood Bowl Symphony Orchestra
33 1/2 rpm No. P-8292	33 1/2 rpm No. P-8299	33 1/2 rpm No. P-8276
BRAHMS "CONCERTO IN D MAJOR, OP. 77"—Nathan Milstein with The Pittsburgh Symphony Orchestra Conducted by William Steinberg	RACHMANINOFF "SECOND PIANO CONCERTO"—Leonard Pennario, Piano with The St. Louis Symphony Orchestra Conducted by Vladimir Golschmann	STARLIGHT ENCORES—John Barnett Conducting The Hollywood Bowl Symphony Orchestra
33 1/2 rpm No. P-8271	33 1/2 rpm No. P-8302	45 rpm "EP" No. FAP-1-2-3-4-8296
ECHOES OF SPAIN—Carmen Dragon Conducting The Hollywood Bowl Symphony Orchestra	RACHMANINOFF "SYMPHONY NO. 2 IN E MINOR, OP. 27"—William Steinberg Conducting The Pittsburgh Symphony Orchestra	33 1/2 rpm No. P-8296
33 1/2 rpm No. P-8275	33 1/2 rpm No. P-8293	TCHAIKOVSKY—"SERENADE IN C MAJOR, OP. 48," PROKOFIEV "CLASSICAL SYMPHONY, OP. 25"—William Steinberg Conducting The Pittsburgh Symphony Orchestra
GUITAR MUSIC OF SPAIN—Laurindo Almeida		33 1/2 rpm No. P-8290
33 1/2 rpm No. P-8295		

**BILL LOWERY**  
RUSTY OLD HALO  
I DREAMED OF A HILLBILLY HEAVEN  
RECORD NO. 3093

**SONNY JAMES**  
LOVIN' SEASON  
THIS KISS MUST LAST FOREVER  
RECORD NO. 3025

**SIMON CRUM**  
MY GALLINA  
CUZZ YORE SO SWEET  
RECORD NO. 3063

**MARTHA CARSON**  
IT'S ALL RIGHT  
COUNTING MY BLESSINGS  
RECORD NO. 3045

# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending March 9

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
1. SINCERELY—McGuire Sisters.....	1	11
No More—Coral 61323—BMI		
2. CRAZY OTTO MEDLEY—J. Maddox.	2	7
Humoresque—Dot 15325		
3. BALLAD OF DAVY CROCKETT—B. Hayes.....	6	4
Farewell—Cadence 1256—BMI		
4. TWEEDLE DEE—G. Gibbs.....	3	8
You're Wrong, All Wrong—Mercury 70517—BMI		
5. MELODY OF LOVE—B. Vaughn.....	4	15
Joy Ride—Dot 15247—ASCAP		
6. KO KO MO—P. Como.....	5	7
You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI		
7. HEARTS OF STONE—Fontane Sisters.	7	15
Bless Your Heart—Dot 15265—BMI		
8. EARTH ANGEL—Crew Cuts.....	8	7
Kc Ko Mo—(16)—Mercury 70529—BMI		
9. HOW IMPORTANT CAN IT BE?—J. James.....	12	5
This Is My Confession—M-G-M 11919—ASCAP		
10. THAT'S ALL I WANT FROM YOU—J. P. Morgan.....	11	17
Dawn—V 20-5896—BMI		
11. BALLAD OF DAVY CROCKETT—F. Parker.....	16	2
I Gave My Love—Col 40449—BMI		
12. MELODY OF LOVE—D. Carroll.....	9	11
La Golondrina—Mercury 70516—ASCAP		
13. EARTH ANGEL—Penguins.....	13	13
Hey, Senorita—Dootone 348—BMI		
14. OPEN UP YOUR HEART—Cowboy Church Sunday School.....	14	12
The Lord Is Counting on You—Dec 29367—BMI		
15. MELODY OF LOVE—Four Aces.....	15	9
There's a Tavern in the Town—Dec 29395—ASCAP		
16. KO KO MO—Crew Cuts.....	10	8
Earth Angel—(8)—Mercury 70529—BMI		
17. PLEDGING MY LOVE—J. Ace.....	18	4
No Money—Duke 136—BMI		
18. MAMBO ROCK—B. Haley.....	23	3
Birth of the Boogie—(27)—Dec 29418—ASCAP		
19. BALLAD OF DAVY CROCKETT—Tennessee Ernie Ford.....	—	1
Farewell—Cap 3058—BMI		
20. GLAD RAG DOLL—Crazy Otto.....	21	3
Smiles—(31)—Dec 29403—ASCAP		
21. CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado.....	22	3
Marie Elena Rumba—V 20-5965—ASCAP		
22. ROCK LOVE—Fontane Sisters.....	19	3
You're Mine—Dot 8570—BMI		
23. DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole.....	17	3
Sand and the Sea—Cap 3027—ASCAP		
24. PLANTATION BOOGIE—L. Dee.....	29	6
Birth of the Blues—Dec 29360—BMI		
25. SAND AND THE SEA—Nat (King) Cole.....	23	3
Darling Je Vous Aime Beaucoup—Cap 3027—BMI		
26. HOW IMPORTANT CAN IT BE?—S. Vaughan.....	25	4
Waltzing Down the Aisle—Mercury 70534—ASCAP		
27. TWEEDLE DEE—L. Baker.....	26	10
Tomorrow Night—Atlantic 1047—BMI		
27. BIRTH OF THE BOOGIE—B. Haley..	—	1
Mambo Rock—(18)—Dec 29418—ASCAP		
27. MAN CHASES A GIRL—E. Fisher...	—	1
Wedding Bells—(31)—V 20-6015—ASCAP		
30. PLEDGING MY LOVE—T. Brewer...	—	1
How Important Can It Be?—Coral 61362—BMI		

## • This Week's Best Buys

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

### PLAY ME HEARTS AND FLOWERS (Advanced, ASCAP) — Johnny Desmond — Coral 61379

Desmond's showcasing of this tune on a recent television show skyrocketed it to sensational sales, particularly in the retail market. Operator action thruout the country has been good, too, but was not immediately as heavy as in stores. At its present rate of speed, this disk should not be long in hitting the national charts. Flip is "I'm So Ashamed" (Studio, BMI).

### TWO HEARTS (St. Louis, BMI)—Pat Boone—Dot 15338

The singer's version of the r.&b. hit is making ground quickly, particularly in the Middle West and in the South. The disk already appears on the Cleveland and Dallas territorial charts this week. Other areas where sales were reported good included Atlanta, Durham, Baltimore, Nashville, St. Louis, Cincinnati and Buffalo. Flip is "Tra-La-La."

## • Most Played in Juke Boxes

For survey week ending March 9

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout 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
1. SINCERELY—McGuire Sisters.....	1	9
No More—Coral 61323—BMI		
2. HEARTS OF STONE—Fontane Sisters.	2	14
Bless Your Heart—Dot 15265—BMI		
3. CRAZY OTTO MEDLEY—J. Maddox.	4	5
Humoresque—Dot 15325		
4. MELODY OF LOVE—Four Aces.....	3	10
There's a Tavern in the Town—Dec 29395—ASCAP		
5. MELODY OF LOVE—B. Vaughn....	7	11
Joy Ride—Dot 15247—ASCAP		
6. KO KO MO—P. Como.....	5	6
You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI		
7. TWEEDLE DEE—G. Gibbs.....	6	6
You're Wrong, All Wrong—Mercury 70517—BMI		
8. THAT'S ALL I WANT FROM YOU—J. P. Morgan.....	7	13
Dawn—V 20-5896—BMI		
8. EARTH ANGEL—Crew Cuts.....	9	6
Ko Ko Mo—(11)—Mercury 70529—BMI		
10. HOW IMPORTANT CAN IT BE?—J. James.....	13	4
This Is My Confession—M-G-M 11919—ASCAP		
11. KO KO MO—Crew Cuts.....	11	5
Earth Angel—(8)—Mercury 70529—BMI		
12. EARTH ANGEL—Penguins.....	10	6
Hey, Senorita—Dootone 348—BMI		
13. BALLAD OF DAVY CROCKETT—B. Hayes.....	18	2
Farewell—Cadence 1256—BMI		
14. MELODY OF LOVE—D. Carroll.....	13	5
Golondrina, La—Mercury 70516—ASCAP		
15. LET ME GO, LOVER—J. Weber.....	12	15
Marionette—Col 40366—BMI		
16. ROCK LOVE—Fontane Sisters.....	18	3
You're Mine—Dot 8570—BMI		
17. TWEEDLE DEE—L. Baker.....	18	2
Tomorrow Night—Atlantic 1047—BMI		
18. MR. SANDMAN—Chordettes.....	15	19
I Don't Wanna See You Cryin'—Cadence 1247—ASCAP		
18. EARTH ANGEL—C. Mann.....	—	1
I Love You So—Sound 108—BMI		
20. MAN CHASES A GIRL—E. Fisher....	—	1
Wedding Bells—(39)—V 20-6015—ASCAP		
20. HOW IMPORTANT CAN IT BE?—S. Vaughan.....	—	1
Waltzing Down the Aisle—Mercury 70534—ASCAP		

## • Most Played by Jockeys

For survey week ending March 9

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows thruout 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
1. SINCERELY—McGuire Sisters.....	1	10
No More—Coral 61323—BMI		
2. MELODY OF LOVE—B. Vaughn.....	5	10
Joy Ride—Dot 15247—ASCAP		
3. KO KO MO—P. Como.....	2	7
You'll Always Be My Lifetime Sweetheart—(34)—V 20-5994—BMI		
4. TWEEDLE DEE—G. Gibbs.....	6	8
You're Wrong, All Wrong—Mercury 70517—BMI		
5. EARTH ANGEL—Crew Cuts.....	3	7
Ko Ko Mo—(16)—Mercury 70529—BMI		
6. HOW IMPORTANT CAN IT BE?—J. James.....	8	4
This Is My Confession—M-G-M 11919—ASCAP		
7. THAT'S ALL I WANT FROM YOU—J. P. Morgan.....	7	15
Dawn—V 20-5896—BMI		
8. CRAZY OTTO MEDLEY—J. Maddox.	11	6
Humoresque—Dot 15325		
9. HEARTS OF STONE—Fontane Sisters.	4	15
Bless Your Heart—Dot 15265—BMI		
10. BALLAD OF DAVY CROCKETT—B. Hayes.....	16	2
Farewell—Cadence 1256—BMI		
11. MELODY OF LOVE—Four Aces.....	12	9
There's a Tavern in the Town—Dec 29395—ASCAP		
12. MELODY OF LOVE—D. Carroll.....	9	9
Golondrina, La—Mercury 70516—ASCAP		
13. HOW IMPORTANT CAN IT BE?—S. Vaughan.....	15	4
Waltzing Down the Aisle—Mercury 70534—ASCAP		
14. NO MORE—DeJohn Sisters.....	10	13
Theresa—Epic 9085—BMI		
15. EARTH ANGEL—Penguins.....	13	8
Hey, Senorita—Dootone 348—BMI		
16. KO KO MO—Crew Cuts.....	14	7
Earth Angel—(5)—Mercury 70529—BMI		
17. DANGER, HEARTBREAK AHEAD—J. P. Morgan.....	20	2
Softly, Softly—V 20-6016—ASCAP		
18. DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole.....	17	3
Sand and the Sea—Cap 3027—ASCAP		
19. PLEDGING MY LOVE—J. Ace.....	19	2
No Money—Duke 136—BMI		
20. PLEDGING MY LOVE—T. Brewer...	—	1
How Important Can It Be?—(37)—Coral 61362—BMI		



gets even hotter!

WITH A NEW RELEASE BY THE  
INDUSTRY'S HOTTEST BANDSMAN  
THAT'S TAKING OFF AT TWICE THE CHART-  
CLIMBING SPEED OF HIS  
"MELODY OF LOVE"



# Billy Vaughn

and his orchestra  
play . . . .



b/w  
BABY O'  
MINE  
DOT 15347

America's  
Hottest  
Label





**JONI JAMES**

Biggest Hit of them all

**HOW IMPORTANT CAN IT BE**

Orchestra conducted by DAVE TERRY

and

**THIS IS MY CONFESSION**

HOT! WHEN WE COME OF AGE 11865

MGM 11919 78 rpm  
K11919 45 rpm

**TOMMY EDWARDS**

**SERENADE TO A FOOL**

and

**IT COULD HAVE BEEN ME**

MGM 11932 78 rpm  
K 11932 45 rpm

Clicking

**ART MOONEY**

**HONEY BABE**

from the Warner Brothers' Picture "Battle Cry"

and **NO REGRETS** MGM 11900 78 rpm • K 11900 45 rpm

**BETTY MADIGAN**

SURE FIRE HIT!

**THE WHEELS OF LOVE**

and **A SALUTE**

MGM 11950 78 rpm • K 11950 45 rpm

**DAVID ROSE**

**TAKE MY LOVE**

from the MGM film "The Glass Slipper"

and **LOVE IS ETERNAL**

MGM 30875 78 rpm • K 30875 45 rpm

**DEBBIE REYNOLDS**

**NEVER MIND THE NOISE IN THE MARKET**

and **CAROLINA IN THE MORNING**

MGM 11939 78 rpm • K 11939 45 rpm

**ALAN DEAN**

**TOO MUCH IN LOVE TO CARE**

and **THE LADDER OF LOVE**

MGM 11920 78 rpm • K 11920 45 rpm

**THE ENCORES**

**CHLOE**

and

**WA DA GA DOT**

MGM 11947 78 rpm  
K 11947 45 rpm

**JAMES BROWN**

and the Trailwinders

(Lt. Rip Masters in the ABC TV Rin Tin Tin Show series)

**THE BALLAD OF DAVY CROCKETT**

and

**HE'S A ROCKIN' HORSE COWBOY**

MGM 11941 78 rpm  
K 11941 45 rpm

**GEORGE SHEARING**

**THE LADY IS A TRAMP**

and

**COOL MAMBO**

MGM 11943 78 rpm  
K 11943 45 rpm

**ROCK 'N ROLL HIT!**

**BABY DEE**

**WHEN I CRY**

and

**HE AIN'T MINE NO MORE**

MGM 55002 78 rpm  
K 55002 45 rpm

**The Billboard Music Popularity Charts POPULAR RECORDS**

**Territorial Best Sellers**

For survey week ending March 9

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

**Atlanta**

1. Melody of Love, B. Vaughn, Dot
2. How Important Can It Be? J. James, M-G-M
3. Sincerely, McGuire Sisters, Cor.
4. Ko Ko Mo, P. Como, V.
5. Sand and the Sea Nat (King) Cole, Cap.
6. Ballad of Davy Crockett F. Parker, Col.

**Balti.-Wash.**

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Sincerely, McGuire Sisters, Cor.
3. Tweedle Dee, G. Gibbs, Mer.
4. Glad Rag Doll, Crazy Otto, Dec.
5. Ko Ko Mo, P. Como, V.
6. Birth of the Boogie, B. Haley, Dec.
7. Melody of Love, B. Vaughn, Dot
8. Hearts of Stone, Fontane Sisters, Cor.
9. Crazy Otto Medley, J. Maddox, Dot
10. Melody of Love, D. Carroll, Mer.

**Boston**

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

**Buffalo**

1. Ko Ko Mo, Crew Cuts, Mer.
2. Crazy Otto Medley, J. Maddox, Dot
3. Tweedle Dee, G. Gibbs, Mer.
4. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
5. Sincerely, McGuire Sisters, Cor.

**Chicago**

1. Ballad of Davy Crockett, B. Hayes, Dec.
2. Crazy Otto Medley, J. Maddox, Dot
3. Melody of Love, B. Vaughn, Dot
4. Sincerely, McGuire Sisters, Cor.
5. Tweedle Dee, G. Gibbs, Mer.
6. Open Up Your Heart Cowboy Church Sunday School, Dec.
7. Plantation Boogie, L. Dec, Dec.
8. Rock Love, E. Fontaine, Dot
9. How Important Can It Be? S. Vaughan, Mer.
10. Ko Ko Mo, Crew Cuts, Mer.

**Cincinnati**

1. Tweedle Dee, G. Gibbs, Mer.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Earth Angel, Crew Cuts, Mer.
4. Sincerely, McGuire Sisters, Cor.
5. Melody of Love, B. Vaughn, Dot
6. Melody of Love, D. Carroll, Mer.
7. Hearts of Stone, Fontane Sisters, Dot
8. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
9. That's All I Want From You J. P. Morgan, V.
10. Ko Ko Mo, P. Como, V.

**Cleveland**

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Pledging My Love, J. Ace, Duk.
3. Two Hearts, P. Boone, Dot
4. Plantation Boogie, L. Dec, Dec.
5. Melody of Love, B. Vaughn, Dot
6. Wallflower, E. James, Mod.
7. Unchained Melody, L. Baxter, Cap.
8. Tweedle Dee, L. Baker, Atl.
9. How Important Can It Be? J. James, M-G-M

**Dallas-Fort Worth**

1. Sincerely, McGuire Sisters, Cor.
2. Two Hearts, P. Boone, Dot
3. That's All I Want From You J. P. Morgan, V.
4. Crazy Otto Medley, J. Maddox, Dot
5. Melody of Love, B. Vaughn, Dot
6. Melody of Love, Four Aces, Dec.
7. Ballad of Davy Crockett, T. Ernie, Cap.
8. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
9. Ballad of Davy Crockett, B. Hayes, Dec.
10. Tweedle Dee, G. Gibbs, Mer.

**Denver**

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

**Detroit**

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

**Kansas City**

1. Crazy Otto Medley, J. Maddox, Dot
2. Pledging My Love, J. Ace, Duk.
3. Sincerely, McGuire Sisters, Cor.
4. Earth Angel, Penguins, Dtn.
5. Ballad of Davy Crockett, T. Ernie, Cap.
6. How Important Can It Be? J. James, M-G-M
7. Ballad of Davy Crockett, B. Hayes, Dec.
8. Ko Ko Mo, P. Como, V.

**Los Angeles**

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

**Milwaukee**

1. Crazy Otto Medley, J. Maddox, Dot
2. Ballad of Davy Crockett F. Parker, Col.
3. Open Up Your Heart Cowboy Church Sunday School, Dec.
4. Melody of Love, D. Carroll, Mer.
5. Lazy Gondolier, Mantovani, Lon.
6. Ballad of Davy Crockett, B. Hayes, Dec.
7. Sincerely, McGuire Sisters, Cor.
8. Plantation Boogie, L. Dec, Dec.
9. Rock Love, Fontane Sisters, Dot
10. Rusty Old Halo, M. Jackson, Col.

**Mpls.-St. Paul**

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

**New Orleans**

1. Ko Ko Mo, P. Como, V.
2. Melody of Love, Four Aces, Dec.
3. Melody of Love, B. Vaughn, Dot
4. Sincerely, McGuire Sisters, Cor.
5. Crazy Otto Medley, J. Maddox, Dot
6. Earth Angel, Crew Cuts, Mer.
7. Earth Angel, Penguins, Dtn.
8. How Important Can It Be? J. James, M-G-M
9. That's All I Want From You J. P. Morgan, V.
10. Pledging My Love, J. Ace, Duk.

**New York**

1. Crazy Otto Medley, J. Maddox, Dot
2. Melody of Love, B. Vaughn, Dot
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. How Important Can It Be? J. James, M-G-M
5. Ko Ko Mo, P. Como, V.
6. Tweedle Dee, G. Gibbs, Mer.
7. All of You, S. Davis Jr., Dec.
8. Sincerely, McGuire Sisters, Cor.
9. Earth Angel, Penguins, Dtn.
10. Hearts of Stone, Fontane Sisters, Dot

**Philadelphia**

1. Crazy Otto Medley, J. Maddox, Dot
2. Tweedle Dee, G. Gibbs, Mer.
3. How Important Can It Be? J. James, M-G-M
4. Sincerely, McGuire Sisters, Cor.
5. Melody of Love, B. Vaughn, Dot
6. Ballad of Davy Crockett, B. Hayes, Dec.
7. Rock Love, Fontane Sisters, Dot

**Pittsburgh**

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Cherry Pink and Apple Blossom White P. Prado, V.
3. Ko Ko Mo, P. Como, V.
4. Sand and the Sea, Nat (King) Cole, Cap.
5. Tweedle Dee, G. Gibbs, Mer.
6. Melody of Love, B. Vaughn, Dot
7. Sincerely, McGuire Sisters, Cor.
8. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
9. Danger, Heartbreak Ahead J. P. Morgan, V.
10. Close Your Eyes, Five Keys, Cap.

**St. Louis**

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

**San Francisco**

1. Sincerely, McGuire Sisters, Cor.
2. Hearts of Stone, Fontane Sisters, Dot
3. Tweedle Dee, G. Gibbs, Mer.
4. Ko Ko Mo, P. Como, V.
5. Melody of Love, B. Vaughn, Dot
6. Melody of Love, D. Carroll, Mer.
7. Earth Angel, Crew Cuts, Mer.
8. Earth Angel, Penguins, Dtn.
9. Ballad of Davy Crockett F. Parker, Col.
10. Crazy Otto Medley, J. Maddox, Dot

**Seattle**

1. Ballad of Davy Crockett F. Parker, Col.
2. Sincerely, McGuire Sisters, Cor.
3. Melody of Love, B. Vaughn, Dot
4. Tweedle Dee, G. Gibbs, Mer.
5. Crazy Otto Medley, J. Maddox, Dot
6. Open Up Your Heart Cowboy Church Sunday School, Dec.
7. Hearts of Stone, Fontane Sisters, Dot

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it's jazz!



...it's great!



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and his orchestra

EXACTLY  
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CHERRY PINK AND  
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## The Billboard Music Popularity Charts POPULAR RECORDS

### • Review Spotlight on... RECORDS

#### BILLY VAUGHN

Silver Moon (Harms, ASCAP)—Dot 15347—The Vaughn record of "Melody of Love" is still way up there on the charts, and this instrumental treatment of the old Romberg standard has the same soft, dreamy quality. It's a natural follow-up and should draw many juke and jockey spins. Flip is "Baby O'Mine" (Randy-Smith, ASCAP).

#### EDDIE FISHER

Take My Love (Feist, ASCAP)  
Just One More Time (Paxton, ASCAP)—RCA Victor 6071—Fisher warbles a new ballad of delicate beauty with sincerity and tenderness. "Take My Love," from the new M-G-M musical, "The Class Slipper," was written by the composers of "Hi Lily Hi Lo" and has much of the same off-beat charm. Flip is an up-tempo version of a bouncy rhythm-ballad sung with verve and romantic enthusiasm.

#### THE CHORDETTES

The Dudelsack Song (Hill & Range, BMI)  
Lonely Lips (Teepee, ASCAP)—Cadence 1259—This is the girls' first record since their big hit "Mr. Sandman," and operators and deejays will undoubtedly give it plenty of exposure. "The Dudelsack" is an amusing novelty, highlighted by unique Scotch bagpipe solo work and German lyrics. "Lonely Lips" showcases the group's talent for singing a rhythm song with sincere feeling and an infectious beat. The sub-vocal "bum, bum" sounds in the background are supplied by Archie Bleyer.

#### JOHNNY DESMOND

Play Me Hearts and Flowers (Advanced, ASCAP)—Coral 61379—See "Best Buys."

#### CRAZY OTTO

My Melancholy Baby (Shapiro-Bernstein & Jerry Vogel, ASCAP)  
In the Mood (Shapiro-Bernstein, ASCAP)—Decca 29449—The original Crazy Otto plays up another corn storm in his best nickelodeon type piano style. His current waxing is still making juke coin, and this one should do equally well, since it's more of the same thing, familiar old standards wrapped up in a happy-sounding arrangement and a toe-tapping beat.

### • Reviews of New Pop Records

#### DE MARCO SISTERS

Two Hearts ..... 85  
DECCA 29470—A Billboard "Spotlight" 3-12-'55. (St. Louis, BMI)  
Dream Boat... 84  
A Billboard "Spotlight" 3-12-'55. (Leeds, ASCAP)

#### BETTY MADIGAN

A Salute ..... 78  
M-G-M 11950—This is a happy toast at an Italian wedding with very cute lyrics and a lively, brassy backing. Good material for the up-and-coming thrush with excellent commercial potential. (Meridian, BMI)  
The Wheels of Love... 77  
The r.&b. flavor of this tune and arrangement gives the singer something a little unusual to work with, and she takes to it readily. Either of these sides might break out. (Danby, BMI)

#### FRANKIE LAINE

Strange Lady in Town ..... 78  
COLUMBIA 40457 — This is an attractive tune featured prominently in the upcoming flick of the same name. Laine's reading is dynamic and is given a colorful backing by Mitch Miller's chorus and ork. Watch this one.  
Cool Water... 76  
The revival of this dramatic material is welcome, especially since it is so apt for Laine. The Western motif, set to guitar and choral accompaniment, makes a good match to the flip.

#### STUART HAMBLEN

Just a Man ..... 77  
VICTOR 6042—Hamblen sings this slow, lilting tune of his with telling emotional effect. The hummed choral backing sets a pretty framework for the lyrics. Hamblen's fans will be delighted. (Voss, ASCAP)  
Go On By... 76  
This Hamblen composition is a cheerful admonition to resist temptation. The original lyrics and swiny beat makes for an appealing piece of material, and Hamblen does it to a turn. (Hamblen, BMI)

#### BUNNY PAUL

Please Have Mercy ..... 77  
CAPITOL 3074—Bunnie Paul belts out this ballad with heart, to a solid backing. Nice for jocks. Strong publisher promotion is slated for this entry, and it can earn much loot.  
These Things We'll Share... 74  
Another good job on this oldie.

#### ANITA GORDON

His Hands ..... 77  
DECCA 29440—Decca's new thrush sings with clear-voiced sincerity on a fine sacred tune. The gal has a pop vocal style, but disk has country and western flavor too. (Stuart Hamblen, BMI)  
Lonesome Like Nobody Knows... 73  
An appealing vocal treatment of a pleasant weeper. (Stuart Hamblen, BMI)

#### JULIUS La ROSA

Let's Stay Home Tonight ..... 76  
CADENCE 1258 — Superior phrasing

and a warm delivery showcases the tender ballad prettily. This one ought to please many listeners and win plenty of spins and sales. (Peer, BMI)  
Pass It On... 73  
Cheerful ditty is sung infectiously by La Rosa. Another good waxing (Peer, BMI)

#### THE FOUR FRESHMEN

Malaya ..... 76  
CAPITOL 3070 — A Kipling-esque ditty. Drums, Singapore and the jungle are all in this number. Vocal is done in intense style, with pretentious ork backing. (Redd Evans, ASCAP)  
It Never Occurred to Me... 71  
Routine ballad gets an adequate performance by the vocal group. (Marmor, BMI)

#### LAWRENCE WELK ORK

The Elephants Tango ..... 75  
CORAL 61372—Attractive scoring of the steady demand instrumental. Should show strength in the big Welk market. Worth stocking. (Emerson, BMI)  
Lazy Gondolier... 75  
Atmospheric, accordionistic instrumental, without extraneous sound effects. Mantovani version has shown steady, if unspectacular, strength. Coupling here represents good value. (Burlington, BMI)

#### DEAN BARLOW

I'll String Along With You ..... 75  
JAY-DEE 799—This pop tune lends itself readily to that synthesis of r.&b. and pop styling so popular today. Barlow does a good job selling this, so that it will be appealing to a wide market. (Whitmark, ASCAP)  
It Doesn't Happen Every Day... 74  
Another ballad with both pop and r.&b. appeal. The Latin beat in the backing makes this an attractive selection for juke boxes. (Beacon, BMI)

#### MARGARET WHITING

Allah Be Praised ..... 75  
CAPITOL 3067—A sophisticated side, with smart, novelty lyrics and an expert vocal by Miss Whiting. She's backed by a chorus and lively orchestration. Deejays are likely to spin this plenty. (Ardmore, ASCAP)  
Stowaway... 73  
A tender lyric rendered with warmth and understanding by the thrush. Tasteful backing by Nelson Riddle. (E. H. Morris, ASCAP)

#### GEORGE SHEARING QUINTET

The Lady Is a Tramp ..... 74  
M-G-M 11943—A tasteful rendition of the Rodgers and Hart oldie, with Shearing turning in his usual stand-out piano solo work. (Chappell, ASCAP)  
Cool Mambo... 73  
Some exotic instrumental stylings in the mambo vein embellished with interesting African-type sound effects. Bayes, BMI)

#### BILLY ECKSTINE

More Than You Know ..... 74  
M-G-M 11948—The singer warbles  
(Continued on page 40)

**It's Dynamite As Only She Can Swing It!**

# GEORGIA GIBBS

## "Dance With Me Henry"

MERCURY 70572 • 70572X45

**BIG, BIG HIT!  
BIGGER THAN  
"TWEEDLE DEE"**

**• This Week's Best Buys**  
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.

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And All Points North And South



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BY A GREAT SINGER

# VIC DAMONE

coupled with

"Is Mary There?"

MERCURY 70545 • 70545X45



# 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

**TINY BRADSHAW**  
STOMPING ROOM ONLY  
CAT NAP  
KING 4777



## NEW RELEASES!!!

**Bill Darnel**  
"A MILLION THANKS"  
and  
"ROCK AND ROLL BABY"  
X-0109 (4X-0109)

**Ben Light**  
"LIGHTS ON"  
and  
"LIGHTS ON FOSTER"  
X-0107 (4X-0107)

**Shannon Sisters**  
"I'M SINCERE"  
and  
"GUILTY SHADOWS"  
X-0106 (4X-0106)

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**Dr. Inscho's "In The Twilight Rays"**  
Played on all stations in United States and Canada.

## The Billboard Music Popularity Charts

### Reviews of New Pop Records

Continued from page 38

with lush sincerity on the oldie, which is currently being revived in M-G-M's new movie version of "Hit the Deck." This disk should get some extra spins as the result of promotion behind the tune. (Miller, ASCAP)  
**Give Me Another Chance...72**  
Eckstine sings out in his appealing throaty style on a lovely ballad. Should get spins. (Three J Music, ASCAP)

**RAY ANTHONY-DICK STABLE ORKS**  
**Hornblower's Serenade...74**  
CAPITOL 3069—Real fine band wax, this, as the sidemen run thru a mighty effective rendition of the opus. Good for dancing and/or listening. (Miller, ASCAP)  
**Baby You...71**  
Another good band etching for fast stepping. (Movietown, BMI)

**THE FOUR GUYS**  
**Say You Do...74**  
MERCURY 70575—Novelty add-a-word song is sold with energy and infectious spirit by the boys. This one moves well thru and has a good chance of catching juke and air spins. Could sell copies, too. (Ross Jungnickel, ASCAP)  
**Money Mad...71**  
She's too interested in the green stuff, complains the boys in this happy rhythm effort. (Joy Music, ASCAP)

**De JOHN SISTERS**  
**D'ja Hear What I Say...74**  
EPIC 9097—An original by the gals with plenty of that raucous old-time vaude charm. Has juke potential, tho it falls short of their "No More" click. (Maple Leaf, BMI)  
**A Present for Bob...70**  
Another good effort by the ebullient duo. (Maple Leaf, BMI)

**MORTON GOULD**  
**Encantado...74**  
COLUMBIA 40452—Gould leads his pop-symph ork in attractively arranged treatment of a haunting melody. Not likely to gain heavy sales, it could still be used to great advantage in air programming. This could stay around a long while. (Lawson Gould, ASCAP)  
**The White Swan...70**  
Pretty melody is played gracefully by the large ork, with plenty of strings

swelling the tone. Fine mood music wax. (Hill & Range, BMI)

**TOMMY LEONETTI**  
**Untitled...73**  
CAPITOL 3065—Smart lyrics and a driving pace make this an attractive side. Tommy Leonetti sings the happy song of the man who won't be taken by a woman's smile. (Central, BMI)  
**Ever Since You Went Away...72**  
Pleasant, relaxed singing and a good beat on this side. (Moonlight, BMI)

**BETTY STEELE**  
**Mama (He Treats Your Daughter Mean)...73**  
CAPITOL 3073—Another side on the hit r.&b. tune of about a year ago. This version lacks the punch of the old Ruth Brown wax, but is styled with considerable pop appeal.  
**Take Me Away...70**  
The thrush is rather frantic about getting away from it all. Lively ork work, but tune lacks the appeal of the flip, and so does the side.

**THE MODERNAIRES**  
**Top 'n Pops—Part I...74**  
CORAL 61378—Medley includes "How Important Can It Be?" "Wedding Bells" and "Close Your Eyes"—one chorus of each. No attempt is made to duplicate the individualized star versions of the tunes, and the tunes, as a group are not the most in demand. (Aspen, ASCAP; Robert Mellin, BMI; Miller, ASCAP)  
**Top 'n Pops—Part II...74**  
Side lists "I Wanna Hug You, Kiss You, Squeeze You," "Fledging My Love" and "It May Sound Silly." Same comment here, tho this face may prove useful on the 10-cent boxes with these pop-styled tunes of r.&b. origin. (Arc, Lion, Progressive, BMI)

**THE ENCORES**  
**Chloe...73**  
M-G-M 11947—The group hams up the oldie in listenable fashion as they ride it strongly. A wild side that figures to pull some juke coin.  
**Wa Do Ga Dot...69**  
Brisk novelty is chanted with spirit. Vocal "drum" gimmicks add spice. (Enterprise, ASCAP)

**ALFEDITO ORK**  
**Zing Went the Strings of My Heart...73**  
RAINBOW 284—The hip Latin ork comes thru with a resounding reading of the oldie, reworked as a merengue terp waxing. Deejays could perk up their programming with this sparkling instrumental.  
**Peter John Merengue...68**  
Another attractive waxing in the idiom. It's sung in Spanish.

**WEIRNAUT BROTHERS**  
**Lost and Found...72**  
FORECAST 105—Rhythmic opus is handed a generous reading by the group, with the ork providing a galloping beat that dancers will relish. Could pull juke coin, if exposed. (Acama, BMI)  
**Gotta Have You...72**  
Another happy side, sold strongly by the male group. Delivery by the boys is more than able, and they could build a following if promoted. (Acama, BMI)

**THE LANCERS**  
**Somebody Else Is Taking My Place...72**  
CORAL 61374—The boys warble the oldie with warm personableness. Brown's backing fine as usual. (Shapiro-Bernstein, ASCAP)  
**Cherry...72**  
Same comment. (Melody Lane, BMI)

**MARY DEL**  
**Nobody Asked Me to Go...72**  
CADENCE 1257—A wistful vocal rendition of a pretty weeper about a gal who wasn't asked to a party. Bright sound will help it attract spins. (Rush, BMI)  
**Leave My Heart...70**  
A personable vocal treatment of a quaint, Oriental-styled blues, a la Hoagy Carmichael. (Ample, BMI)

**JOHNNY CONQUET**  
**Piano Merengue...72**  
RAINBOW 280—The merengue beat is appealingly projected in this gay waxing by piano and rhythm. Good, live-sound adds to the disk's potential among pop-Latin consumers. (Nassau, BMI)  
**Tea for Two...69**  
Here the old standard is reworked in cha cha cha style, and it comes out real listenable. (Harms, ASCAP)

**ROGER KING MOZIAN ORK**  
**Till Tonight...72**  
PIC 24—Vocalist Dee Clifford has an effective piece of material here for her debut disk. The bouncy beat and retentive melody could kick this off for some good action. (Village Music, BMI)  
**Our Love...67**  
This instrumental version of the ever-green features a florid trumpet solo and a quiet dance beat. Pleasant listening. (Chappell, ASCAP)

**MOLLY GOLDBERG-RED BUTTONS**  
**Practice, Darling, Practice...71**  
COLUMBIA 40456—Molly Goldberg and Red Buttons tell the tender story of a mother's aspirations for her son's musical career. It's an unusual side, not at all in the common groove, and carries sentimental appeal. Many jockeys will give it a whirl. (Triality, BMI)  
**My Mother's Lullaby...69**  
Another side with unusual warmth

and tenderness, tho lacking the impact of the flip. (Lord, ASCAP)

**ROBERT MAXWELL ORK**  
**Junk Man...71**  
M-G-M 11946—A quaint instrumental picture of a day gone by. Maxwell puts his harp thru some unusual paces here, and deejays will appreciate this for unhackneyed programming. (Maxwell, ASCAP)  
**Love (Your Magic Spell Is Everywhere)...69**  
A rich, sweeping version of a pretty oldie that finds the harpist and his string-filled orchestra in lilting harmony. (Bourne, ASCAP)

**JANET BRACE**  
**A Woman's Love Is Never Done...71**  
DECCA 29422—Thrush's smoky, intimate quality comes thru attractively on this specialized material. Merits deejay attention. (Ample, BMI)  
**No, Not Again...69**  
Pleasant tune and rendition, but unlikely to create excitement. (Roosevelt, BMI)

**GWEN TYNES**  
**Without You...71**  
APOLLO 1196—Similar pace, warm singing with minimum background support. Has a chance for some action. (Bess, BMI)  
**What's Happened to You?...68**  
Rich-voiced thrush impresses in this torch ballad. (Bess, BMI)

**PAPA CELESTIN**  
**Tiger Rag...70**  
COLUMBIA 48009—Sound track excerpt from "Cinerama Holiday" is a wild rendition (roars, too) that will be eminently pleasing to collectors of big-band Dixieland. (Leo Feist, ASCAP)  
**At the Darktown Strutter's Ball...69**  
More of the same. (Leo Feist, ASCAP)

**GEORGIE SHAW**  
**The Water Tumbler Tune...70**  
DECCA 29462—This competent arrangement and warble could pick up some of the coin if this heavily-promoted tune manages to get off the ground. (Shapiro - Bernstein, ASCAP)  
**I'll Step Aside...68**  
Writers Benjamin and Weiss in a strong enough r.&b. ballad effort. Shaw isn't at home here, however. (Laurel, ASCAP)

**DAVID ROSE ORK**  
**Take My Love...70**  
M-G-M 30875—This is an instrumental version of a lovely tune from the film "The Glass Slipper." Played in the usual lush Rose arrangement, it makes fine background music. (Feist, ASCAP)  
**Love Is Eternal...67**  
Inspired by the current best-selling novel of the same name, this instrumental is a quiet, nostalgic evocation of a mood one could easily associate with the book. Two listenable sides. (E. H. Morris, ASCAP)

**THE FIRST NIGHTERS**  
**I Want a Little Girl...70**  
DECCA 29413—The fine old jazz rock is a more telling vehicle for the lads' shout harmony. (Shapiro-Bernstein, ASCAP)  
**Never Your Love...66**  
Tune is an adaptation of Schubert's "Serenade" styled in a Four Aces groove. (Meadowbrook, ASCAP)

**ALAN LOGAN ORK**  
**Caribbean Caprice...69**  
M-G-M 11949—Latin-flavored instrumental gets a precise performance. Deejays looking for instrumentals with a novelty touch will try this.  
**Trinidero...69**  
Another good instrumental by Alan Logan. Has melody and bright musicianship.

**THE RAY CHARLES SINGERS**  
**Goo-Ahm-Bah...69**  
THUNDERBIRD 1955—An amusing novelty with nonsense lyrics about a headhunter's theme song. Good juke box wax. (Krasnor-Share, ASCAP)  
**Tell It to My Heart...68**  
An okay group vocal with solo work by Jack Haskell on a fast-paced little rhythm ditty. (Rosen, BMI)

**PATTI TROY**  
**You Are the One...68**  
JEM 855—Multi-track etching of a listenable, three-quarter-beat ballad is warbled with warm intimacy. Many will like the canary's work here. (World, ASCAP)  
**Forbidden Fruit...62**  
Patti Troy sings the bouncy ditty pleasantly. (BMI)

**CLIFF AYERS**  
**Blue Prelude...66**  
EMERALD 2004—Pop blues, in a sophisticated arrangement, is wailed with sincerity by Ayers. Good mood wax. (World, ASCAP)  
**Lopsided Love...65**  
Swinery item is warbled warmly by Ayers, who shows his attractive baritone to good effect. (Cavalcade, BMI)

**JACK RUSSELL**  
**Hand Holdin' Music...64**  
GREEN LABEL 22510—A happy-sounding country and western styled polka with lush pop backing and a legit-type vocal by Russell. (Republic, BMI)  
**My Love and I...64**  
Russell warbles with warmth and sincerity on a pretty ballad. (Republic, BMI)

**JOHNNY CRAWFORD**  
**Loving You...62**  
Sound 112—Soaring romantic ballad is handled ably by the baritone. (Mellon, BMI)  
**Why Can't We Try Again?...62**  
More of the same. (Tanz, BMI)

## POPULAR RECORDS

### Spiritual

**FAMOUS DAVIS SISTERS**  
**He'll Understand...70**  
SAVOY 4063—This has been one of the most effective selections of the group in personal appearances. Audiences never fail to get excited at the stirring solo of the lead. They'll be glad to know this has been recorded. (Savoy, BMI)  
**He's My King...75**  
The Philadelphia girls turn in another tasty reading here in a beautifully harmonized spiritual with above average impact. (Crossroads, BMI)

**REV. J. EARL HINES**  
**The Lord Is on My Side...75**  
MONEY 213—The popular West Coast evangelist has a characteristically happy piece of material, and he booms out its message with joyful conviction. (Money, BMI)  
**I Found Something...72**  
In a more restrained vein, this side is also a pleasantly rhythmic testimonial of God's aid in times of trouble.

**MARIE KNIGHT**  
**Who Rolled the Stone Away?...74**  
DECCA 48333—A fervent vocal treatment of a fast-paced spiritual. (Avant, BMI)  
**Easter Bells...72**  
A quietly effective thrashing stint on a pretty, sacred tune. (Bowles, BMI)

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# 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:

**MAKING BELIEVE** (Acuff-Rose, BMI) - Lefty Frizzell - Columbia 21366

This disk has been coming up with increasing strength from week to week, and is currently listed on the Richmond, Charlotte and Houston territorial charts. Atlanta and Nashville also reported good sales. While Kitty Wells' version still leads by a considerable margin, chances now are good that Frizzell may also hit the national Billboard "Spotlight" pick.

## • Review Spotlight on...

### RECORDS

**HANK SNOW**

**Would You Mind** (Alamo, ASCAP)  
**Yellow Roses** (Fairway, BMI)-RCA Victor 6057-Hank Snow is riding high on the best-selling charts right now, and his latest platter is of the same hit caliber. "Would You Mind" is a fast, bouncy ditty sung with considerable drive and enthusiasm. The flip, "Yellow Roses," is a pretty ballad. Snow warbles its sentimental lyrics with warmth and sincerity. Both sides are coin-grabbers.

## • Reviews of New C & W Records

**JIM REEVES**

**Drinking Tequila** .....86  
**ABBOTT 178**-A Billboard "Spotlight" 3-12-'55. (Dandelion, BMI)  
**Red-Eyed and Rowdy**....77  
Ditty has a fetching lyric and beat, and is nicely done by Reeves. (Dandelion, BMI)

**MYRNA LORRIE AND BUDDY DE VOL**

**I'm Your Man**.....80  
**ABBOTT 177** - Myrna Lorrie and Buddy De Vol each take a chorus and harmonize on this ditty telling of a plighted troth. Side has melody and pace, and is likely programming material. (Dandelion, BMI)  
**Underway**....78  
Bright lyric idea on this side gets a good reading by thrush Myrna Lorrie. (Dandelion, BMI)

**NITA, RITA AND RUBY**

**Pledging My Love**.....75  
**VICTOR 6050**-The top r.&b. tune, now a heavy pop winner, could blast open a new area of play via this effective country-style harmony go. (Lion, BMI)

**Rock Love**....73

Another r.&b. hit lends itself neatly to the hand-clapping country styling. Coupling offers a good buy for the boxes. (Jay & Cee, BMI)

**JIMMY HEAP**

**Sebbin Come Elebbin**.....75  
**CAPITOL 3071**-Shout blues, a la "Shake, Rattle and Roll," done country style. Generates some excitement. (Central Songs, BMI)  
**That's All I Want From You**....72  
Effective styling of the pop hit, which, however, doesn't quite seem to lend itself to the idiom. (Weiss & Barry, BMI)

**BILL MORGAN**

**The Mucker We Do It**.....73  
(The Gooder It Gets)  
**COLUMBIA 21373**-Morgan has a humorous novelty here that he seems to enjoy. The ranchero rhythm is mighty attractive and will help put it over in juke boxes. (Showcase, BMI)

**Mighty, Mighty Lonesome**....70

A pretty weeper that Morgan reads simply and with feeling. (Tannen, BMI)

**JIMMY MARTIN**

**I Pulled a Boo Boo**.....73  
**VICTOR 6037**-Entertaining hunk of material with catch-phrase refrain. Could catch on. (American Music, BMI)

**Chalk Up Another One**....68

Good, tangy performance of a mid-din' back-country bit. (Fairway, BMI)

**ARTHUR SMITH**

**You're Hooked**.....72  
**M-G-M 11945**-Cute novelty. "Take it like a man" is the refrain, as Arthur Smith and His Crackerjacks tell how a man hasn't a chance when the girls are really after him. (Overbrook, ASCAP)

**Midnight Rag**....71

This instrumental moves right along. It's a rag in country style. (Lynn, BMI)

**ED CAMP**

**I'm Tired of Love**.....72  
**IMPERIAL 8285**-Effective country weeper. Ed Camp's vocal tells the tearful story with sincerity. (Commodore, BMI)

**Magnolia Waltz**....71

Routine love story in three-beat time. Camp does a nice vocal. (Commodore, BMI)

**CHUCK MURPHY**

**The Friday Night Free-for-All**.....72  
**COLUMBIA 21376**-A sprightly little ditty gets a happy up-beat vocal treatment. (Blackwood, BMI)

**Gonna Run-Not Walk**....70

A jaunty-paced vocal treatment of a bluesy weeper about a man on the run because his gal let him down. Nice backing. (Golden West Melodies, BMI)

**WESLEY TUTTLE**

**That Little Boy of Mine**.....72  
**CAPITOL 3072**-Sentimental oldie is effective in this country warble. Side has standard potential. (Forster, BMI)

**A Penny Love Affair**....68

Sincere effort by Tuttle, but material fails to impress. (Lowery, BMI)

**MEL PRICE**

**I Know That I've Lost You**.....72  
**BLUE HEN 201**-Weeper of medium content is warbled with great heart by Price. (Starrite, BMI)

**Nothing Seems to Go Right Anymore**....67

Bucolic lament is cut from common calico. (Starrite, BMI)

**FLOYD TILLMAN**

**She's Long Gone**.....71  
**COLUMBIA 21372**-Attractive opus, sung dead-pan style by Ted Daffan, is backed in similar fashion by the Tillman ork and vocal sidemen. (Peer International, BMI)

**Let's Make Memories Tonight**....70

Sad weeper about a last night of lovin' is presented ably by Tillman. His fans will like it. (Hill & Range, BMI)

**IRVING AND MARIE RUSS**

**When I Get Too Weak to Kiss You**....71  
**IMPERIAL 8287**-A bouncy item, it's sung gayly by the twosome. A bright side for deejay and juke programming. (Commodore, BMI)

**I'm Thinking of You**....68

Rural style of the pair comes over effectively in this ballad etching. (Commodore, BMI)

**REDD STEWART**

**Don't Make Me Fall in Love With You**.....70  
**VICTOR 6036**-The object of this

plea wears another name, but the impact isn't particularly moving. (Redd Stewart, BMI)  
**Which One of Us Is to Blame**....68  
Another Stewart original and almost a sequel to the flip. Nothing outstanding here either. (Redd Stewart, BMI)

**BETTY CORAL**

**Texarkana Waltz**.....70  
**BLUE HEN 200**-Plaintive waltzer deserves, and gets, a strong go. (Star Songs, BMI)  
**Chili Dippin' Baby**....50  
Feeble slice in dubious taste. (Star Songs, BMI)

**MEL PRICE**

**I Always Make You Cry**.....69  
**BLUE HEN 203**-A sincere vocal rendition of an okay weeper. (Starrite, BMI)

**If I Could Only Have Just You**....68

Same comment. (Zion-Harp, BMI)

**JIM EANES**

**Possom Hollow**.....67  
**DECCA 29446**-A happy-tempoed instrumental with effective banjo solo work by Hubert Davis. (Forest Music, BMI)  
**The Things I Love About You**....67  
A sincere warbling stint on an okay weeper. (Forest Music, BMI)

**LOVETT SISTERS**

**Come Home to Me**.....66  
**IMPERIAL 8286**-Nostalgic weeper is warbled simply but effectively by the gals. (Commodore, BMI)

**Mexican Polka**....64

Pleasant little effort, it should please listeners. (Commodore, BMI)

## Sacred

**BLACKWOOD BROS. QUARTET**

**Live Right, Die Right**.....78  
**VICTOR 6048**-A message of homely truths set to a driving r.&b. style beat, this is one of the most effective pieces of material to hit this market in several months. Sales ought to reflect this. (Lion, BMI)

**Led by the Master's Hand**....73

A prettily harmonized expression of faith in the Lord, in which the group gives solid support to a fine solo by the lead. (Mosie Lister, SESAC)

**THE STAMPS QUARTET**

**There's a Ranch House in Heaven**....76  
**COLUMBIA 21377**-An unusual portrayal of heaven in terms of what a Westerner would visualize as Paradise. It's a colorful piece of material that should have wide appeal. (Stamps, SESAC)

**I'll Have a Mansion of My Own**....73

This is also concerned with the world beyond, and is skillfully harmonized and set to a bouncy beat. (Stamps, SESAC)

**THE JOHNSON FAMILY SINGERS**

**Climbing Up the Ladder**.....75  
**VICTOR 6047**-The fresh lyrics and attractive arrangement of this tune make for a distinctive side that should fare well commercially. (Trinity, BMI)

**Speak to Him**....72

The group's smooth styling here is also effective. The attractive harmonizing of the singers is set to a simple, bouncy beat. (Towne, ASCAP)

**Someone Cares**.....73

**COLUMBIA 21360**-The singer reminds us that in all sorrows and disappointments, God is still a source of comfort and uplift. Wells intones this message with quiet conviction and impresses with his sincerity. (Ridgeway, BMI)

**Is This the Day?**....70

Here the singer wonders if the end of life's road is in sight. He looks forward to laying down his burdens and going home to God. This is also well done, and customers in this market will appreciate Wells' efforts. (SESAC)

## • Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1	2	—
APOLLO	1	—	—
ATLANTIC	—	—	1
BLUE HEN	—	4	—
CADENCE	2	—	—
CAPITOL	6	2	—
CASH	—	—	3
COLUMBIA	4	3	—
CORAL	6	1	—
CROWN	—	—	1
DECCA	4	2	2
EMERALD	1	1	—
EPIC	1	—	—
FLIP	—	2	—
FORECAST	1	—	—
FORTUNE	—	—	1
GREEN LABEL	1	—	—
GROOVE	—	—	2
HERALD	—	—	1
IMPERIAL	—	3	—
JAY-DEE	1	—	—
JEM	1	1	—
MERCURY	1	—	4
M-G-M	7	2	—
MILLION	—	—	2
MONEY	—	—	2
PIC	1	—	—
RAINBOW	3	—	—
RANGE LAND	—	1	—
RCA VICTOR	1	3	—
RIVIERA	—	—	2
SAVOY	—	—	3
SOUND	1	—	—
STARDAY	—	—	1
THUNDERBIRD	1	—	—
VAYA	1	—	—
TOTAL	45	28	24

## The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

### • Best Sellers in Stores

For survey week ending March 9

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 throughout 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	7
I'm Gonna Fall Out of Love With You-Dec 29391-BMI		
2. LOOSE TALK-C. Smith	2	20
More Than Anything Else-Col 21317-BMI		
3. IF YOU AIN'T LOVIN'-F. Young	3	17
If That's the Fashion-Cap 2953-BMI		
4. I'VE BEEN THINKING-E. Arnold	5	7
Don't Forget-(15)-V 20-6000-BMI		
4. MAKING BELIEVE-K. Wells	15	2
Whose Shoulder Will You Cry On?-Dec 29419-BMI		
6. ARE YOU MINE?-C. Wright & T. Tall	8	7
I've Got Somebody New-Fabor 117-BMI		
7. MORE AND MORE-W. Pierce	4	24
You're Not Mine Anymore-Dec 29252-BMI		
8. KISSES DON'T LIE-C. Smith	6	9
No I Don't Believe I Will-Col 21340-BMI		
9. HEARTS OF STONE-R. Foley	7	11
Never-Dec 29375-BMI		
10. AS LONG AS I LIVE-K. Wells & R. Foley	10	3
Make Believe-(15)-Dec 29390-BMI		
11. THAT'S ALL RIGHT-M. Robbins	11	5
Gossip-Col 21351-BMI		
12. MAKING BELIEVE-J. Work	12	2
Just Like Downtown-Dot 1221-BMI		
13. ANNIE OVER-H. Thompson	15	2
If Lovin' You Is Wrong-(15)-Cap 3030-BMI		
13. THIS OLE HOUSE-S. Hamblen	—	30
When My Lord Picks Up the Phone-V 20-5739-BMI		
15. LET ME GO, LOVER-H. Snow	9	13
I've Forgotten You-V 20-5960-BMI		
15. DON'T FORGET-E. Arnold	—	4
I've Been Thinking-(4)-V 20-6000-BMI		
15. IF LOVIN' YOU IS WRONG-H. Thompson	13	4
Annie Over-(13)-Cap 3030-ASCAP		
15. MAKE BELIEVE-R. Foley & K. Wells	—	1
As Long As I Live-(10)-Dec 29390-BMI		

### • Most Played in Juke Boxes

For survey week ending March 9

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 operators throughout 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	6
Dec 29391-BMI		
2. LOOSE TALK-C. Smith	2	16
Col 21317-BMI		
3. IF YOU AIN'T LOVIN'-F. Young	5	14
Cap 2953-BMI		
4. HEARTS OF STONE-R. Foley	4	7
Dec 29375-BMI		
4. ARE YOU MINE?-C. Wright & T. Tall	9	5
Fabor 117-BMI		
6. MAKING BELIEVE-J. Work	8	4
Dot 1221-BMI		
6. I'VE BEEN THINKING-E. Arnold	7	4
V 20-6000-BMI		
8. MORE AND MORE-W. Pierce	3	23
Dec 29252-BMI		
9. LET ME GO, LOVER-H. Snow	6	10
V 20-5960-BMI		
10. ARE YOU MINE?-M. Lorrie & B. DeVal	10	2
Abbott 172-BMI		

### • Most Played by Jockeys

For survey week ending March 9

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

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW-W. Pierce	1	7
Dec 29391-BMI		
2. LOOSE TALK-C. Smith	2	20
Col 21317-BMI		
3. ARE YOU MINE?-C. Wright & T. Tall	3	10
Fabor 117-BMI		
4. IF YOU AIN'T LOVIN'-F. Young	6	18
Cap 2953-BMI		
5. HEARTS OF STONE-R. Foley	4	10
Dec 29375-BMI		
6. LET ME GO, LOVER-H. Snow	5	13
V 20-5960-BMI		
6. MORE AND MORE-W. Pierce	8	24
Dec 29252-BMI		
8. I'VE BEEN THINKING-E. Arnold	7	8
V 20-6000-BMI		
9. AS LONG AS I LIVE-K. Wells & R. Foley	10	4
Dec 29390-BMI		
10. MAKING BELIEVE-K. Wells	13	2
Dec 29419-BMI		
11. I FEEL BETTER ALL OVER-F. Huskey	—	1
Cap 3001-BMI		
12. ARE YOU MINE?-M. Lorrie & B. DeVal	11	11
Abbott 172-BMI		
13. I GOTTA GO GET MY BABY-J. Tubb	11	5
Dec 29401-BMI		
13. KISSES DON'T LIE-C. Smith	—	1
Col 21340-BMI		
15. I LOVE YOU MOSTLY-L. Frizzell	—	1
Col 21328-BMI		

**CARL SMITH**  
SINGING  
**WAIT A LITTLE LONGER**  
**PLEASE, JESUS**  
Col 21368

**CENTRAL SONGS**  
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**JIMMY WORK**  
singing  
**"MAKING BELIEVE"**  
Dot 1221

**"DON'T YOU FLIRT WITH ANYONE ELSE"**  
Coming up fast  
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# HITS AND MORE HITS

FROM

## ABBOTT AND FABOR RECORDS



**GINNY WRIGHT & TOM TALL**  
**"ARE YOU MINE"**

b/w  
**"I'VE GOT SOMEBODY NEW"** FABOR 117

Watch for Great NEW RELEASE - Out Next Week

**"BOOM BOOM BOOMERANG"** b/w **"OUT OF LINE"**  
 FABOR 121

**MYRNA LORRIE & BUDDY DeVAL**

**"ARE YOU MINE"**

b/w

**"YOU BET I KISSED HIM"** ABBOTT 172

**"I'M YOUR MAN"** b/w **"UNDERWAY"**  
 ABBOTT 177



**JIM REEVES**

**"DRINKING TEQUILA"**

b/w

**"RED EYED AND ROWDY"**  
 ABBOTT 178

BILLBOARD REVIEW SPOTLIGHT  
 CASH BOX BULLSEYE



**ALVADEAN COKER**

**"WE'RE GONNA' BOP"**

b/w

**"DO DEE OODLE DEE DO"**  
 ABBOTT 176

**VONNIE FRITCHIE**

**"THERE I STOOD"**

b/w

**"SUGAR BOOGER AVENUE"**  
 FABOR 119



**JIM EDWARD & MAXINE BROWN**

**"DRAGGIN' MAIN STREET"**

b/w

**"YOUR LOVE IS WILD AS THE WEST WIND"**  
 FABOR 118



**DUSTY ROSE**

**"IT MAKES ME SO MAD"**

b/w

**"THE BIRDS AND THE BEES"**

FABOR 120

New Release - Out Next Week

**ABBOTT and FABOR RECORDS**

6636 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.

distributed in Canada by QUALITY RECORDS Ltd., Toronto

The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

**FOLK TALENT & TUNES**

• Continued from page 18

on the Gil Houston show, which is aired daily for 15 minutes, 7:15-7:30 p.m., EST, over the Mutual web, via WOR, New York, from the originating Denver station. The singing balladeer's folk songs run the gamut from the "One-Hundred-Mile Train" to "The Story of Davy Crockett." Houston's latest on Decca is "Crazy Heart," with a brace of new ones slated for release in mid-summer. . . . "Scrubboard" Roy Wallace is now doing his comedy and washboard specialties with John Lair's Renfro Valley Folks at Mount Vernon, Ky. He was formerly with the Down-Homers at WKNE, Kenne, N. H., some years ago.

Jimmy Newman made a p.a. in Baton Rouge, La., recently, working with Hillbilly Dean Evans, WXOK deejay. While there he also visited with Country Boy Cutrer at WIBR and Ed (Cornpone) Bishop at WXOK. Newman continues his Friday video stint over KPLC-TV, Lake Charles, La., and he's currently dickering for a weekly TV shot on an Alexandria, La., station. His latest on the Dot label are "Crying for a Pastime" and "Day Dreamin'." . . . Marvin Rainwater, newest c.&w. talent on the Coral label, is working under the personal management of his brother, Ray Rainwater, of Falls Church, Va. Eddie Crandall, of Washington, has been engaged as road manager and promotion man. Marvin's first release on Coral is "I Gotta Go Get My Baby" b.w. "Daddy's Glad You Came Home." He visited Coral's New York studios March 8 to cut "So, You Think You've Got Troubles" b.w. "I'm Just a Hillbilly Looking for a Hill." All four numbers from Marvin's own pen. He is currently mak-

ing personals in Maryland and Virginia.

ABC-TV's "Ozark Jubilee," featuring Red Foley, will pay a full-hour tribute to the Music Operators of America with its March 25 videocast. The MOA begins its annual convention in Chicago the following day. . . . Hawkshaw Hawkins guests with the Pee Wee King show on WBBM-TV, Chicago, April 2. On April 9, King's guestar will be Porter Wagoner, from Steve Scholes RCA Victor stable. Both bookings were arranged by Lou Black, of Top Talent, Inc., Springfield, Mo., thru the William H. King Enterprises, Louisville. . . . The Promenaders, "Ozark Jubilee" square dancers made up of students of Southwestern Missouri State College, are in the midst of a four-week Lenten engagement in the Blue Room of Hotel Roosevelt, New Orleans. . . . Si Siman and John Mahaffey, RadiOzark bigwigs, were in New York last week for a series of huddles with ABC-TV execs. . . . Bobby Lord, new Columbia artist residing in Tampa, was last Saturday's (12) guest on "Ozark Jubilee" over the ABC-TV network. March 19 guest will be Slim Whiteman, with Smiley Burnette set for April 2.

**With the lockeys**

"I've been harboring for some time what I feel is a constructive bit of criticism," typewrites Carrol A. Wynn, who whirles the country wax at KXAR, Hope, Ark. "I'm a small-town, country & western deejay; not the worst and certainly not the best. I like to play and acquire records that my listeners request and enjoy hearing. However, there is one problem that I haven't been able to cope with, and that is try-

ing to locate and order records, and get them while the record is still a hit. A number of the major record companies some time ago stopped shipping new releases free to the smaller stations. That was quite a blow, but we coped with the situation for awhile by attempting to buy, thru ordering, the records that were making hits and some that we thought would make for good listening. Lately, however, when we order 12 or 15 records, we are lucky if we get six or seven out of the entire shipment. There is something wrong somewhere when a situation like this is permitted to exist. If a deejay can't even buy a hit record, I'm sure the public won't go to as much trouble to get one. Many of the deejays in the larger-station markets receive six and seven copies of one record. Perhaps this is why the major record companies can't afford to continue free shipments to the smaller stations. What is the philosophy of a record company that sends more than two copies of one record to any station? Instead of sending multiple copies of a record to the larger stations, why not funnel some of them to us little guys who can't even get a record after we order from a record shop? I want to thank God for Decca Records. They have been wonderful to us, and we still get free service from them. . . ."

Uncle Nate (Nathan Street), of WKSX, Pulaski, Tenn., needs releases from Mercury and Capitol. Nate says he's getting plenty of requests for artists such as Faron Young (Capitol), but can't do much about it 'cause he hasn't got the wax. . . . Deacon Andy Griffith is slated for an appearance on the "U. S. Steel Hour" on ABC-

(Continued on page 47)

• **C & W Territorial Best Sellers**

For survey week ending March 9

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. In the Jailhouse Now, W. Pierce, Dec.
2. More and More, W. Pierce, Dec.
3. Silver Bells, C. Atkins & H. Snow, V.
4. Loose Talk, C. Smith, Col.
5. I Dreamed of a Hillbilly Heaven, E. Dean, S & S
6. 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, R. Foley & K. Wells, Dec.
5. Make Believe, R. Foley & K. Wells, Dec.
6. Are You Mine?, G. Wright & T. Tall, Fab.
7. No I Don't Believe I Will, C. Smith, Col.
8. Loose Talk, C. Smith, Col.
9. That's All Right, M. Robbins, Col.
10. Making Believe, L. Frizzell, Col.

**Cincinnati**

1. In the Jailhouse Now, W. Pierce, Dec.
2. Are You Mine?, G. Wright & T. Tall, Fab.
3. I Saw Mother With God Last Night, O. Wheeler, Oke.
4. Menu Love, Geer Sisters, X
5. If You Ain't Lovin', F. Young, Cap.
6. I've Been Thinking, E. Arnold, V.
7. I Dreamed of a Hillbilly Heaven, E. Dean, S & S

**Dallas-Fort Worth**

1. In the Jailhouse Now, W. Pierce, Dec.
2. Loose Talk, C. Smith, Col.
3. That's All Right, M. Robbins, Col.
4. Silver Bells, C. Atkins & H. Snow, V.
5. If Lovin' You Is Wrong, H. Thompson, Cap.
6. Annie Over, H. Thompson, Cap.
7. One by One, K. Wells & R. Foley, Dec.

**Houston**

1. Are You Mine?, G. Wright & T. Tall, Fab.
2. Making Believe, J. Work, Dot
3. In the Jailhouse Now, W. Pierce, Dec.
4. Daydreaming, J. Newman, Dot
5. Making Believe, L. Frizzell, Col.
6. I Love You Mostly, L. Frizzell, Col.
7. Lovin' Season, S. James, Cap.
8. Loose Talk, C. Smith, Col.
9. Don't Forget, E. Arnold, V.
10. Ballad of Davy Crockett, T. Ernie, Cap.

**Memphis**

1. In the Jailhouse Now, W. Pierce, Dec.
2. Kansas City Blues, E. Tubb, Dec.

3. If You Ain't Lovin', F. Young, Cap.
4. Are You Mine?, G. Wright & T. Tall, Fab.
5. Loose Talk, C. Smith, Col.
6. Hearts of Stone, R. Foley, Dec.
7. Let Me Go, Lover, H. Snow, V.

**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. Making Believe, J. Work, Dot
6. Loose Talk, C. Smith, Col.
7. As Long as I Live, R. Foley & K. Wells, Dec.
8. Hearts of Stone, R. Foley, Dec.
9. Carry On, Johnnie & Jack, V.
10. Let Me Go, Lover, H. Snow, V.

**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. Making Believe, K. Wells, Dec.
5. If You Ain't Lovin', F. Young, Cap.
6. As Long as I Live, R. Foley & K. Wells, Dec.
7. Are You Mine?, G. Wright & T. Tall, Fab.
8. More and More, W. Pierce, Dec.
9. If Lovin' You Is Wrong, H. Thompson, Cap.
10. I've Been Thinking, E. Arnold, V.

**Richmond, Va.**

1. In the Jailhouse Now, W. Pierce, Dec.
2. One Broken Heart, R. Price, Col.
3. Making Believe, J. Work, Dot
4. Loose Talk, C. Smith, Col.
5. That's All Right, M. Robbins, Col.
6. Ballad of Davy Crockett, M. Wiseman, Dot
7. I've Been Thinking, E. Arnold, V.
8. I Feel Better All Over, F. Huskey, Cap.
9. Making Believe, L. Frizzell, Col.
10. Let Me Go, Lover, H. Snow, V.

**St. Louis**

1. In the Jailhouse Now, W. Pierce, Dec.
2. Cattle Call, S. Whitman, Imp.
3. More and More, W. Pierce, Dec.
4. New Green Light, H. Thompson, Cap.
5. If Lovin' You Is Wrong, H. Thompson, Cap.
6. I Dreamed of a Hillbilly Heaven, E. Dean, S & S
7. As Long as I Live, K. Wells & R. Foley, Dec.
8. Kisses Don't Lie, C. Smith, Col.
9. Let Me Go, Lover, H. Snow, V.

**FIRST:** "I don't hurt anymore"

**THEN:** "Let me go, lover"

**NOW... HANK SNOW**

The Singing Ranger, sings

**WOULD YOU MIND? / YELLOW ROSES**

(Alamo Music Inc.) (Fairway Music Co.) 20/47-6057

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending March 9

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 throughout 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 it occupies on the chart.

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	9
No Money—Duke 136—BMI		
2. I'VE GOT A WOMAN—R. Charles.....	2	8
Come Back—(9)—Atlantic 1050—BMI		
3. WALLFLOWER—E. James.....	4	5
Hold Me, Squeeze Me—Modern 947—BMI		
4. EARTH ANGEL—Penguins.....	3	14
Hey, Senorita—Dootone 348—BMI		
5. TWEEDLE DEE—L. Baker.....	5	10
Tomorrow Night—Atlantic 1047—BMI		
6. MY BABE—Little Walter.....	10	2
Thunder Bird—Checker 811—BMI		
7. SINCERELY—Moonglows.....	7	16
Tempting—Chess 1581—BMI		
8. JOHNNY HAS GONE—V. Dillard.....	6	4
So Many Ways—Savoy 1153—BMI		
9. COME BACK—R. Charles.....	—	5
I've Got a Woman—(2)—Atlantic 1050—BMI		
10. LING, TING, TONG—Five Keys.....	13	12
I'm Alone—Cap 2945—BMI		
11. KO KO MO—Gene & Eunice.....	10	7
You and Me—Combo 64—BMI		
12. CLOSE YOUR EYES—Five Keys.....	14	2
Doggone It, You Did It—Cap 3032—BMI		
13. DON'T YOU KNOW?—F. Domino.....	—	1
Helping Hand—Imperial 5340—BMI		
14. YOU DON'T HAVE TO GO—J. Reed.....	15	3
Boogie in the Dark—Vee Jay 119—BMI		
15. THAT'S ALL I WANT FROM YOU—D. Washington.....	8	5
You Stay on My Mind—Mercury 70537—BMI		

Most Played in Juke Boxes

For survey week ending March 9

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 throughout 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	7
Duke 136—BMI		
2. SINCERELY—Moonglows.....	3	19
Chess 1581—BMI		
3. I'VE GOT A WOMAN—R. Charles.....	4	8
Atlantic 1050—BMI		
4. MY BABE—Little Walter.....	—	1
Checker 811—BMI		
5. WALLFLOWER—E. James.....	5	3
Modern 947—BMI		
6. TWEEDLE DEE—L. Baker.....	6	10
Atlantic 1047—BMI		
7. EARTH ANGEL—Penguins.....	2	13
Dootone 348—BMI		
8. RECONSIDER, BABY—L. Fulson.....	8	15
Checker 804—BMI		
9. YOU DON'T HAVE TO GO—J. Reed.....	9	3
Vee Jay 119—BMI		
10. JOHNNY HAS GONE—V. Dillard.....	—	1
Savoy 1153—BMI		

Most Played by Jockeys

For survey week ending March 9

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

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	9
Duke 136—BMI		
2. WALLFLOWER—E. James.....	3	5
Modern 947—BMI		
3. EARTH ANGEL—Penguins.....	2	9
Dootone 348—BMI		
4. I'VE GOT A WOMAN—R. Charles.....	6	9
Atlantic 1050—BMI		
5. SINCERELY—Moonglows.....	4	9
Chess 1581—BMI		
6. COME BACK—R. Charles.....	7	7
Atlantic 1050—BMI		
7. TWEEDLE DEE—L. Baker.....	5	9
Atlantic 1047—BMI		
8. BY BABE—Little Walter.....	13	2
Checker 811—BMI		
9. JOHNNY HAS GONE—V. Dillard.....	9	3
Savoy 1153—BMI		
10. HEARTS OF STONE—Charms.....	8	9
DeLuxe 6062—BMI		
11. FLIP, FLOP AND FLY—J. Turner.....	—	1
Atlantic 1053—BMI		
12. DON'T YOU KNOW?—F. Domino.....	—	1
Imperial 5340—BMI		
13. KO KO MO—Gene & Eunice.....	—	3
Combo 64—BMI		
13. CLOSE YOUR EYES—Five Keys.....	10	3
Cap 3032—BMI		
15. EVERYDAY I HAVE THE BLUES—B. B. King.....	—	5
RPM 421—BMI		

This Week's Best Buys

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

DON'T YOU KNOW? (Commodore, BMI)—Fats Domino—Imperial 5340

Domino has come thru with another solid seller, which this week edged on to the national retail chart. Best sales so far have been in New York, Buffalo, Pittsburgh, Baltimore, Richmond, Cincinnati, Chicago, Nashville, St. Louis and New Orleans. Flip is "Helping Hand" (Commodore, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on... RECORDS

PIANO RED

Jump, Man, Jump (Raleigh, BMI)—Groove 0101—A showmanly instrumental cut in the uninhibited happy groove of the "Crazy Otto" waxings, with an r.&b. beat adding an extra fillip. Good juke wax. Flip is "Pay It No Mind" (Lowery, BMI).

ELLA JOHNSON

Alright, Okay, You Win (Wyche, BMI)—Mercury 70580—An appealing vocal by the thrush on a catchy rhythm-novelty with amusing lyrics. The canary sings with sincerity and heart, and always enjoys a steady following for her waxings. Flip is "If You Would Only Say You're Sorry" (Munson, BMI).

SPIRITUALS

THE BELLS OF JOY

Since Jesus Changed This Heart of Mine It Will Soon Be Over—Peacock 1738—An all-around strong record by one of the consistently winning groups in the field. The first side is a rousing, building shout, while the flip is a slower, warmly appealing plaint. The profound sincerity of this group sets it apart from the general run of spiritual entries.

Reviews of New R & B Records

FAYE ADAMS

You Ain't Been True.....79

HERALD 450—The canary packs an emotional wallop in this fast-paced blues with a catch beat. Should get plenty of spins and sales. Could be a real big one. (Angel, BMI) My Greatest Desire...75

An attractive vocal on an effective

weeper which should get plays. (Berkshire, BMI)

JOHN GREER

Lucky, Lucky Me.....78

GROOVE 0100—Greer makes a strong impression in this solid rhythmic material. The humorous twist of the lyrics and cute vocal gimmicks

(Continued on page 46)



NATION'S BEST SELLER  
**EARTH ANGEL**  
 THE PENGUINS  
 COMING UP FAST!!!  
 LOVE WILL MAKE YOUR MIND GO WILD b/w OOKEY OOK #353  
 HEAVEN AND PARADISE THE MEADOWLARKS #359  
 THE JITTERBUG STORMY HERMAN #358  
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 (A Tribute to Johnny Ace)  
 b/w **BOOM DIDDY WA WA**  
 by Marie Adams  
 Peacock #1649

---

**THE FISH**  
 b/w **LAUGH, LAUGH, LAUGH**  
 featuring Willie Mae Thornton  
 Peacock #1650

---

**SINCE JESUS CHANGED THIS HEART OF MINE**  
 b/w **IT WILL SOON BE OVER**  
 by The Bells of Joy  
 Peacock #1738

---

**I'VE HAD MY CHANCE**  
 b/w **I WANNA BE THERE**  
 Sung by Sister Jessie Mae Renfro  
 Peacock #1732

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**PEACOCK RECORDS, Inc.** 2809 Erastus Street  
 Houston, Texas

The Billboard Music Popularity Charts

R & B Territorial Best Sellers

For survey week ending March 9

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. My Babe, Little Walter, Che.
2. Wallflower, E. James, Mod.
3. Pledging My Love, J. Ace, Duk.
4. Tweedle Dee, L. Baker, Atl.
5. Earth Angel, Penguins, Dtn.
6. Flip Flop Fly, J. Turner, Atl.
7. I've Got a Woman, R. Charles, Atl.
8. Hearts of Stone, Charms, Del.
9. Come Back, R. Charles, Atl.
10. Johnny Has Gone, V. Dillard, Sav.

Balti.-Wash.

- 1. Pledging My Love, J. Ace, Duk.
2. Johnny Has Gone, V. Dillard, Sav.
3. I've Got a Woman, R. Charles, Atl.
4. Earth Angel, Penguins, Dtn.
5. Ling, Ting, Tong, Five Keys, Cap.
6. Close Your Eyes, Five Keys, Cap.
7. Wallflower, E. James, Mod.
8. Sincerely, Moonglows, Chs.
9. You Don't Have to Go, J. Reed, VJ
10. My Babe, Little Walter, Che.

Charlotte

- 1. Pledging My Love, J. Ace, Duk.
2. Wallflower, E. James, Mod.
3. Tweedle Dee, L. Baker, Atl.
4. I've Got a Woman, R. Charles, Atl.
5. My Babe, Little Walter, Che.
6. Earth Angel, Penguins, Dtn.
7. Johnny Has Gone, V. Dillard, Sav.
8. Two Hearts, Charms, Del.
9. Come Back, R. Charles, Atl.
10. Flip Flop Fly, J. Turner, Atl.

Chicago

- 1. My Babe, Little Walter, Che.
2. That's All I Want From You D. Washington, Mer.
3. Earth Angel, Penguins, Dtn.
4. Ling, Ting, Tong, Five Keys, Cap.
5. Wallflower, E. James, Mod.

Cincinnati

- 1. I've Got a Woman, R. Charles, Atl.
2. That's All I Want From You D. Washington, Mer.
3. Johnny Has Gone, V. Dillard, Sav.
4. Pledging My Love, J. Ace, Duk.
5. Close Your Eyes, Five Keys, Cap.
6. Wallflower, E. James, Mod.
7. Two Hearts, Charms, Del.

Detroit

- 1. Wallflower, E. James, Mod.
2. I've Got a Woman, R. Charles, Atl.
3. Sincerely, Moonglows, Chs.
4. Earth Angel, Penguins, Dtn.
5. Tweedle Dee, L. Baker, Atl.

- 6. My Babe, Little Walter, Che.
7. Johnny Has Gone, V. Dillard, Sav.
8. Ko Ko Mo, Gene & Eunice, Cbo.
9. I Wanna Hug Ya, Squeeze Ya, Kiss Ya B. Griffin & C. Swann, Chs.
10. Ling, Ting, Tong, Five Keys, Cap.

Los Angeles

- 1. Pledging My Love, J. Ace, Duk.
2. Sincerely, Moonglows, Chs.
3. Ko Ko Mo, Gene & Eunice, Cbo.
4. Shitty Boom, Nuggetts, Cap.
5. You Don't Have to Go, J. Reed, VJ
6. Strange, Fats Domino, Imp.
7. Come Back, R. Charles, Atl.
8. Blue Velvet, Clovers, Atl.
9. Tweedle Dee, L. Baker, Atl.
10. I've Got a Woman, R. Charles, Atl.

New Orleans

- 1. Pledging My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. Strange, Fats Domino, Imp.
4. Tweedle Dee, L. Baker, Atl.
5. I've Got a Woman, R. Charles, Atl.
6. My Babe, Little Walter, Che.
7. Sincerely, Moonglows, Chs.
8. Rock Love, L. Reed, King.
9. Come Back, R. Charles, Atl.
10. Flip Flop Fly, J. Turner, Atl.

New York

- 1. Pledging My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. Tweedle Dee, L. Baker, Atl.
4. Close Your Eyes, Five Keys, Cap.
5. Johnny Has Gone, V. Dillard, Sav.
6. That's All I Want From You D. Washington, Mer.

Philadelphia

- 1. Pledging My Love, J. Ace, Duk.
2. Wallflower, E. James, Mod.
3. Mr. Sandman Mambo, C. Powell, Gra.
4. Come Back, R. Charles, Atl.
5. I've Got a Woman, R. Charles, Atl.
6. Baby, Darling, Dreamers, Fla.

St. Louis

- 1. My Babe, Little Walter, Che.
2. Pledging My Love, J. Ace, Duk.
3. I've Got a Woman, R. Charles, Atl.
4. Wallflower, E. James, Mod.
5. Sneakin' Around, B. B. King, RPM
6. Earth Angel, Penguins, Dtn.
7. You Don't Have to Go, J. Reed, VJ
8. That's All I Want From You D. Washington, Mer.
9. Ling, Ting, Tong, Charms, Del.
10. Ko Ko Mo, Charms, Del.

Reviews of New R & B Records

Continued from page 45

add up to a potent entry. Could happen. (Coblin, BMI)
Will I Be the One? ... 75
It has been a while since there has been such a tasty after-hours blues on the market. Greer sings with emotion, as if it really got in his blood. (Coblin, BMI)

FIVE CROWNS
You Came to Me ... 78
RIVIERA 990—Some outstanding solo work by the lead singer distinguishes this group vocal of an appealing weeper. Should get considerable jockey and juke play. (Kingsbury, BMI)
Ooo-Wee Baby ... 74
A spirited vocal treatment of a catchy novelty with good lead solo work and a solid beat. (Kingsbury, BMI)

Big Mike
Down in New Orleans ... 77
SAVOY 1152—Good r.&b. wax, this. Big Mike's story of the gal who left him in New Orleans is backed by a melodic instrumental figure. Good vocal and instrumental work. Could win lots of attention. (Crossroads, BMI)
Rain or Shine ... 72
Good sound to this routine blues. Big Mike's singing has warmth. (Crossroads, BMI)

NAPPY BROWN
It's Really You ... 76
SAVOY 1155—Nappy Brown's Deep-South styled vocal makes strong r.&b. wax on this side. The chanter sings out with real heart and style on this blues. (Crossroads, BMI)
Don't Be Angry ... 76
A change of pace from the flip. Side has novelty value and a good solid vocal job by Nappy Brown. (Crossroads, BMI)

THE DIABLOS
Hold Me Until Eternity ... 74
FORTUNE 514—Rambling ballad is awarded an appealing performance, with lead tenor Nolan Strong standing out effectively above the harmonizing of his associates. Many will like this slicing. (Trianon, BMI)
Route 16 ... 70
An intriguing beat provides a solid base for the efforts of the group here. They have a rhythmic side that should win okay spin action. (Trianon, BMI)

THE HONEYTONES
Somewhere, Sometime, Someday ... 74
MERCURY 70557—Group reveals a good lead singer here in a ballad try. Side stands a good chance in the current r.&b.-pop market. (Roosevelt, BMI)
Too Bad ... 68
Male group offers a routine ballad-with-a-beat. Not likely to make a dent unless it gets extraordinary promotion. (Beechwood, BMI)

KAY BROWN
Please Don't Tell Me ... 73
CROWN 143—Considerable pop style in this r.&b. wax. Kay Brown's vocal is good. (Ardmore, ASCAP)

Rhythm and Blues ... 70
Ditty ties in with the trend, but it's none too bright. (Raphael, ASCAP)

JIMMY SCOTT
When Did You Leave Heaven? ... 73
SAVOY 1154—Tasteful ballad singing by Jimmy Scott has style on this side. The tune is the old standard. (Robbins, ASCAP)
Everybody Needs Somebody ... 70
Another ballad; fair performance, tho it lacks the attractiveness of the flip. (Savoy, BMI)

MARGIE DAY
Old Time Lovin' ... 72
DECCA 48330—The canary thrushes with sincere warmth and enthusiasm on an okay blues with an infectious beat. (Marshall, BMI)
I Like What You're Doing ... 71
An appealing vocal treatment of an attractive ditty with a solid pace. (Russell, BMI)

THE GRIFFINS
Sing to Me ... 70
MERCURY 70558—Group shows real potential in this ballad side, but the lads deserve better material. (Calvin, BMI)
I Swear by All the Stars ... 68
Competent male group reading of a fairly dull ballad. (Drexall, BMI)

MILDRED PAIGE
How Could You Do This to Me? ... 70
RIVIERA 988—Thrush has a good piece of material here, but she sings it a bit too earnestly for maximum effect. (Wildon, BMI)
Don't You Be Too Hasty, Baby ... 67
Mildred Paige warbles strongly in husky voice as she showcases the blues ballad effectively. (Wildon, BMI)

JAMES WAYNE
Junco's Return ... 70
MILLION 2009—Story blues with a buck-dance beat is sung with good projection by Wayne. Good sound, too. (Golden State, BMI)
Gotta Good Girl ... 65
Routine ditty about a talented fem on this side, but performance is good. (Golden State, BMI)

JIMMY WRIGHT ORK
Let's Go Crazy, Crazy Baby Baby ... 69
CASH 1001—A bouncy vocal treatment of an okay rhythm tune with an exciting beat. Good juke wax. (Money, BMI)
Jimmy's Boogie ... 67
A catchy rhythm instrumental with effective pacing. (Money, BMI)

TOMMY MALONE
It's Been So Long, Baby ... 68
DECCA 29442—Malone warbles the blues with taste and intensity of feeling aided by effective ork backing. (Champion, BMI)
I'm Wading in Deep Water ... 68
Same comment. (Champion, BMI)

PEPPERMINT HARRIS
Treat Me Like I Treat You ... 68
CASH 1003—Stronger than the Mem-

RHYTHM & BLUES RECORDS

phus Slim reading, but still a run-of-the-mill Southern blues. (Money, BMI)
Cadillac Funeral ... 64
Nothing much happens on this one. (Money, BMI)

THE TURBANS
Tick Tock A-Woo ... 68
MONEY 209—Okay group rocker novelty. (Money, BMI)
No, No Cherry ... 60
A slender, dubious, desperate slice. (Money, BMI)

THE FALCONS
I Need You, Darling ... 67
CASH 102—The boys warble a weeper with feeling and sincerity. (BMI)
Tell Me Why ... 66
An up-tempo ditty gets an okay group vocal treatment. (BMI)

MEMPHIS SLIM
Treat Me Like I Treat You ... 66
MONEY 212—Good-rockin' tempo isn't enough to lift the routine blues material. (Money, BMI)
My Country Girl ... 66
The veteran blues warbler draws similar comment here. (Golden State, BMI)

SHERRY WASHINGTON
La De Do De Do ... 66
MILLION 2010—Gag backing by a vocal group behind the canary adds a novelty touch. A happy, outgoing -slicing. (Gold Medal, ASCAP)
Here in the Darkness ... 62
Sherry Washington does nicely by the sentimental ballad. (Golden State, BMI)

Polka

KENNY BASS ORK
Kenny's Polka ... 77
CORAL 61358—Polka fanciers will relish this bouncy waxing by the knowing Kenny Bass-ork. Great for energetic terping. (Lake Erie, BMI)
Crystal Ball Polka ... 77
More of the same. (Lake Erie, BMI)

RAY HENRY ORK
Ding-Dong Polka ... 75
DANA 3192—A happy score that the Henry ork pounds across with infectious spirit. Bright polka wax, this. Monopol Polka ... 75
Same comment.

Spiritual

REV. BALLENGER
This Train ... 80
CHESS 1590—The backing by piano and rhythm really swings behind Ballenger's gay reading of the traditional opus. A wonderful spiritual waxing that figures to attract many sales in the market.
How I Got Over ... 75
Another fine performance, making an apt coupling for the powerful flip.

SISTER ROSEITA THARPE
MARIE KNIGHT
Stand the Storm ... 80
DECCA 48332—A rousing jubilee performance by the artists. This one moves with irresistible force thruout. Fine wax for the market. (Tapps, BMI)

Look Away in the Heavenly Land ... 80
Another wonderful spiritual etching, delivered with great power and impact. Lots of action here, too. (Vasti, BMI)

LUCILLE BARBEE
A Little More Faith and Grace ... 72
REPUBLIC 7108—Piano and chorus backing Lucille Barbee in a sincere reading of the religious ballad. (Babb's Music)
My Loved Ones Are Waiting ... 71
The singer reflects on the joys ahead when she will be reunited with her loved ones. Another good performance. (Babb Music)

Children's

GISELE MacKENZIE
Children's Songs From France (Part 1 and 2) ... 76
CAPITOL CASE-3224—The "Hit Parade" thrush sings a group of French nursery ditties in delightful fashion. Her charming vocal interpretations are embellished by amusing art work on the cover. The lyrics of the tunes in French and English are also carried on the sleeve. The six French ditties include the familiar "Frere Jacques." Since the waxing conceivably can be used as a toddler-primer for French, it is part of Capitol's "Learning-Is Fun" series.

Other Records Released This Week

Popular

Fujiyama Mama; How-Ja Do, How-Ja Do, How-Ja Do—Eileen Barton, Coral 61377
Love for Sale; His Majesty's Cha-Cha-Cha—Alfredito, Rainbow 282
Play Me Hearts and Flowers; I'm So Ashamed—Johnny Desmond, Coral 61379
You Don't Know What Love Is; Homer's Hymn—Page Cavanaugh Trio, Vaya 901

Polka

Cha Cha Cha for Lovers; Keep in Tempo—Tito Puente Ork, Tico 238
Enjoy My Cha Cha Cha; Carolina—Tito Puente Ork, Tico 239
Espinita; Having a Ball—Tito Puente Ork, Tico 240
Fisher Maid Polka; Alpine Laendler—(Whoopce) John Walfahrt Ork, Decca 29426

My Sweetheart Polka; Engagement Polka—Larry Chesky Ork, Musico 116
The Fence; Tito's Merengue—Tito Puente Ork, Tico 241

Jazz

Battle Hymn of the Republic; Mobile—Clancy Hayes, Good Time Jazz 45093

Rhythm & Blues

Cuban Carnival; Sincerely—Bop-A-Loos, Mercury 70569
Miracle Mambo; Hearts of Stone—Bop-A-Loos, Mercury 70568
(Mama) He Treats Your Daughter Mean; R. B. Blues—Ruth Brown, Atlantic 986

Country & Western

Bill Bailey; Pleading—Mel Price, Blue Hen 202
Double Eagle Stomp; Pineapple Push—Texas Stompers, Coral 9-61361
Lonely Sweetheart; Split Personality—Bill Taylor, Flip 502
I Love You Too Much to Leave You; I'm Paying the Price—Frankie Starr, Rangeland 1914
Movie Magg; Turn Around—Carl Perkins, Flip 501
Rockin' Daddy; Hold Me Baby—Sonny Fisher, Starday 179
Tenderly He Watches; The Old Time Bible—Lulu-Belle & Scotty, Emerald 2005
Walking Around Outside; Little One, Lean One, Long One—Ray Haney, M-G-M 11944

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# Vox Jox

Continued from page 16

Gary Garrison, WTXL, West Springfield, Mass., visited Boston's Symphony Hall recently to tape record an interview for his disk show with Arthur Fiedler and the Boston Pops' forthcoming Springfield concert. . . . Jack Gale and Bill Walton, WTMA, Charleston, S. C., broke the attendance record at the Fort Sumter Hotel Ballroom, with over 750 teen-agers showing up. The boys were co-emcees that night at the weekly affair.

**TRENDS, TUNES AND TIPS:** George Dunlevy, KOWH, Omaha, writes, "This is the first time in the history of our KOWH survey of the local top 10 records that we do not find a single male vocalist with a top platter. What happens? . . . "If you could use our area as a judgment stick," says Bob Cole, WPRC, Lincoln, Ill., "it looks as though an instrumental rage is going to start right away. 'Blue Mirage,' 'Barefoot Contessa' and others are among the strongest pulling tunes here."

John Canty, WOTW, Nashua, N. H., thinks "Ralph Flanagan must use a new band on his 'I Belong to You' disk. He could set a trend back to big bands and smooth music." . . . John Hanrahan, WAML, Laural, Miss., notes "a big swing to small combos and groups. They seem to have special appeal to the small fry." . . . "Who are Coral's Twin Tunes?" asks Jerry Joynes, WROV, Roanoke, Va. "Could it be that they are the Four Aces in disguise?" . . . Earl Tipton, KGAR, Garden City, Kan., writes, "Jazz is increasing in popularity here in Southwest Kansas. I and other KGAR deejays—Jim Austin, John and Lambert—are being swamped by an increasing number of requests for jazz."

**SURFACE NOISES:** Sherm Brodey, WKAL, Rome, N. Y., writes, "We have just received our second shipment of Columbia's pop 'Hall of Fame' series. I wish the other labels would follow the lead and reissue a lot of their best all-time greats on 45, mainly because it allows us to delete the old and usually poor quality 78's in favor of the little doughnuts." Sherm also sends kudos to Columbia, RCA Victor and Mercury for their new "top pop LP's" and suggests that M-G-M, Coral, Decca and other companies do the same.

Jim Backlin, KFYR, Bismarck, N. D., is looking for two copies of "Indiscretion" by Jo Stafford, Libera and the Paul Weston orchestra. He's had several requests for it. . . . Joe V. Reynolds, KBST, Big Springs, Tex., wonders why "the recording artists never visit the small stations." . . . Durham Caldwell, WGAW, Gardner, Mass., says, "I want to thank those recording artists who back up their new releases with standard tunes—Four Aces, Vaughn Monroe, etc. These standard tunes make the record an important permanent part of our record library, regardless of whether the new tune ever reaches hit status."

**CHANGE OF THEME:** Pete Winters, WKGN, Knoxville, has upped his deejay schedule time-wise and there-

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by tripled his air time. The new schedule includes 10 weekday feature music shows over WKGN, one weekend deejay show on WKGN, five 90-minute weekday TV shows over WTSK-TV, Knoxville, and several tape-recorded deejay shows on smaller stations in the surrounding market. . . . Station WGUY, Bangor, Me., has added two new spinners to its programming line-up—Niel Mack, who covers the morning show, and George Fennell, who handles the "Bangor Bandstand" every afternoon. Incidentally, WGUY, which took to the air seven months ago, has discarded the regular "record-commercial-record" programming policy in favor of a "anything goes" policy.

Rex TV, a local appliance store, has bought both of Ralph James' platter shows over KMJ, Fresno, Calif. . . . Gail Noble, KGGM,

### YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

- MARCH 17, 1945:  
1. Rum and Coca-Cola  
2. Ac-cent-tchu-ate the Positive  
3. Don't Fence Me In  
4. Candy  
5. I'm Beginning to See the Light  
6. Cocktails for Two  
7. A Little on the Lonely Side  
8. I Dream of You  
9. Dream  
10. My Dreams Are Getting Better All the Time

- MARCH 18, 1950:  
1. Chattanooga Shoe Shine Boy  
2. Music! Music! Music!  
3. Rag Mop  
4. I Said My Pajamas  
5. There's No Tomorrow  
6. The Cry of the Wild Goose  
7. Dear Hearts and Gentle People  
8. If I Knew Your Were Coming I'd've Baked a Cake  
9. It Isn't Fair  
10. Dearie

Albuquerque, N. M., is back on the night shift again with a new show tagged "Here's Music." . . . RCA Victor's Baltimore distributor has picked up 30 minutes of Gerry Spinn's WTBO, Cumberland, Md., morning show. Sid Dickler is back at his WEDO turntable, Pittsburgh, after a nine-week layoff with a fractured leg. . . . Bob Kay, WAVE, Louisville, is also on the sick list, while Harry Lockhart subs during his absence. . . . Keith Silver, formerly with WLW, Cincinnati, has joined WGAW, Gardner, Mass.

Jimmy Byrd has joined WSRG, Durham, N. C., but will continue to broadcast via tape over WFAI, Fayetteville, N. C. . . . Danny Creighton has replaced Ron Koziol at WFPF, Park Falls, Wis. . . . Rochester, N. Y., station WRNY has launched a new hour deejay program, "Honor Roll of Hits," based on The Billboard feature. Produced by Jack Shefrin and featuring Shefrin, John Rathbun and David Luehring. The show is sponsored in quarter-hour segments by the Mook Music Company, Monroe Record Shop and the Martina Waring Theater.

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# FOLK TALENT AND TUNES

Continued from page 44

TV, according to deejay Ralph Emery, WSIX, Nashville. . . . Hank Harvey, KVMA, Magnolia, Ark., pens: "We spun the Decca disk, 'Open Up Your Heart,' at 3 1/2 and it does sound like a couple of gals singing. When speeded up it sounds like a group of moppets. Decca may be pulling a fast one on John Q and we deejays, but you gotta hand it to 'em for the year's most clever stunt."

E. C. McCarty, WCTT, Stearns, Ky., spent a weekend in Nashville recently and ran into such notables as the Murray Nashes, Danny Dill and Joe Lukus. The last named, he says, was all enthused about the new hits and possibles at Acuff-Rose. . . . "Bob Kennedy Band Wagon" is going well in the Vallejo, Calif., area, reports Gene Monty, KVON, Vallejo. The band, which appears on KOVR-TV, Channel 13, every Saturday, 7-8 p.m., records on the Cal-West label. Monty, who makes personals with the group, spins the "Western Hit Parade" daily on KVON. . . . Curtis Gordon's "Don't Trade" (Mercury) and "Daydreaming," by Jimmy Newman, are showing strong in Fred Wamble's KEG, Fort Worth area.

Jay Bennett, c.&w. spinner at KGAR, Garden City, Kan., had the Carlises and Martha Carson in Garden City and Liberal, Kan., recently for personals. This was a first for such shows in the area and Bennett hopes to repeat with others soon. . . . Sonny James, Jim Edward and Maxine Brown guested with Thom Hall over WKYW, Louisville, recently. Talent due in Louisville soon includes Cowboy Copas, Justin Tubbs, Billy Walker, Bonnie Lou and Jean Shepard, according to Hall.

Rex Allen was in Bob Lazich's (KXLL) Missoula, Mont., territory recently for the world premiere of the movie, "Timberjack." . . . Bill Price, folk twirler of WCOJ, Coatesville, Pa., is getting many requests lately for old-time tunes by such well-knowns as Reno and Smiley Monroe, and Scruggs and Flatt. Price wonders if any fellow deejays have some extra copies by these artists. He adds that WCOJ is going to 5,000 watts and full time this summer. . . . Sheldon Horton, WVAM, Saxton, Pa., is prepping plans for an engagement (Continued on page 48)

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# THE FINAL CURTAIN

**BART—Mrs. Jean,** 75, playwright, March 6 in New York. She was the author of "The Squall" and "The Man Who Reclaimed His Head," among other plays. She also had written a number of screen scenarios.

**BRAUN—Robert,** concert pianist, recently in Pottsville, Pa. He was the founder of the Braun School of Music, Pottsville.

**BROWN—Walter Jr.,** 77, account executive at Station KCOP, Los Angeles, March 1 in that city. Survived by his widow, Patricia; a son, Christopher, and a daughter, Allison. Burial in Vanhalla Cemetery, Los Angeles.

**BRUNNER—Elmer H.,** 65, retired magician, March 9 in St. Petersburg, Fla. Billed as Kalma the Magician, he played the major vaude circuits in this country and in Europe. He was generally credited with being the first magician to present the floating ball trick. After his retirement from the stage he went into the photography equipment business and eventually became the owner of the Brunner Photo Appliance Company, St. Petersburg. Survived by his widow, Mary, and a daughter, Mrs. Jean Michnuich, Cleveland. Burial in Cleveland.

**COLEMAN—Charles,** 82, former circus billposter, in Kansas City, Mo., March 6, where he had been a patient five years. He was a member of the Heart of America Showmen's Club. Burial at Showmen's Rest, Kansas City.

**CONNALLY—John,** 38, former manager of the Alamo Drive-In Theater, San Antonio, February 28 in that city.

**DE MILLE—William C.,** 76, playwright and veteran motion picture director and producer, March 5 in Playa del Rey, Calif. As a dramatist he was represented on Broadway with "The Warrens of Virginia," "Strongheart," "The Woman" and "The Land of the Free." He also had worked for Paramount Studios as a writer-director, directing "Tenth Avenue," "Craig's Wife," "The Doctor's Secret," "This Mad World," "Passion Flower" and others. He is the author of the book "Hollywood Saga." Holder of many awards and a member of many theatrical organizations, he was also the founder and head of the Drama department at the University of Southern California. His widow, two daughters, one of whom is Agnes de Mille, the choreographer, survive.

**DUGAN—Tom,** 66, entertainer, March 6 when his car went out of control near Redlands, Calif., and went over an embankment. Dugan, who had closed with the grandstand show that night at California Mid-Winter Fair, Imperial, was en route to his home when the accident occurred. Surviving is his widow, Marie.

Burial at Beverly Hills. Survivors include his widow, Alma; his son and four grandchildren. (Details in Circus section.)

**JERROLD—Mary,** 77, British actress, March 3 in London. She was the perennial "little old lady" of the English theater for many years, her latest role having been in last season's "A Day by the Sea," with John Gielgud and Ralph Richardson. Next year she would have celebrated her 60th anniversary in the theater.

**JOHNSON—Charles,** 74, veteran outdoor showman, March 5 in De Land, Fla. During his many years in show business he trouped with K. G. Barkoot, C. A. Wortham, Con T. Kennedy and Sheesley Mighty Midway shows. Most recently he was with Johnny J Jones Exposition.

**LAZARUS—Milton,** 54, author and playwright, February 28 in Good Samaritan Hospital, Los Angeles. Among his most popular plays was "Song of Norway." Survived by his widow, Blanche; a daughter, Liz, and a sister, Erma Lazarus Diverdi.

**RANFT—Lute H.,** 73, Niles, Mich., alderman and former circus owner, at Tampa March 7. Burial in Niles. He was a circus musician and had his own society circus from about 1907 to 1927. Surviving are his widow, Wallerine; two daughters and a son, all of Niles, and a brother in New Port Richey, Fla.

**RAO—Ned,** 57, musician, March 9 in St. Joseph's Hospital, Houston. Specializing in a Dixieland-type of jazz he was widely known thruout the Houston area. Survived by his widow, Grace; his mother, Mrs. Mary Rao; two brothers, William A. and Peter P., and a sister, Mrs. Annette DeLafour.

**RUSO—Giuseppe,** 61, former automobile and motorcycle race driver, both in this country and in Europe, March 2 in St. Joseph's Hospital, Stamford, Conn. At one time he was social director at the Stork Club, New York. Survived by his widow, Helen, and two sons, Sergio and Francis. Burial March 5 in Long Ridge Union Cemetery, Stamford.

**IN MEMORIAM**



RAY

STECK

March 11, 1948  
**HAZEL & DWAYNE STECK**

**SHUMWAY—Zeke,** 56, well-known midway show operator, March 7 at the West Palm Beach (Fla.) Celebration of a heart attack. (Details in Carnival section.)

**VAGGE—Milo,** 75, veteran showman, February 28 in Tampa of a heart attack. Presenting a unique bag-punching act he toured all the major vaudeville circuits in this country and in Europe. At one time he also played with Ringling Bros. and Barnum & Bailey Circus and various other shows. Survived by his widow, Sally; a brother William, Hartford, Conn., and a sister Mrs. Angela Petty, Auburn, N. Y. Burial in Auburn, N. Y.

**VON GERGGRUM—E. Walter,** 80, Metropolitan opera basso, recently in Denver. Following a tour with the Boston Symphony, he joined the Metropolitan Opera Company and won wide acclaim for his performances as "Mephistopheles" in "Faust." For the past 20 years he had been a voice teacher in Denver. No immediate family survives.

**JACK A. WHYTE**

Passed away March 16, 1952.  
Gone but not forgotten.

**Wife, ELEANOR**  
**Son, FRANK**

**WHITE—Lew,** 52, veteran theater organist, March 3 in Mount Sinai Hospital, New York. He was organist at the Roxy and the old Radio City Center theaters, New York. A graduate of the Philadelphia Conservatory of Music, he had recorded for Victor and M-G-M records, composed popular and semi-classical music, and had provided background music for many radio shows. More recently he had been operating the School of Hammond Organ in Manhattan. Survived by two daughters, Barbara and Mimi.

## BIRTHS

**APPLEWHITE—** A son to Mr. and Mrs. Charles Applewhite February 23 in Fort Worth. Father is a singer.

**BURKE—** A son, Jay Edmund, to Mr. and Mrs. Jay Burke March 4 in St. Joseph's Hospital, St. Paul. Father is general agent of Golden West Shows.

## MARRIAGES

**WILLIAMS-PRICHETT—** Arnel Williams, non-pro, and Barbara Pritchett, member of the continuity staff of Station WBAP-TV, Fort Worth, February 28 in that city.

# FOLK TALENT AND TUNES

Continued from page 47

at the Bedford (Pa.) County Fair, August 8-13. Horton will do 60 quarter-hour shows in the Exhibition Hall, doing interviews, records and giveaways. He'll also announce big car races at the event.

The "Cactus Jack Show" is no longer being aired over KLX, Oakland, Calif., reports Cliff Johnston. The station, which has done away with country and western altogether, has changed over to a two-hour popular and Dixieland jazz seg, the "Cliff Johnson Show," heard Monday thru Saturday. . . . Ferlin Huskey and promoter High Sheriff dropped in on Kermit Reid's "Record Round-Up" recently at WDUN, Gainesville, Ga.

The Miller Brothers and ork guested on A. J. Winn's show at WTAW, College Station, Tex., recently. Winn and the Millers later worked a dance in Bryan, Tex. . . . Jack Cardwell infos from WAIP, Prichard, Ala.: "Webb Pierce's new tune, 'I'm In the Jailhouse Now,' has gone crazy on my four-hour deejay show, and my new tunes, 'Ko Ko Mo' and 'Are You Mine?' on which I teamed up with little Jackie Hill, are doing real well in the Mobile, Ala., area." . . . Linda Lou Stone, who spins the "Western Serenade" show over WHGB, Harrisburg, Pa., daily at 1:45 p.m., interviewed Jesse Rogers recently. Miss Stone has been busy promoting the Little Jimmy Dickens show, which was due in for a March date in Harrisburg. The welcome mat is always out to any artists that come her way, says Miss Stone.

The Duke of Paducah was a recent visitor on Cottonseed Jones' show on KXLR, North Little Rock, Ark. . . . KWEW, Hobbs, N. M., has added a new live show, "Oil Patch Jamboree," emceed by Claude Fewell, formerly guitarist and vocalist with Bob Wills. Also on the show are Ceasar Massey, 1954 Texas fiddlin' champ, and Curley Dalton and the Dalton Boys. Show incorporates local amateurs, which adds interest and variety, according to Harvey W. Hulcomb, disk jockey at KWEW. . . . Cousin Zeke, WMEV, Marion, Va., is using a request program on his personal appearances. He also makes up his radio shows from listeners' letters and cards. . . . The Korn Cutters and Red Kirk are slated to add a daily 30-minute TV show to their schedule March 15 on KLEX-TV, Lexington, Ky.

Tennessee George is still spinning 'em five days a week over WVPO, Stroudsburg, Pa., along with his singing and pickin'. He and the Pennsylvania Plowboys do a live show over WVPO every Saturday, 12:30-1 p.m. . . . Johnny Talley, who moved from WYVE, Wytheville, Va., to WHOO, Orlando, Fla., Monday (14), commemorates the event with an all-night stint over WHOO, Saturday (19). Besides his deejay chores, Talley will also promote country and western shows in Orlando. . . . Bill Gregor, of WMLV, Millville, N. J., typewrites: "Hank Snow's and Chet Atkins' recording of 'Silver Bell' is going over real well in this area. The little slip of paper you send out each week with the saying on the back is really good. I close out the show with it every time I get one. Thanks."

According to Bob Martin, WMIL, Milwaukee, his Blue Bonnet Buckaroos are enjoying success with their latest Potter recording of "Eastern Star" b/w "More Than You'll Ever Know." Featured singer on the platter, Dick Hiorns, is currently appearing on the "Hot-Shot Revue," a daily TV program in Milwaukee. . . . Recent guests on Bob Jennings' two folk shows, which air over WLAC, Nashville, 50,000-watter, were Marty Robbins, Johnnie and Jack, Faron Young, George Morgan and the Louvin Brothers. . . . Tex Justus celebrates 16 years on the air in the Evansville and Boonville, Ind., and Owensboro, Ky., areas April 21. Justus is doing an even dozen hours of c.&w. music each week over WBNL, Boonville.

# HOCUS-FOCUS

By BILL SACHS

ORMOND McGill and his combination magic and hypnosis show, "East Indian Miracles," opened Monday (14) at Civic Auditorium, Honolulu, for a fortnight's stand, and will follow with Hilo and several other small cities in the Hawaiian Islands before sailing for Australia April 24. The unit opens in Newcastle, New South Wales, May 18, for a six-week engagement, and from there shifts to the Town Hall, Sydney, Australia, for the beginning of a 40-week tour of Australia and New Zealand. Arnold Furst, well-known West Coast magician, arranged the tour for the McGill troupe. While in Melbourne, Australia, recently, Furst was the guest of Charles Wicks, international vice-president of the International Brotherhood of Magicians, and in Sydney, Australia, enjoyed several visits with Len C. Mason, organizer of the Convention of Australian Magicians to be held in Sydney June 10-13. Writing from Newcastle, under date of March 3, Furst says further: "Stanley Hunt, well-known Melbourne magic enthusiast, is traveling to the U. S. in May and I have urged him to contact the magi in the cities he visits. The report here is that Les Levante is doing very well in England. Recently witnessed the opening performance of Franquin the Hypnotist in Sydney. The show is tremendously amusing as well as entertaining. He is a great showman and his performance is clean and fast-moving. It is easy to understand why he stays for months in the largest theaters in the leading cities." . . . Elmer's Fun Shop, 14 N. Seventh Street, Fort Smith, Ark., operated by Elmer W. Morris, is the hang-out for magi working that sector. Among recent visitors was Jimmy Wear, who is playing the Southern school circuit. "What's become of the Great Jarvis, my pal of Army days?" queries Morris. . . . Land-

rus the Magician, injured in an auto accident nearly two months ago, is still taking treatment in Elmira, N. Y. He expects to resume work in another month or so and plans to put in the summer on outdoor dates in New York and Pennsylvania.

C. THOMAS MAGRUM is still batting 'em off in Iowa schools, despite a bit of illness, zero weather, blizzards, hazardous driving conditions and a couple of recent accidents that almost removed him permanently from the track. . . . Gene Blair, teamed with Bill Joy in the operation of the "How's Tricks?" magic unit, reports that Joy recently bumped into a dilly while performing the wind-up to his headline prediction nifty, which he has been using as a feature. Recently, Joy had as a committee for the stunt the town mayor, the chief of police, a newspaper reporter and the chairman of the sponsoring group. They signed and sealed the prediction okay, but when Joy asked the committee to the stage to open the concrete block containing his prediction on the night of the show, only the reporter and the committee chairman responded. The reason? Joy's prediction and the newspaper headline explained the mayor's absence. "Mayor . . . . . Found Guilty of Malfeasance in Office." The chief of police couldn't appear because he was ushering the major to the hoosegow. . . . Bob Mason, after concluding a 23-week school tour thru the Dakotas and Montana, March 9, began six weeks in the New York City sector. Assisting him is John Meah, of Bristol, Tenn. Mason's former partner, Sonny Ruckman, passed away last fall. "The West is rough," typewrites Mason, "but I played over 300 dates without missing a show in spite of storms and even upsetting my car in a snowdrift."

# BURLESQUE BITS

By UNO

Tirza and Her Wine Bath will be traveling for the second successive season along the carnie route, this time thru Paul Olson with the Amusement Corporation of America show. She is now seeking girls and an organist for her troupe to work from May 27 to November 15. The selections are being made from her home address, 2020 West Flagler Street, Miami. . . . The Grand, St. Louis, last week featured Vicki Welles and has Zoot Reid booked for four weeks starting March 21. Rose LaRose will arrive in April for her third appearance there this season. Manager Dick Zeisler and his wife are vacationing in Florida. . . . The Misses Grisha and Brona, a smart dance team portraying a Greek sort of fantasy and enveloped in almost nothing outside of a mass of silvery flitter, gave Hudson Theater, Union City, N. J., audiences quite a thrill week of February 27 in an act no burly theater should miss. Niteries have been where the girls performed heretofore. . . . With the retirement of Dick McAllister a new Stinky and Shorty comedy duo was formed when Harry Seymour joined up with Harry Fields. . . . Val de Val left the East to open at the El Rey Theater in Oakland, Calif., March 11 for two weeks. . . . Slats Taylor, Clyde Hodges and Melodie Lane opened last week at the Hollywood, San Diego, Calif. . . . Jack Hart, former legit promoter, is now personal manager of acts associated with the Jack Montgomery booking office in New York. . . . Bobby Brown, former booking associate of Harry Russell in Chicago, is now the personal manager of Princess Tira, billed as "The Atomic Brown Bombshell." . . . Eddie Chester, "Little Mr. Broadway," is being held over at the Club Monaco, New York. . . .

lights, phosphorous costumes, an 18-foot boa and a chimp for innumerable odd routines, opened last week at Joel Cowan's Del Mar Club in Denver for a limited stay after a minor operation. She is looking for fair, carnival and club dates for the summer. . . . Al Meakin reopened the Rivole, Seattle, last month with an all-star cast including Marvan, producer and talking woman; Will Hayes, straight man and house singer; Jimmy (Bumps) Wallace, book producer and featured comic; Ricky Covett, featured strip; Debbie Ray, co-feature; Yolanda, Kathy Lynn, Melody Lee, Arline and Gloria May. Gay Dawn opened March 4 as feature on her return from the East. Ricky Covett and Debbie Ray moved to the Capitol, Portland, Ore., March 4. . . . A new Hirst wheel unit broke in at the Empire, Newark, N. J., March 4 with Loney Lewis, Matty Matthews, Eddie Yubel, Helen Drake and Sue Logan comprising the cast. . . . Leo Welch, brother of part owner Suey Welch, is acting as house manager of the New Follies, Los Angeles, where current ork members are Sol Lewis, drums; Gus Willy, trumpet; Lee Alman, sax, and Art Gerhart, piano and leader. Latest principals are Scarlet O'Hara, Patti Waggin, Doris DeLay, Dottie Dean and Harry Savoy.

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In Loving Memory



L. H. "BABE" EMSWILER

who passed away  
March 18, 1953  
I miss you so very much my D. B. SADIE

**GREER—Edmund K.,** 72, retired purchasing agent for Paramount Pictures, February 27 in Glendale, Calif., of a heart attack. Survived by his widow and two sisters.

**GRISMAN—Samuel H.,** 64, theatrical producer, March 1 in Albany, N. Y., of injuries suffered a week previously when he was struck by a truck. He started out in the theater as an actor, moving into theater management and the operation of a vaudeville agency. He built and operated the Waldorf Theater with Harry H. Oshrin in New York and produced "Talk About Girls" and "How Come?" The profits on his biggest success, "Tobacco Road," helped him to get control of the Belasco, Windsor, Fulton, Forrest and Hudson theaters on Broadway. Other plays that he produced were "Forbidden Melody," "The Cradle Will Rock" and "Tortilla Flat."

**HARRISON—Isadore S.,** 56, veteran theater operator, March 6 in Utica, N. Y. In association with his brothers, he formerly operated the Empire and Savoy theaters in Syracuse, N. Y.

**HASKILL—Clyde,** well-known circus and carnival worker, March 2 in Largo, Fla., of a heart attack. Most recently he worked the cookhouse on the Happyland Shows.

**HOXTER—Mrs. Frieda,** known as Princess Naja, snake dancer, March 6 after being bitten by a cobra in her act at a Baltimore night club.

**JAMES—Everette,** 71, former bandmaster for the Mighty Haag and Christy Bros. circuses and father of orchestra leader Harry James, in Woodland Hills, Calif., March 7.



PRINCIPALS AND SOME OF THOSE WHO AIDED IN STAGING the NBC-Ralph Edwards' "This Is Your Life" TV-show tribute to Carl Sedlmayr March 9 pose following program that was viewed by an estimated 50,000,000 persons. Back row (l. to r.): Lottie Mayer, Frank Duffield, Mrs. Carl Sedlmayr, Carl Sedlmayr, Sally Rand, Carl Sedlmayr Jr., Ida Cohen, Bobbie Hasson, Sam Shayon. Front row (l. to r.): Ralph Edwards, Carl Sedlmayr III, Carl Stephan and Harry Klimas.

## 'This Is Your Life' Gives Carl Sedlmayr Story to 50,000,000

### Portrayal of RAS Owner Is Hailed As Powerful Boost for Carnivals

By SAM ABBOTT  
HOLLYWOOD, March 12.—Carl J. Sedlmayr and his Royal American Shows Wednesday night (9) were saluted coast-to-coast from here on the NBC-Ralph Edwards' "This Is Your Life" television show.

An estimated 50,000,000 people, viewing the Emmy-winning program over about 100 stations, saw Sedlmayr hailed as "The King of the Carnival" as highlights of his life and career were unfolded.

He was portrayed as a pioneering, progressive showman, noted for his humanitarian qualities and his capacity to inspire and maintain loyalty.

#### Potent Boost

Show people who viewed the program were unanimous in praising the program's treatment of the carnival industry. Reports that poured in here following the show lauded it not only as a tribute to Sedlmayr but to the carnival industry. Many pointed out that they rated it the most potent public relations boost ever given carnivals.

The script delved into Sedlmayr's life from his birth. His successes and adversities were revealed. The loyalty of his personnel was emphasized with recounting of how he rebuilt after a fire or set-up following a blowdown.

#### 'Framed' by Shayon

While Sedlmayr was visibly surprised to be selected as the subject of the show, those in the business marveled how he remained uninformed after being in Hollywood for more than two days without being tipped off that he was to be "it."

Sam Shayon, general manager of Dancing Waters, Inc., New York, lured Sedlmayr to the Coast under the pretext that he might sell some of his show equipment to Walt Disney for his multi-million dollar Disneyland now being constructed. Shayon proposed the sale months ago after getting Edwards' approval last October to feature the showman. Shayon advised Sedlmayr that it was imperative he be on the West Coast March 7-9 for conferences with the Disney people. As the show was researched and written, Shayon took no chances on Sedlmayr backing out. He went to Tampa and accompanied him here personally.

#### Ten Blocks Apart

Upon their arrival Sedlmayr and Shayon registered at the Knickerbocker Hotel. Other participants who came by TWA planes from Miami, Milwaukee, Sarasota, Chicago and Tampa stayed at the Roosevelt Hotel, within 10 city blocks away.

When the show day arrived, Shayon sent telegrams to friends urging them to watch "This Is Your Life" that night as a carnival owner would be featured. He did not identify him. However, letters and long-distance calls revealed as

(Continued on page 58)

## Fewer Dig Gold Out Of Outdoor Shows

• Continued from page 1

son. The buyers ranks are thin, however, because most of those who have the money and knowledge needed for such deals already have their own operations. There is ample evidence that most outdoor endeavors do not lend themselves to successful chain operation, thus making for a kind of partial assurance of continuing successful operation for the person who succeeds.

Operators have always been concerned with personnel in sufficient quantity and ability, but their efforts to foster this phase of operation has been confined almost exclusively to the acquisition of labor. With qualifications limited to this category in the beginning there was assurance that supervisory help could be culled from the newcomers. Only a few, however, would go on to the top levels.

#### Kiddielands

While youth seems to have sidestepped the industry, oldsters by the dozen have turned to the stationary phases of the business either to increase their wealth or to insure their future. The mushrooming of Kiddielands in the post-war years found many such persons looking to invest their money in moppet attractions. Indeed, a number saw the potential before many of those with years of experi-

ence in the business. When they guessed right as to locations they had it made.

Altho the structure of the outdoor industry is the oldest form of entertainment it has never given way to advances of science in the form of radio, motion pictures and television. Neither is it likely to, since it is based on participation. In the face of television, the toughest competition ever known, it has not only survived but prospered.

As in every other business endeavor, the biggest successes seem to be of the past and can best be viewed in retrospect. But where there is progress there is always a golden future, and the outdoor industry today shows well alongside the yardstick of growth and quality.

## Sway Pole Performer Doffs Army Uniform

SAN ANTONIO, March 12.—Marvin Seabright, sway pole performer, was recently discharged from the military services and is back in the business. He is scheduled to play one of his first dates here in Playland Park during the Fiesta San Jacinto.

## 2 Hamid-Morton Stands Show Increases in Cash

KANSAS CITY, March 12.—Hamid-Morton Circus registered a rousing 15 per cent cash increase over last year with its annual run here under police auspices. In revealing the increase, Robert H. Morton said that cash receipts at each performance were up.

The Sunday (6) afternoon show at Municipal Auditorium here was a turnaway, Morton said. Opening

Monday (7) in Wichita, Morton said, the show had a good attendance and increased advance sale.

The show's starting stand, Memphis, was even with last year, and the recent Milwaukee run closed 10 per cent ahead of last year, according to the show manager. He said the show's Western tour already had proved successful and that hope was held that Eastern stands would do as well.

A year ago, it was recalled, the show's business was off at early stands but recouped at later ones.

## COALS TO NEWCASTLE

### Cristianis Sign Hannaford; Opening Set for March 26

SARASOTA, Fla., March 12.—The Cristianis Family, one of the great names in bareback riding, has contracted for the Poodles Hannaford riding act, another of the all-time great names, to appear with the Cristianis Circus this season. The booking was announced at quarters here this week.

Also booked is Hugo Zacchini and his human cannonball act, who was with the show last year as well, and the Cristianis Aerial Bears, newly purchased act.

The show is to open March 26 at Fort Pierce, Fla., under the Shrine's auspices. After a one-day stand at Hollywood, Fla., the show will make West Palm Beach for March 29-30, also with the Shrine as auspices. From there it will go to St. Petersburg for two days for the Sunshine Festival.

General Manager Lucio Cristianis has been in Chicago, where his wife, June, has been ill. He was

expected to return here this week after a talk with Tony Diano, Canton, O., animal owner.

David Budd, of the Cristianis enterprise, has been conferring with a South American agency about possible plans for the future. The Mogador Cristianis became parents of a baby girl on March 3.

## Craig Joins La. State

SHREVEPORT, La., March 12.—Donald C. Craig, radio executive, has joined the staff of the Louisiana State Fair as manager of the commercial and industrial department, Joe Monsour, secretary-manager, announced. Craig will supervise the publication of the premium book and handle commercial display space sales and other promotional activities.

## Fredericton Arena Building Plans Are Set

FREDERICTON, N. B., March 12.—The main contract for the construction of the \$400,000 Lady Beaverbrook Rink on University Avenue has been let by Lord Beaverbrook, the donor. The building contract, plus an additional contract covering the installation of the ice plant, is not yet let.

The contract calls for the completion of the arena by September 1 so that the ice plant can be installed in time for operation to begin by early autumn.

The all-steel frame building will contain an ice surface 190 by 83 feet and seat 1,600. Dressing rooms, showers and a movable stage are included in the plans.

It is reported that Lord Beaverbrook intends that the arena be used primarily for the enjoyment of city school children and students at the University of New Brunswick.

## Fort Wayne Oval Sets Auto Races, County Fair Run

FORT WAYNE, Ind., March 12.—Fort Wayne Speedway Enterprises has scheduled four programs of AAA big car races and the run of the Allen County Fair. Charles McKinley, owner-manager of the oval, has taken over the active operation of the track after leasing it out for two years.

The location has been leased to the Allen County Fair July 10-18 with R. C. McCarter and Bill Moore handling the annual. In addition to the four big car races, other operations will include stock car, midget auto and AMA motorcycle races. Pete Anderson, local concessionaire, will operate the track's concessions and handle advertising and publicity.

## Kelly-Miller Opener to Be Lodge Benefit

HUGO, Okla., March 12.—When the Al G. Kelly & Miller Bros.' Circus opens here April 24, its hometown stand will be under the local chapter of the Order of Eastern Star and proceeds will go to a Masonic Temple building fund. A number of circus people in Hugo are active in the lodges. Kelly-Miller rarely plays under sponsorships.

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Dancers
Comedians
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# Drive-In Men Debate on Stands Vs. Cafeterias

NEW YORK, March 12.—Nearly 180 theater concession operators attending the annual Eastern Regional Popcorn and Concession Conference of the International Popcorn Association at the Park-Sheraton Hotel Tuesday (8) participated in a spirited debate about the relative merits of stand and cafeteria operation (see Vending Department).

Harvey Elliot, owner of the Long Island Family Drive-in Theaters, described the cafeteria operation of the six-sided concession at the Westbury, L. I., drive-in. He said that 40 per cent of the cars provided customers, with grosses running from 20 to 25 per cent ahead of what the same operation would do on a stand basis.

Each side of the Westbury unit, operated by ABC Vending, is a self-contained unit, and the kitchen is in full view of the patrons. He said the cafeteria arrangement avoids the jam-ups common at stands and that it enables the concessionaire to carry a wider range of foods.

### Station Champion

William Burke, of the Confection Cabinet Corporation, Newark, N. J., took up the cudgels for station operation. He maintained that

a cafeteria operation can't prepare food ahead of time without the hot dishes cooling off.

He added that salaries on a station operation run 2 to 3 per cent lower than it would on a cafeteria set-up doing the same gross, and that when space and building costs are figured in, the station operator is way ahead.

Burke also pointed out that tray cost runs high in a cafeteria operation. (Continued on page 56)

### PORTABLE

## Novel Water Ski Routine Bows in N. Y.

NEW YORK, March 12.—A new sports-type device which has both act and show possibilities was unveiled last week in Kingsbridge Armory as part of the New Sports and Vacation Show. As yet unnamed, it is a round tank with a whirligig device which hauls water skiers around unendingly.

Altho held to less than 10 minutes of performing time at the sports show, veteran skier Bruce Parker and his co-workers, Angela Landis and Sue Boss, can put on a long variety of water tricks in the tank.

The contraption is large but portable, but has not been timed yet as to its ease of erection and knock-down. It consists of wedge-shaped wall sections which are held tight by cables. Inside wall and floor of the tank are Koroseal, and a water-protected motor housing juts above the surface to power the spin of a propeller-like bar. A performer holds a rope on each end of the bar and both are whisked around the tank.

There are four feet of water contained in the tank, which holds 40,000 gallons and weighs 320,000 pounds when full. Its top is encircled by a four-foot-wide platform. The device was originated in discussions among Lester Eisner and Vic Oristano, of the show management, and Bruce Parker, veteran water skier. Their plan was drawn up and manufactured by Leslie Levi, of Ivel Construction Company, show decorators. Varying speeds are made possible by rheostatic controls, making comedy bits easy as the slowed-down skiers sometime sink into the water.

As performed here, the girls make the rounds in one-hand, no-hand and one-leg skiing, followed by Parker's turn. He does a reverse while in motion, leaving him skiing backward, and also does several stunts with one of the girls on his shoulders.

Idea of the three owners is to spot the tank in other arena shows and anywhere else it is suitable as an attraction. It is expandable from its present width of 40 feet by the addition of more wedge sections.

### Owner Harold L. Jackson says:

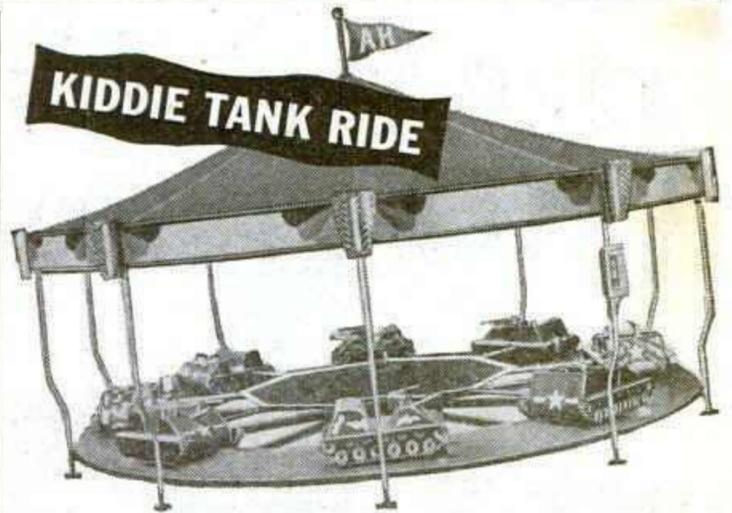
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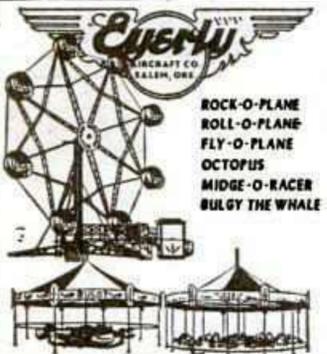
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## POTENTIAL BIG

### Interest in Open-Air Ice Skating Rinks Soars

CHICAGO, March 12.—Public ice skating on artificial rinks financed by private capital stands to play an increasingly important role in the outdoor recreation-amusement picture in the near future. Interest in the establishment of such centers is hitting a new high, according to John Heinzelman Jr., of Buildice, Inc., leading engineers and builders of such rinks.

The success of a number of these rinks, including the one operated here by Michael Kirby, former ice show star, has stimulated interest in almost every State, Heinzelman disclosed. In recent weeks, the Chicago firm has received inquiries from Pennsylvania, Washington, Ohio, Iowa, Wisconsin, Indiana, Colorado. Also from interested parties as far south as Nashville, and Tucson, Ariz., and several for information from Los Angeles.

Plans are being formulated for the establishment of skating surfaces in South Boston; Winona, Mich.; Bangor, Me.; Omaha; Rockaway, N. J., and Fargo, N. D., to name a few.

The local rink, operated by Kirby and a partner, incorporates a skating school along with an open-air rink for public skating. The main rink measures 200 by 100 feet, while the school rink, where lessons are given, measures 30 by 70 feet. Revenue is also derived from a snack bar and skate rentals and sales, as well as amateur hockey games.

A new public skating rink, this one under a roof, is scheduled to open on the grounds of the Mid-South Fair, Memphis, in the near future. Year around ice skating will be offered Memphis area skaters with the exception of two weeks when the building is turned over to the fair. This latest establishment is being opened by Kemmons Wilson, Memphis theater operator.

One of the first open-air rinks on the East Coast was recently opened in Wilmington, Del. The unit is of the portable type, and is set up on a baseball diamond. It is planned to continue skating activities into April when the plant

will be moved to make way for baseball games. Plans are to establish two more rinks in Wilmington, depending on the success of the initial venture.

### India Curtails Monkey Export

NEW YORK, March 12.—A special report to The New York Times reports that India has placed a ban on the export of monkeys, effective immediately, except in the case of special permission.

Action resulted from reports that the simians, worshipped by the Hindus, were maltreated in transit and tortured in laboratories. The animals, which cost \$2 in India and are reported sold for about \$4 here, are used mostly for medical research.

Officials said 16,249 were exported in the year ending in March, 1954, with 80 per cent consigned to the United States. The number exported in the eight months ending in November, 1954, was estimated at 41,457.

About 50,000 to 80,000 are reported held by dealers for export in Calcutta, Bombay and New Delhi.

### Marston Mills To Operate Again

MARSTON MILLS, Mass., March 12.—The Barnstable County Fair, which was revived here last year after a lapse of 20 years, will again operate this year, Charles J. Meyer, secretary, announced. The board of directors, after reviewing the results of last year's run, set the dates for August 11-13. Early indications are that the fair will be forced to increase the number of tents on the grounds to care for exhibitors, both agricultural and commercial, Meyer said. The fair was originally incorporated in 1844.

### Gotham Sports Show Licks Bad Start, 145G Staging Nut

NEW YORK, March 12.—Heavy rainfall and freezing weather hurt the gate at the opening Friday (4) of this city's New Sports & Vacation Show, but the freshman promotion was moving along nicely thru last night with increasing numbers of patrons crowding into Kingsbridge Armory in the Bronx. The show closes tomorrow.

Some \$145,000 had been expended up to the opening but the management was figuring on coming out ahead. There were 110-odd exhibitors in the 180,000-square-foot hall, with rentals running from \$1.25 to \$3 a square foot. This would have jammed Madison Square Garden's basement where the former Campbell-Fairbanks promotion last showed, but at Kingsbridge the exhibitors

fitted comfortably with plenty of room to spare.

The management held firm to its announced policy of prohibiting direct sales of any articles that could be carried out the door. As a result the only small items carried away were sporting books and magazines from the management's own bookstand.

Entertainment elements included a large casting tank for free instruction and practice, a five-sided and plastic-walled tank in which aqualung diving was demonstrated, the Berkshire Trout Farm angling tank which was in on percentage, a 45-foot-wide stand where the New York Field Archery Association offered free nimrod instruction, and a talent show.

One end of the hall was sectioned off into a three-sided arena having 5,000 seats. The price was 75 cents for reserves of which there were 1,000 and the rest were free for the price of front gate admission, \$1.50 for adults and 75 cents for kids. High schoolers got into the hall for 50 cents.

The talent performed twice daily, and three times daily on weekends. Assembled by Nic Bel Castro who operates All Star Attractions in Chicago, acts included Lana K. Roberts, 10-year-old golfer; veteran Orin Benson and his retrieving dogs, the Bruce Parker troupe in indoor water skiing in a circular tank, a fly caster contributed by an outdoor magazine, Jay Seiler and Marion Seibold in a novelty fencing and ski routine, and Chuck Brown & Rita, screwball bar act which shared applause honors with the Parker troupe. Dennis White, of

(Continued on page 57)

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## NEW DEVELOPMENTS

# Soft Drink Dispenser, Barbecuer Introduced

ALLENTOWN, Pa., March 12.—A soft drink dispenser that is intended for heavy-traffic spots has been developed here. The unit has a four gallon sirup capacity, water is pre-cooled in a circulating water bath before carbonation thru 100-foot copper coil, and refrigeration is by means of a one-third horsepower condensing unit, the manufacturer reports. The dispenser is compact, 24 inches wide by 27 inches deep by 69 inches high; top of cabinet is 29 inches from the floor. According to the maker, it is easy to install and requires a minimum of maintenance. Two elevator-type cup dispensers are included. Two or one-drink models are available.—Home & Hotel Equipment Company, 2100 Christine Lane, Route 60, Allentown, Pa.

wheels has been introduced here. The unit has its own refrigeration, and is complete with steamers and two drink dispensers. The stand is framed for use at both indoor and outdoor functions.—Champs Hot Dog Stands, 811 Shenandoah Street, Los Angeles 35.

**Barbecuer**  
For Small Spots . . .  
DES MOINES—Garvis Manufacturing Company has designed a counter barbecue unit that is especially intended for small food service establishments. According to the firm, the unit can cook a 14-pound ham in 1½ hours. The two-heat unit is ready to operate  
*(Continued on page 57)*

**Portable Hot Dog Stand . . .**  
LOS ANGELES — A portable stainless steel hot dog stand on

## Victor Moves To New Site

RICHMOND, Va., March 12.—Victor Popcorn Supply Company, dealer in food and drink concession supplies and equipment, this week moved to new and larger quarters here. The firm's new address is 211 West Seventh Street. The new location features one-floor operation, tail-gate loading and ample parking for customers. Victor carries a complete line of supplies and equipment for eat and drink stands, including Star and Cretors popcorn equipment and Gold Medal floss and snow cone machines.

## BIG HIKE

# New Layout Ups Food \$\$ At Drive-In

CALHOUN FALLS, S. C., March 12.—The importance of layout in a drive-in concession stand was demonstrated at the Sharon ozoner here last season. And as a result, W. M. Broadwell Jr., co-owner, has become an exponent of better planning for bigger profits. The management of the theater, thru the expenditure of a mere \$600, remodeled its snack stand and boosted eat-and-drink sales by a whopping 25 per cent. The increase came at a time when it was most needed too, for receipts from  
*(Continued on page 57)*

## Food Equipment Mfrs. To Exhibit at Chi Show

CHICAGO, March 12.—Over 420 manufacturers of food equipment and foodstuffs will exhibit at the exposition of the National Restaurant Association, to be held at Navy Pier here May 9-13. The association announced that requests for exhibit space this year forced the organization to add 63 new booths and that early indications were that upward of 30,000 food purveyors and representatives of allied trades would show up for the five-day event. Exhibitors of interest to outdoor eat-and-drink concessionaires will include Canada Dry Ginger Ale Co., New York; Coca-Cola Co., New York; Continental Coffee Co., Chicago; Dispensers, Inc., Los Angeles; Dixie Cup Co., Easton, Pa.; General Equipment Sales, Inc., Indianapolis; Helmco, Inc., Chicago; Charles E. Hires Co., Philadelphia; Hotpoint, Inc., Chicago; Lily-Tulip Cup Corp., New York; McGraw Electric Co., Toastmaster

Products Division, Elgin, Ill.; Medalia Manufacturing Co., Minneapolis; The Nedlog Co., Chicago; Orange-Crush Co., Chicago; Pepsi-Cola Co., New York; Seven-Up Co., St. Louis; Star Manufacturing Co., St. Louis; Tone Products Co., Chicago; U. S. Slicing Machine Co., LaPorte, Ind. Also Burger-Mat Corp., Brooklyn; Dalason Products Manufacturing Co., Chicago; Nehi Corp., Columbus, O.; Anetsberger Bros. Inc., Northbrook, Ill.; Bastian-Blessing Co., Chicago; Cory Corp., Chicago; Frymaster Corp., Shreveport, La., and the Sweden Freezer Manufacturing Co., Seattle.

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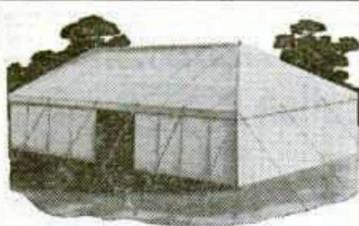
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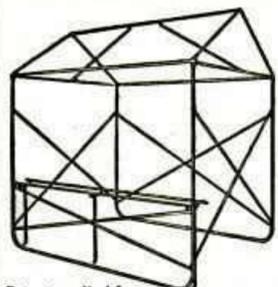


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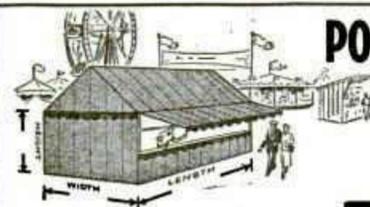


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# Buck Skeds Preem Date For April 21

TROY, N. Y., March 12.—The O. C. Buck Shows will open its season here on Wednesday, April 20, following a route pattern in use when the organization last toured on trucks two years ago. Again, as in the past, it is likely that the show will tour in the Albany district for several weeks before playing other New York communities more distant from its winter quarters here.

The return to trucks from rail transportation necessitated a number of physical changes in equipment. The major building chores are reported virtually accomplished and the over-all work program is paced to be completed well in advance of the opening.

Some 15 men are regularly at work in quarters now under the direction of owner Buck. Thirty-two semi-trailers are being readied for the equipment. The Merry-Go-Round has been rebuilt.

N. (Whitey) Beardsley will have a number of concessions on the show. His equipment is also being refurbished.

# Marks Again Skeds Preem For Richmond

RICHMOND, Va., March 12.—The John H. Marks Shows will again open here, probably about the first of May, it was announced this week by Walter D. Nealand, press representative, following the return of owner John Marks from a Florida vacation.

Marks spent considerable time in Miami with Paul Lane, his concession manager. Several new attrac-

## Carnival Routes

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Big State: Yoakum, Tex.  
Blue Grass: Eustis, Fla.  
Burke, Harry: Amite, La.  
Crafts Expo.: San Bernardino, Calif., 17-27.  
Dumont: Adel, Ga.  
Fair & Expo.: Waycross, Ga.  
Glades Am.: Everglades, Fla.  
Hall's Greater: Rankin, Tex.  
Milliken Bros.: Waycross, Ga., 17-26; Black-shear 28-April 2.  
Moore's Modern: Kermit, Tex.  
Page Bros.: Monticello, Miss.  
Royal Expo.: Inverness, Fla.  
Southern Valley: Greenville, Miss.; Green-wood 21-26.  
Tassell, Barney: Melbourne, Fla.

## Circus Routes

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Beatty, Clyde: El Paso, March 18-19.  
Davenport, Orrin: Sioux Falls, S. D., 15-19; Dayton, O., 24-April 2.  
Hagen Bros.: Crystal City, Tex., 15; Car-rizo Springs 16; Eagle Pass 17; Del Rio 18; Bracketville 19.  
Hamid-Morton: Washington 23-26.  
Polack Bros., Eastern: Lewiston, Me., 17-19; Albany, N. Y., 23-26.  
Polack Bros., Western: Indianapolis 16-19.  
Rice Bros.-Joe Mix: Ashland, Ky., 15-18; Athens, O., 21-23.

## Miscellaneous

Duggan, Dub, Reptile Exhibit: Ashland, Ala., 16; Lafayette 17; Opelika 18-19.  
Magnum the Magician: Blakesburg, Ia., 15; Seaton, Ill., 16; Wheatland, Ia., 17; Tiskilwa, Ill., 18.  
National Street Exhibit, No. 1: Statesville, N. C., 15-19.  
O'Day's, Marie, Palace Car: Mt. Pleasant, Tex., 15; Paris 16-17; Bonham 18-19; Clarksville 21-22.  
Scott, Tommy, Show: Silver City, N. M., 15; Albuquerque 16.

## Ice Shows

Holiday on Ice, International, No. 1: Odense, Denmark, 15-20; Kiel, Germany, 22-28.  
Holiday on Ice, International, No. 2: Cal-cutta, India, 15-20; Bangkok thru April 20.  
Ice Capades: Chicago 15-20; Omaha, Neb., 21-28.  
Shipstads & Johnson's Ice Pollies: Syra-cuse 15-20; Des Moines 22-28.

tions were reported set for the coming season with showmen contacted in Florida. The route is set with the fair trek reported the best the show has had in recent years.

# COMING EVENTS

**Alabama**  
Birmingham—Better Homes Expo., May 15-22 Pat O'Toole Town House.  
Montgomery—Mid-Alabama Home Show, March 23-27. Irving Wayne, Jefferson Davis Hotel.

**Arizona**  
Chandler—FPA Rodeo, March 27.  
Mesa—Jaycees Rawhide Roundup, March 31-April 2.  
Phoenix—Indian Ceremonials and Games, April 15-17. Chamber of Commerce.  
Phoenix—Jaycees Rodeo, March 17-20.

**Arkansas**  
Hope—Southwest Ark. Dist. Livestock Show, April 4-9.  
Little Rock—4-H and PPA Spring Market Show & Sale, April 15-16.  
Little Rock—Home Show, April 24-28.  
Little Rock—Ark. State Spring Livestock Show, April 14-23.

**California**  
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.  
Sacramento—Sportorama, March 25-27.  
San Bernardino—National Orange Show, March 17-27.  
San Diego—Home Show, March 26-April 3.  
San Francisco—General Motors Motorama, March 26-April 3.  
San Francisco—Grand National Jr. Live-stock Expo., April 2-6. Nye Wilson.

**Colorado**  
Denver—Home Show, May 8-15.

**Florida**  
Miami—Flower Show, March 18-21.  
Miami—Do-It-Yourself Show, April 13-19. Miami Herald.  
Miami—Southeastern Automotive Show, April 22-30.

**Georgia**  
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**  
Alexandria—La. Market Poultry Show, March 30-April 1. L. L. Walters.  
Baton Rouge—La. Livestock-Poultry Show, March 27-31. John W. Fisher.  
Gonzales—East Ascension Strawberry Festi-val, April 30-May 1. Mrs. Alice Mc-Connell.

Hammond—Southeastern La. Dairy Festival & Livestock Show, May 13-14. Carroll Trahan.  
New Orleans—La. Garden Club Show, March 19-20. Mrs. Drew LaCroix, Pine-ville.  
New Roads—Baton-Rouge-Pointe Coupee Boat Festival, May 28-29. Dr. George Thomas, 1112 N. Blvd., Baton Rouge.  
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.

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## LEWIS ADVISES

### Master Plan Essential For Efficient Plant

CHICAGO, March 12.—A master fairgrounds plan is a basic need for an efficient layout that will help a fair's profit picture. This applies in re-designing of an existing plant as well as in building a new one, according to Gaylord Lewis, Findlay, O., fairgrounds designer-consultant. His remarks were made at the recent meeting of the Federation of State and Provincial Association of Fairs.

"A master plan properly drawn to scale will show your fairgrounds with all improvements contemplated for a period of 10, 20 or 30

years so that when the program is finished, in one year or 30 years, it will show a complete up-to-date fairgrounds, when all buildings, racetrack, grandstand, coliseum, roads, walks, entrances, fences, machinery lots, parking lots and all other units in their proper locations," Lewis pointed out.

"Three important functions of your fair are carefully considered in the preparation of a master ground plan and a building improvement program.

#### Functions

"First: To provide an attractive, inviting and useful grounds and buildings for the use and enjoyment of all patrons thruout the entire year.

"Second: To plan your grounds and buildings so that all exhibits, displays, attractions and entertainments can be properly exhibited and staged in such a manner that they will appeal to the varied interests and tastes of each and every patron.

"Third: To plan a new grounds or re-design on all grounds so that the racetrack, grandstand, coliseum, exhibit buildings and all public utilities will have sufficient appeal and drawing power with the public to make the fair worth having as a community project and

(Continued on page 66)

## N. Y. Fair Dept. Advances Aid On Fed. Tax

ALBANY, March 12.—James A. Carey, agricultural fairs representative of the Department of Agriculture and Markets, has advanced aid in the matter of federal admissions taxes to all of the members of the New York Association of Agricultural Fair Societies.

In letter form Carey has broken down the circumstances under which fairs may be exempted from the payment of federal admissions taxes, particularly where grandstand shows and other show activities operating on a percentage basis are concerned.

Besides blueprinting a step-by-step procedure, the unique service supplied by Carey included two blanks for the filing of federal tax on admissions, including one to be retained on file by the complying fair.

## Sidney, Ia., Seeks Charter

SIDNEY, Ia., March 12.—The Fremont County Fair Association has filed articles of incorporation with the secretary of state's office in Des Moines.

Nine board directors have been named with Paul McElroy, of Percival, as president; Floyd Brown, of Farragut, vice-president, and Corby Fichter Jr., of Randolph, secretary.

The Sidney American Legion has voted to lease 10 acres of land on the Legion farm to the fair association on which buildings will be erected for livestock and home economic exhibits.

## Huddleston Heads Space Sales at Calif. County Event

SACRAMENTO, March 12.—Nic Huddleston, former manager of the Placer County Fair in Roseville, Calif., will head commercial space sales for the Sacramento County Fair to be held here for four days starting July 7. He was appointed by the board of directors.

Mrs. Katherine Georgi, of Herald, Calif., was named to handle the flower show, home economics and agriculture divisions.

Glenn Mapes, of this city, was awarded the food and drink concession. A. J. Semoni, also of this city, was the successful bidder in supplying the public address system.

Fair will be held on the grounds of the California State Fair and Exposition.



TERRY E. ROWE, former assistant manager of the Santa Clara County Fair, San Jose, Calif., who was named manager of the Solano County Fair, Vallejo, succeeding Roy F. Mitchell. Rowe will direct the projected \$200,000 construction program there.

## Weather Builds \$4,500 Loss At Reading

READING, Pa., March 12.—Rain on three out of eight operating days in 1954 resulted in a net operating loss of \$4,505.37 for the Reading Fair.

Statements were mailed to stockholders in both the owning and operating companies recently. They showed a net income of \$242,860.29 and expenditures of \$247,365.66. Salaries and wages accounted for more than \$70,000.

The Reading Fair Company, owning corporation, has lent the operating company \$100,318.44, according to the report.

## WINTER FAIRS

The Billboard Publishing Company Copyright 1955

### Arizona

Oolidge—Pinal Community Fair, March 23-27. Wendel Plewelling.  
Miami—Globe-Miami Community Fair, March 30-April 3.  
Yuma—Yuma County Fair, April 13-17. Ken Baker.

### Florida

Eurlis—Lake Co. Fair, March 15-20. 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 Fat 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.

## Fair Assn. Meetings

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

## Indiana Bill Seeks Okay of Street Events

INDIANAPOLIS, March 12.—Indiana city and town streets, which are parts of the State highway system, could be used for fairs and agricultural exhibits under the provisions of a bill passed by the Indiana General Assembly Friday (4). With the governor's signature, tho there is some speculation about a veto, the legislation could become effective immediately by virtue of an emergency clause.

Introduction of the bill was prompted by a clash between the governor, George N. Craig, and the sponsors of the annual street fair at Bluffton last summer.

Governor Craig blocked the fair, a Bluffton tradition antedating the 20th Century, on the ground that it disrupted traffic on streets which were part of the State highway network.

#### Fair Held

A court appeal by Bluffton citizens promptly enjoined the State from interference and the fair was held as scheduled.

The measure, which passed both houses by one-sided votes, was so drafted as to preclude the promiscuous use of streets for fairs and exhibits. The bill stipulates that cities and towns may make use of State-controlled thoroughfares only after arranging for alternate routes and policing. Moreover, it is provided that intra-city highways would be legally available only where the fairs and exhibits had been held annually for 10 years or more.

Reps. Charles T. Miser and Otto L. Reddish, Republicans of Garrett and Crawfordsville respectively, sponsored the bill.

## Chatham, N. B., Elects

CHATHAM, N. B., March 12.—H. M. Galloway was named president of the Miramichi Agricultural Exhibition at a meeting held here recently. Guy Traer, vice-president, paid tribute to the late J. Mac O'Brien, former president. Harry White, who had dropped from the board last year, was reappointed.

## Imperial's Gate Off Slightly at 79,633

### Turnouts Slump Despite Halving of Gate Price, Good Weather on Weekends

IMPERIAL, Calif., March 12.—Running ahead of last year at the end of the first six of its nine-day run, the annual California Mid-Winter Fair closed here Sunday night (6) with a total attendance of 79,633, a loss of 1,474 patrons from the 1954 mark.

The loss was unexpected, for during the stand the exposition had comparatively good weather for the area on both weekends. The gate admission was also cut from \$1 to 50 cents for adults with a charge being made for the grandstand attractions. These included the Hunt-McCafferty production "Stars Over Ice," for the second consecutive year; Larry (Bozo the Clown) Valli; horse show, rodeo, Jackie Austin's trained lion and Pan American Amusement Company. Free last year, a charge of \$1 for grandstand seats was made for the ice show. Policy of admission for the rodeo was unchanged with a tab of \$1.50.

To allow D. V. Stewart, secretary-manager for 25 years, time to recuperate, the board of directors, headed by J. R. Synder as president, appointed Harrold R. Harper as co-ordinator for this year's fair.

The slight loss in attendance for the run was hard to explain. The valley is showing a slight decrease in population. However, the reduced front-gate price was expected to pull repeats as well as new patrons.

"Stars Over Ice" was presented in two segments handled by C. W. McCafferty of the agency's Hollywood office. The first segment ran five days, closing Wednesday night (2), and the second the closing four days. The first show's featured skaters were Bill Brown, Cloria Dawn, Buddy Lalonde, Ted Shufflebarger and Virginia Morrison. Acts for the first five days were Ted Miller and Smiley, and

Ross and Stone with Bob Ross emceeding. Freddy Morgan and Tom Dugan opened Thursday night for the closing portion. Al Lyons was in charge of the orchestra. One 90-minute show was given daily.

Dugan, who closed the show on Sunday night, was killed near Redlands on his way home. His car went out of control and flipped over an embankment. He was 68 and survived by his widow, Marie.

Jackie Austin with his lion gave free shows twice in the afternoon and twice at night.

Stewart was honored at the Friday night grandstand show when he was presented with a clock in a covered wagon design, carrying out the fair's covered wagon days theme. On Sunday the concessionaires and showmen on the lot presented him with a sizable sum in silver dollars to mark his 25th anniversary in the post.

Publicity was handled by Dick Washburne and associates of Los Angeles.

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## N. H. Mulls State Event At Gilford

CONCORD, N. H., March 12.—Legislators from Belknap County are discussing the possibility of establishing a State fair at the Belknap Recreation Area in Gilford.

A committee approved a State fair at Belknap in 1956 and recommended a \$5,000 allowance in the county budget for fair planning purposes.

\*\*\*\*\*  
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\* electrified. At times the crowds were so tremendous we \*  
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## Paragon Plans April Bow Despite Fire

NANTASKET BEACH, Mass., March 12.—Despite a loss estimated as high as \$150,000, in the disastrous fire that leveled Hilarity House, a four-story Funhouse Saturday (5), Paragon Park will open on schedule, according to Lawrence Stone, who operates the park in conjunction with his mother, Mrs. Rose Stone.

Stone has set the opening for Easter Sunday, April 10, and at the very worst he figures the park will be in full operation by the following Sunday. Hilarity House, however, Mr. Stone reports, never will be rebuilt.

## Park Insurance Group to Meet At N. Y. Hotel

CHICAGO, March 12.—Insurance committee members of the National Association of Amusement Parks, Pools and Beaches will meet in New York Thursday (17) for their annual session with officials of the Associated Indemnity Insurance Company.

Paul Huedepohl, national executive secretary, said here that Chairman Edward J. Carroll had called the meeting. NAAPPB President Don Dazey is expected to attend. Committee members include Robert L. Plarr, H. P. Schmeck and R. F. Irwin Jr., as well as Huedepohl and Carroll.

From the insurance company will come Harry Lees, vice-president; John L. Campbell, and Lucian Roy, engineer. The meeting will be at the New Yorker Hotel.

In other NAAPPB activity, Huedepohl said that park men have ordered more than four dozen sets of plans for a picnic shelter. The plans were offered to the association by Jack Ray, park owner and designer.

Huedepohl plans to attend the convention of the National Industrial Recreation Association at Dayton, O., in June.

## A. C. Winter Earnings Off

ATLANTIC CITY, March 12.—Lack of conventions, coupled with cold weather, have cut sharply into luxury tax collections so far this year. Report submitted to Acting Mayor Jack O'Donnell showed payments to the city in February totaled \$51,400.58, compared with \$71,302.56 during the same month in 1954. This is a drop of \$19,901.98.

February payments reflect business in January, since hotels and business establishments pay luxury taxes a month after they are collected. The total received by the city in January and February—for December and January business—is \$105,460.87—down \$27,839.89 from the same two months last year.

## Chambliss Preps Rocky Mount Spot

ROCKY MOUNT, N. C., March 12.—City authorities have commissioned Norman Y. Chambliss Sr. to establish an amusement park at the fairgrounds here, site of the annual Rocky Mount Agricultural Fair, of which Chambliss is manager.

Scheduled for a May 1 opening, the park is expected to operate three or four months a year on a seven-day-a-week basis. Chambliss is presently obtaining rides and concessions for the spot.

To compensate for this he plans a bigger and better amusement center with the addition of several new rides and other attractions. Ironically enough, Larry had planned to install a sprinkler system in Hilarity House this week. He points out that the fire would have been much worse had it not been for the sprinkler system in an adjacent building.

### Lauds Fire Dept.

Larry also is enthusiastic about the job the fire department did in quelling the blaze and attributes the saving of most of the building housing Joseph's Restaurant to the quick action of the fire-fighters. Most of the fixtures and equipment also were saved.

As well as damage to a bowling alley, a roller skating rink, the American Derby and a ticket booth for the Whip, 12 Tunnel of Love boats and benches and platforms in a storage section were lost.

The blaze, started from an unknown cause, was fanned by a high wind, and one of the worst storms of the year hampered efforts to bring it under control.

## Kaydeross Adds Tilt, Tries Ride Price Deal for Picnics

SARATOGA SPRINGS, N. Y., March 12.—Kaydeross Beach and Amusement Park, on the shore of Saratoga Lake, will open for daily schedules on May 7, it was announced this week.

Jack and Lee Gross have added a Tilt-a-Whirl to the line-up, giving the spot four major and three kiddie rides on the midway. There are also six game concessions operated by Roy and Sylvia Gries. Dave and Ida Kaufman have the Arcade and Pokerino. Three food concession stands, bathing and boating are operated also.

Dave Denny and Anna Marie Thomas have their band booked at the Maydeross Hill Top Casino. A fireworks show is scheduled for Decoration Day (May 30).

### Use 1,200 Dealers

A promotional tie-in using free ride tickets has been set with the General Ice Cream Company for later in the season, 1,200 dealers to display window cards and take part in the distribution. Two other tie-ins are being discussed.

The spot has three picnic areas and facilities are free. Gate and parking also are without charge. A special rate on ride tickets will be offered to picnic groups for the first time. Bookings for outings are coming in and the rate plan is expected to help.

Lee Harris, ride superintendent, and Art Cauldwell are expected shortly to install a new tunnel on the Caterpillar. Arthur Armstrong will have the popcorn and floss this season. Gries plans to add a new punk rack ball game.

Saratoga Bus Service, Inc., will

## British Use Movie For Space Illusion Aboard Rocket Ride

LONDON, March 12.—Successful use of 16mm. sound movie film to create the illusion of flying thru outer space has been reported by the Scarborough Corporation's amusement park in England.

The special film is shown on a "televue" visible to riders in the "space ship." Riders are seated where they can see the rear-projection screen.

At "take-off" the film shows the passage of the ship over the town of Scarborough and then movement thru clouds. In another compartment then the riders saw more film and animated dioramas. Similar rides are operated at Blackpool and Festival Gardens, London.

## Frame New Long Island Kid Center

MIDDLE ISLAND, N. Y., March 12.—A new children's fun center with a Mother Goose motif is being framed on 28 acres here.

Many of the characters in the Mother Goose tales will be created in replica, according to Nicholas Tirlizzese. The old woman in the shoe will be lodged in an 18-foot display that is now under construction.

Other planned features are the three little pigs with houses for each, the little red schoolhouse, little Red Riding Hood's log cabin, three men in a tub, Humpty Dumpty, the black sheep, the red hen, Peter in a pumpkin house, Jack and Jill, Little Boy Blue, a clock with a mouse and a wishing well.

The display will be built around a pond on the property. A playground with swings and sandboxes is planned.

Tirlizzese said that major and kiddie rides will also be included in the set-up. Most of the rides will be booked.

## Flood Again Hits Coney; Damage 25G

CINCINNATI, March 12.—As the swollen Ohio River began receding from Coney Island here at week's end, President and General Manager Edward L. Schott announced an estimated flood damage bill of \$20,000 to \$25,000. Water reached a depth of 10 to 15 feet over the park.

Hardest hit was the Moonlite Gardens dancery, which suffered damage estimated at \$8,000. However, lumber has already been delivered for installation of a new floor, to be ready for the park's May opening. Another loss was incurred when fencing washed away.

## Scott Spot Starts

DAYTONA BEACH, Fla., March 12.—Turner Scott opened his Sea View Amusement Park here recently and now has added a Caterpillar. Jack W. Eyerly, of Eyerly Aircraft Company, Salem, Ore., visited and they discussed possible delivery of a Rock-o-Plane in August.

## Gets Green Light

SAN ANTONIO, March 12.—In keeping with his custom of some years, Jimmie Johnston will open his Playland Park here on St. Patrick's Day, he announced this week.

## NAAPPB Continues Study of Co-Op TV Commercial Idea

CHICAGO, March 12.—Study of the possibility for buying a co-operative television commercial adaptable to all amusement parks is being continued by the National Association of Amusement Parks, Pools and Beaches.

The suggestion was made at last November's NAAPPB convention, at which time a committee, headed by Harry J. Batt, of New Orleans, was named. That committee has been investigating the field, and

## Major Overhaul Costs Rock's Playland 100G

NEW YORK, March 12.—The extensive refurbishing, repair and expansion program in preparation for the 27th season of Rockaway's Playland has been completed at a cost of approximately \$100,000, according to A. Joseph Geist, president.

Major construction work under the direction of Dick Geist, vice-president, was designed to achieve maximum safety and fireproof protection. Principal items included shoring of buildings, construction of brick retaining walls, and the placing of plumbing, water and electrical lines in 1,200 feet of trenches. A new sanitation system and facilities for washing down the midway were installed.

As part of the fireproofing program an additional 8,500 square feet of boardwalk have been replaced by concrete with colorandum surfacing. The permanent green-colored surfacing material is reported long lasting and easy to clean.

### Rainbow Effect

On the street side of the park, wide colorandum stripping in 14 different colors provides a rainbow-like attraction at the Beach 98th Street entrance. The concrete laid this year has cut down the wood boardwalk surface from an original 67,000 square feet to 20,000 square feet.

The Roller Coaster was fireproofed and a 300-foot steel and wood truss bridge was constructed to span several park buildings. An electrical block system, safety brakes and self-lubricating bearings were added.

A novel glass-roofed structure has been erected to house guess your weight. A number of other concessions have also been given new housing. Wrought iron, stainless steel, brick and Formica were used. The concessions now have self-contained storeroom units.

### Whip Improved

A complete new foundation with a brick wall and aluminum fencing has been constructed for the Whip and dimensions of the ride have been altered to produce a smoother, faster ride. To draw heavier play for this attraction, a new large, double-faced electric

sign framed with neon has been erected. Each side of the Whip sign is illuminated with 500 10-watt bulbs.

Innovations this year include the opening of a souvenir-novelty store, the first in the history of the park.

The park's decorative scheme will include several small but distinctive areas of flowers and shrubbery. A new corrugated lucite tower has been set up for the basketball game. Park signs and facades have also received their annual paint sprucing with art director Herman Huesby maintaining the basic red and white color scheme.

Ride names at the park will generally remain the same for the coming season. Dick Geist noted that name changes involved extensive decorative changes and said that management prefers to apply that money to the long range plan of completely fireproofing all units of the park. The plan is expected to be realized within the next five years at a total estimated cost of \$750,000.

## Widow to Run Park, Arcades Of Carl Trippe

ST. LOUIS, March 12.—Mrs. Margaret Trippe announced this week she would continue operation of the businesses owned by her husband, Carl Trippe, who died recently.

Dale Riemer, who had been managing the Ideal Novelty Company during Trippe's illness, has been transferred to Chain of Rocks Amusement Park, funspot north of St. Louis, as manager for Mrs. Trippe.

Clarence Kenyon has been named manager of the novelty company. Mrs. Trippe will operate the several Penny Arcades, roller rinks and associated enterprises thruout the St. Louis area.

## Drive-In Men Debate Eating

Continued from page 51

tion, and that spoilage and pilferage are also high.

Phil Lowe, Theater Candy Company, Boston, said that modern equipment has done a lot to overcome spoilage problems on a cafeteria operation, and he cited foil bags used for keeping franks and hamburgers hot during the trip from the cafeteria to the car.

Lowe said that kiddie rides stimulated business in most drive-ins, and some operators said that the rides brought the families in early and enabled the concessions to rack up extra business.

Sam Silverman, representing Modern-Maid, Kansas City, Mo., introduced a new chicken stick for the drive-in trade. Made on the order of the fish stick, he said it takes three minutes to fry. Distributor is Frozen Food Products, Altoona, Pa.

A point-of-purchase aroma device was introduced by William M. Harris, head of William M. Harris Associates, New York. It consists of a clock mechanism and a bottle of concentrated aroma. The aroma permeates the air at pre-set intervals. The unit can simulate the smell of popcorn, orange, hamburgers, etc. He said the mechanism costs under \$10, and three days supply of the aroma costs under \$1.

Irving Rosenblum, Savon Candy Company, Paterson, N. J., pointed out that the drive-in snack bar is no longer a snack bar but a complete restaurant. He pointed out that larger attendances and Sunday crowds, many of which pull in off the road without having dinner, require full-line feeding facilities. He cited the need for walk-in freezers.

The trend toward larger carbonated drinks and greater size and price selectivity was discussed by Arthur Segal, the Selmix Corporation, Long Island City, N. Y. He pointed out that on a manually-dispensed 20-cent drink, the operator netted 17 cents, with the incup .5 cents. gradient costing 2.5 cents and the

Sam Rubin, the ABC Vending Corporation, told operators that ice cream is becoming more and more profitable, particularly in view of rising candy costs. He cited displays and cabinets as the areas which could stand the greatest improvement. He also suggested adding new items and running weekly and monthly specials.

NEW DEVELOPMENTS

Soft Drink Dispenser, Barbecuer Introduced

Continued from page 53

when plugged into 110-volt outlet. Capacity is one medium-sized turkey or four spring chickens, and it can also be used to prepare steaks, chops, hot dogs, fish and other main-course foods. The cooking process, which is self-basting, can be seen by patrons thru a glass door. Exterior is stainless steel. Gas-fired cookers are also available. —Garvis Manufacturing Company, 210 Court Avenue, Des Moines.

Instant Coffee-Maker . . .

LOS ANGELES—A coffee-maker that uses instant coffee and from which the brew can be drawn with a twist of the wrist, is being marketed here. When the handle is turned, accurately measured amounts of instant coffee and hot water are mixed. Coffee is measured to the nearest fraction of a gram and the temperature of the water is closely controlled to assure both product quality and no coffee waste, according to the manufacturer. The switch is operated by moving the handle and the ingredients are immediately started into the mixing chamber. This chamber is automatically and thoroughly rinsed after each cup is drawn. Unit is 15 inches deep, 14

inches wide and 29 inches high. Weight is 70 pounds and heating unit operates on 110 volts.—Del Manufacturing Company, 1005 South Central Avenue, Los Angeles.

Versatile Food Slicer . . .

ELMIRA, N. Y.—A food slicer that is said to perform a variety of kitchen duties, yet is simple in operation and design, has been introduced here. Unit is designed for ease of cleaning of all food contact parts, maker states. Forged, hollow-ground stainless steel blade is said to maintain its keen edge thru long usage. Slicer has silent-gear drive, chrome finish feed meat chute and guide plate and porcelain enamel meat receiving tray and built-in fan cooled heavy-duty electric motor.—Dara Electro Corporation, 308 Carroll Street, Elmira, N. Y.

Coffee Urn Is Portable . . .

WEST BEND, Wis.—A portable drip coffee urn that operates on alternating electric current and holds from 24 to 48 cups of coffee has been introduced here. Temperature of coffee or water is kept constant by a thermostatic heat control and the unit has a one-piece dripper section with cup graduation marks permanently stamped in the side. A glass gauge keeps the operator informed on how much is left. The cover is reversible and can be planed on ring-type knobs and used as a tray for the dripper section.—West Bend Aluminum Company, West Bend, Wis.

Bobtail Soda Unit . . .

PHILADELPHIA — Fischman Company is marketing a small soda fountain that is designated for locations where a single operation is sufficient. The fountain is used with an ice cream cabinet installed on either the right or left side and is planned for volume dispensing of ice cream, sodas, sundaes and milk shakes. Features are four sirup pumps; six crushed fruit jars; dynamic draft station; running water dipper well; waste chute, and cold storage compartments for bottled goods. Storage compartments are accessible thru two large lids on the top unit. Exterior is of stainless steel.—The Fischman Company, 10th Stree and Allegheny Avenue, Philadelphia 33.

Compact Dairy Freezer . . .

ROCKTON, Ill.—A freezer of dairy desserts is being manufactured here that is designed for small operations. According to the manufacturer, the unit is compact and provides a continuous flow of dessert. It is small enough to be

Nehi Corp. Preps Record Ad, Sales Promotion Program

COLUMBUS, Ga., March 12.—The Nehi Corporation this year will launch the biggest advertising campaign in the firm's 50-year history, officials announced.

Nehi has set a 15-minute television show on 200 outlets which will be aired in all areas where franchised bottlers are operating. In addition it will plug its Royal Crown Cola in national magazines including Life, Good Housekeeping, Woman's Day, Family Circle and Western Family.

Firm is expected to expand its canning operations with the location of a new cannery in the East. Nehi is already canning pop at plants in Los Angeles, Chicago; Billings, Mont., and Columbus, O.

Food \$\$ Up

Continued from page 53

attendance fell off during the season.

The entire layout was built around a used automatic fountain, which replaced a bottled drink cooler. The new unit contained a carbonator and Coke dispenser. New three-quarter inch plywood cabinets were built against the backwall, enclosing the sink, and a soda bar counter, also of plywood, was placed out in front of the area. The counter was covered at the front with Masonite and topped with Formica.

Since the theater has its own water system, a 40-gallon storage tank was installed to insure against shortages. Broadwell, with the help of his wife and his assistants, painted the interior of the stand.

Name brand equipment being used included an Echols ice shaver, Super Star popcorn maker, Dormeyer mixers and Bastian-Blessing draught arms.

placed on a back bar or counter, operates on regular electric current and is said to produce up to eight gallons per hour. Simple maintenance and operation is claimed by the maker. Features include continuous mix feed, controls that maintain the desired temperature, and a sterilizing device that purifies the air before it reaches the mix. Most surfaces are of stainless steel.—Tekni-Craft, Rocton, Ill.

New Coffee Brewing System . . .

CHICAGO—A new type coffee brewer that uses a set of double bellows to control a micro-switch outside the unit's water tank and effects water temperature control is being offered here. The bellows use the incoming water as a motor agent, and are self-adjusting to variations in atmospheric pressure, a feature which permits it to be used in operations at all sea levels. Only one bellows is used while the unit is operating, the other serving as a stand-by.—Cory Corporation, 221 North LaSalle Street, Chicago 1.

N. Y. Sports Show

Continued from page 52

The Burns and White club act, was emcee and handled the mike smoothly during the early, rough stages of the event when the performance was being trimmed to 50 minutes.

Staff Listed

Backed largely by Robert and Lester Eisner, the staff also includes Jessie Barnes as administrative head and Vic Oristano as publicist. Burns Agency uniformed police were hired for the entire run and the only food sold was from stands operated by the Harry Stevens firm.

Oristano said the armory has already been signed for 1956, for a run during the Washington's birthday week.

Lana K. Roberts will perform next at the Spokane (Wash.) sports show, while Chuck Brown and Rita have a couple of other sport show dates, including Milwaukee, before their April 13 departure for Europe. Their dates there include Tivoli park in Stockholm, May 1-31; Liseberg Park in Gothenberg, Sweden, first two weeks in June, and four weeks of club dates in Oslo.

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## WOM Books Novel Device to Fashion New Feature Show

Radio City Booking Set for June 1; Bergen Holds Exclusive for Territory

NEW YORK, March 12.—Frank Bergen yesterday contracted for a novel show presentation slated to become the featured attraction on the World of Mirth Shows this year. Basically illusionary, the novel patented device will have its principal appeal in color and motion rather than in trickery, according to its inventor, Frederick Shipman, and Bergen.

In the planning and development stages for many years, the new presentation was set for its initial appearance several weeks ago with Leon Leonidoff, general director of the Radio City Music Hall. The Radio City date is set for the middle of June and contracts provide for a possible repeat showing. The World of Mirth unit will be constructed in time for the show's opening at Plainfield, N. J., April 27.

Bergen's deal calls for the exclusive use of the device in the eastern territory in which he plays. An option clause is included providing for the continuing exclusive presentation of the show by the Bergen organization again next year. Additionally, some new features, which could be incorporated or used separately, and which are already in the model

stage, have already been promised for the 1956 season.

### Execs Enthused

Bergen made a special trip here from his Richmond, Va., home to view the device after Gerald Snellens, his general representative, informed him of its possibilities. At the model showing yesterday Bergen was accompanied by Snellens, his nephew and assistant, Jim Bergen and Richmond Cox, his publicity director. Each expressed enthusiasm over the show possibilities.

Shipman has had considerable experience in many fields, including (Continued on page 60)

## MIAMI GROUP RAISES \$780 BLOOD MONEY

MIAMI, March 12.—In response to a plea by William (Whitey) Tars, members of the Miami Showmen's Association contributed \$780 for the purchase of blood at the regular meeting Monday night (7). About 200 members were in attendance. Tara, chairman of the blood bank committee, placed the club goal at 500 pints of blood.

## Sked Atomorama For CNE Midway

NEW YORK, March 12.—Hans Lederer of the Lew and Leslie Grade office this week announced that Atomorama, imported European show, has been set for the midway of the Canadian National Exhibition, Toronto. Only outdoor presentation to date of the novel unit was at Indian Point Park, Peekskill, N. Y., last summer.

## Carl Sedlmayr Story Seen by 50,000,000

'This Is Your Life' Treatment Rated Biggest Boost Ever for Carnival Biz

• Continued from page 49

early as 10 days before the televising that Sedlmayr was the subject. Such widespread action caused the Edwards company to guard the show's plan more closely.

Sedlmayr and the "Dancing Waters" group which included Shayon, Mr. and Mrs. Harold Steinman and Hans Hasslach arrived at the theater early and before the audience was admitted. The carnival owner sat on the aisle of the first row center left. In panning the crowds prior to the show, the cameraman hit upon Sedlmayr only briefly.

Bob Warren, announcer for the show sponsored by Procter & Gamble for Liquid Prell shampoo and Hazel Bishop on alternate weeks, gave the warm-up pitch. When Edwards came on, he moved immediately into Sedlmayr's aisle as the curtain was drawn to show carnival sets. A miniature Ferris Wheel and other rides were flashed on from time to time to highlight incidents in Sedlmayr's career. Edwards disclosed the enormous amount of research done when he gave a quick rundown on the Royal American Shows.

Against a background of circus music, Bob Hasson, Side Show operator with the RAS for '53 and '54 in the role of talker, effectively got the show moving into the carnival atmosphere. Edwards hit summarily upon Sedlmayr's life and showed him a large envelope which held photostats supplied by St. Benedict's College relative to Sedlmayr's stay there in 1903 and 1904.

A brief spiel was given as to the showman's birthplace, Fall City, Neb., and Edwards hit the high points, including the time Sedlmayr pitched fountain pens in 1907 and moved on to Campbell Bros. Circus and Riverview Park in Chicago.

Carnival lingo entered the script when Lottie Mayer, who was flown out from Miami, told how Sedlmayr could "turn a tip." The term was explained for non-pro (Continued on page 60)

## Gem City Lines Up Potent Fair Route

Don Greco Picks Up Five Added Major Truck Show Dates; Back-End Bolstered

CHICAGO, March 12.—The Gem City Shows face their strongest route in their history, Don Greco, business manager, disclosed here this week during a brief vacation that followed a busy winter in which Greco snagged several new fairs rated as majors for truck shows.

Chief among the additions are the fairs at Du Quoin, Ill.; Rome, Ga.; Paducah, Ky.; Tuscaloosa, Ala., and Fort Campbell, Ky. These, together with Clarksville, Tenn., also a newcomer to the Gem City list, and the many repeat dates set give the Quincy, Ill.-based show its longest, as well as a strongest fair route since the show was first organized.

### Long Fair Season

The show will open its fair season at Fort Campbell, Ky., the first week in July and will continue to play fairs thru the last week in October.

The Fort Campbell date is unusual, since the event, a combination July 4 celebration and fair, will be staged inside Fort Campbell, the military installation located between Clarksville and Hopkinsville, Ky. The event will be open to the public as well as the fair. Many special events are planned by the Special Services Section of the fort, boistering expectations of sturdy attendance for the eight-day run.

In preparation for the strong fair route, Gem City has added greatly to its money-earning po-

## Floyd Gooding Inks Penguins, Other Units for Ind. Jubilee

Columbus-Based Op Puts in Busy Week as He Preps for Eye Operation

COLUMBUS, O., March 12.—Headquarters of the Gooding Amusement Company here bustling with activity this week as Floyd E. Gooding, president, bagged additional shows for the '55 season, closed for what promises to be a lucrative celebration date and, in between, lent a helping hand to the opening of the Columbus Jets' baseball season here.

Gooding's always heavy work load was heavier than usual as he pressed to finish much business preparatory to entering Grant Hospital here Monday (14) for an eye operation. The operation, for the removal of a cataract, is expected to keep him away from his desk for more than a week.

A penguin show was included among those booked by Gooding. The unit is owned and will be operated by Kenneth Hixon.

Charles Hodges, currently in Honolulu, sent in confirmation that he would join Gooding with a Side Show in June. The confirmation was accompanied by a report that Hodges was enjoying good business in Honolulu.

Other shows booked this week were Nat Rodgers' Crime Show, Frank Lentini's five-in-one show, and the Funhouse, owned by Mr. and Mrs. Joe Stiy, the latter for a repeat tour under the Gooding banner.

### Small Town, Big Event

The newly signed celebration is the Wabash (Ind.) Golden Jubilee, (Continued on page 61)

## Zeke Shumway, Show Op, Dies Of Heart Attack

WEST PALM BEACH, Fla., March 12.—Leslie Thomas (Zeke) Shumway, well-known midway show operator, died in front of his midget horse unit at the West Palm Beach Celebration Monday (7) of a heart attack. He was 56 years old.

Shumway was best known in recent years as a Motordrome rider and operator and last served in this capacity with the World of Mirth Shows. His home was in Gibsonton, Fla., where he resided with his wife, Virginia. Other survivors are his mother and a daughter, Mrs. Louis Nichols, both of Dallas.

The funeral was held from Blount's Funeral Home, Tampa, Thursday (10). The Rev. Harris DeWese officiated. Burial was in Showmen's Rest, Woodlawn Cemetery. He was a member of the Greater Tampa Showmen's Association.

### 200 Attend Services

The funeral was reported one of the largest ever held for a show person in Tampa. Nearly 200 persons attended the services. The funeral procession included 63 cars and 71 floral offerings were received.

The pallbearers were W. T. (Slim) Kelley, H. B. (Whitey) Sutton, H. C. (Doc) Hartwick, J. B. (Slim) Graham, Carl Gallagher and Harry E. Wilson.

Honorary pallbearers were Eddy Lemay, Charles Leroy, A. R. Maxwell, Joe Alexander, Irvin Kay, Bill Taylor, Rodgers Young, King Ward, Phil Lemay, Rommy Black- (Continued on page 61)

## Va. Greater Pacts July 4 Cele in N. J.

SUFFOLK, Va., March 12.—Virginia Greater Shows will provide the midway attractions at the Dover, N. J., July 4 celebration, William C. (Bill) Murray, general agent, announced. Murray recently returned here to winter quarters after a booking tour.

The Dover spot, which will run from July 4-9, will be sponsored by the VFV. Other still dates will include stops in Maryland and Delaware. Murray is now assisting Manager Rocco Masucci in preparing equipment for the road.

## Strates Steps Up Winter Quarters Building Program

ORLANDO, Fla., March 12.—With only a month remaining before the scheduled regular season opening in Washington, winter quarters work activity has been considerably increased by the James E. Strates Shows. Work went into high gear immediately following the return of equipment from the Florida Winter Fair here two weeks ago.

Mike Olsen is in full charge of personnel with Jim Otis serving as master builder. Painting is planned for all physical equipment including nearly 200 pieces of rolling stock, about 60 railroad cars owned by the Strates organization and the eight mobile light plants. New plastic tile flooring, new

beds and new mattresses have been installed in the sleepers. Trailers of show personnel are parked in one corner of the 42-acre winter headquarters. Strates' private car has been freshly painted with dark brown panels contrasting with a light turquoise ceiling.

Blackie Martin will be train master with Henry Brooks as his assistant. They are now supervising the make-ready of the cars. The acreage acquired by Strates a couple of years ago has been cleared at a cost of several thousand dollars to accommodate all of the show equipment. Show personnel constructed about a mile of siding to provide storage room for all of the train equipment.

## BARBECUE

## 250 Attend Parker Party At Miami

MIAMI, March 12.—More than 250 showmen from virtually every corner of the land attended the annual barbecue party given by Mr. and Mrs. Robert K. Parker, well-known show and concession operators, at their home here last Sunday (6).

A 30 by 60 top was erected on the grounds of the Parker home to shelter the guests. A bar and a separate tent to house the food display and service were busy thru-out the afternoon. Ned Torti, president of the Showmen's League of America, was chief bartender. Guests included three showmen (Continued on page 61)

## May Serfass Beaten, Robbed In New Home

TAMPA, March 12.—May B. Serfass was badly beaten and robbed of diamond rings valued at \$2,500 in her new Davis Island home here last week. A similar experience several years ago caused Mrs. Serfass and her husband, Lloyd D., operator of the Penn Premier Shows, to sell a luxurious home in Sanford, N. C., in which they had resided only a short time.

The thugs gained entry to the Serfass home before noon, after Lloyd had left for the Tampa Showmen's Association, on the pretext of having some Royal Dalton chinaware to sell. The Serfass' are collectors.

### Held and Beaten

Mrs. Serfass was immediately seized by one of the invaders and (Continued on page 61)

## Grain Belt Bows June 1

FULLERTON, Neb., March 12.—Grain Belt Shows will delay its opening until June 1, when it will enter a route of celebrations and fairs, it was announced here at the org's winter base. Recently added to the route was the Woodbine, Ia., celebration July 18-19, Charles Rudisill, general manager, reported.

Work on equipment is being handled here by Marvin Bloyd, Everett Adams and Fred Ratcliff. Mr. and Mrs. Leon Walker will have their Arcade with the show. Charlie Cusworth plans to add more animals to his Midget Horse Show. June Pink is scheduled to handle the lecture on the unit.



FAY PROSSER



MARY BACIGALUPI



MARY SNOBAR



JUNE SUTTON

FOUR CONTESTANTS are already entered in the Queen Contest of the Pacific Coast Showmen's Association in Los Angeles. They are June Sutton, representing Crafts 20 Big Shows; Fay Prosser, PCSA Ladies' Auxiliary; Mary Bacigalupi, Bacigalupi Organ Company, and Mary Snobar, Monte Young Shows. The contest, with M. J. Doolan as chairman, will get added impetus at the Showmen's Day event at the National Orange Show, San Bernardino, Calif., March 22. Orville N. Crafts will be host to the show clubs on that occasion.

## MIDWAY CONFAB

Jay Van Vranken, former member of the Robert D. Kellogg Shows, has been discharged from the service and is rejoining the Kellogg outfit as ride superintendent and concessionaire. May 9 has been set as opening date of the show, which has been refurbished and enlarged.

Larry Schaff, secretary of Peppers' All-State Shows the past seven years, writes from his home in Hagerstown, Md., that he will serve in a like capacity with the F. C. Bogle Shows this season. . . . Jim Stutz, former circus agent and now in advance of a Hitler car exhibit, reports that the show had a good week recently in Augusta, Ga.

Fitzie Brown, who spent the Mardi Gras season in Mobile, Ala., left recently for Hot Springs to take in the races there and visit friends on the ACA Shows which are wintering there. . . . Walter B. Fox, now in the advertising business in Mobile, Ala., writes that the town is now practically deserted by showmen following the Mardi Gras. Visitors with Fox during the event included Shan Wilcox, Roy B. Jones, Mr. and Mrs. Joe E. Karr, W. R. Collins, Sam Housner, M. J. Dressen and Frank Peppers, who opened his season at Bayou La Batre, Ala., March 5.

The family of Lou Taubert, ranch outfitter of Casper, Wyo., is seeking an uncle, Bruno Louis Taubert, about 80, from whom they have not heard in about 25 years. It is believed he may be a concessionaire with a carnival or circus.

Mr. and Mrs. L. I. Thomas, of the Thomas Joyland Shows, are now settled in their new home in Miami. With the show this year, which opens April 16 at Williamson, W. Va., will be George Whitehead, legal adjuster; Monica Baress, girl show; Mr. and Mrs. H. E. Stahler and Samuel Generollo. . . . Tirza, the Wine Bath Girl, reports that she has signed as a feature with the Amusement Company of America for 1955.

W. E. Vandegrift reports that he is now handling booking chores for Eddie Exline's National Street Exhibits. One of the Exline units has been out all winter, showing in

Georgia and the Carolinas to good business. A No. 2 unit is to open some time in April and a third one is to open later.

Ralph Lockett was a New York visitor this week catching arena and legit shows and in search of ideas for a home show that he will stage in the new Coliseum on the grounds of the North Carolina State Fair, Raleigh.

William B. Moore, past president of the Miami Showmen's Association and concession manager of the Cetlin & Wilson Shows, is a patient at Coral Gables (Fla.) Veterans' Administration Hospital. He is reported to have some trouble with his back. . . . Tirza writes from Miami that she is busy rounding up help for her wine bath production booked with the Amusement Corporation of America. This will be the first full season for the club, theater and resort attraction. Last year she played an extensive route in the East. . . . Several additional prints of a half-hour color film of the World of Mirth Shows in action have been secured by Jim Bergen. They will be used for promotional and advertising sales purposes. . . . Mae S. Hong, James E. Strates Shows' publicist, arrived back in New York this week with a new Chrysler. She will rejoin the show in Washington for the regular season bow April 7.

The "Cotton Club" on Amusement Company of America this year will be known as "Ebony Heat Wave," featuring Butterbeans and Susie. A line of eight girls, five acts and a band will make up the show. The revue will open in East St. Louis, Ill., June 6 with ACA. . . . Scully De Luca spent a busy day in Claxton, Ga., recently autographing copies of his latest novel, "Son of Joe the Grinder." While there he ran into Stash Gray, Frenchy Fay, Al Bernabetti, and Johnny Glynn. De Luca was slated to return to Miami for an engagement.

Mr. and Mrs. Charles H. Lee, of Lee United Shows, visited the Walter Schaffers on their trip from Florida to Bay City, Mich.

A. Hymes, recently returned from peddling novelties at the New Orleans Mardi Gras, reports that only the weather curtailed business

(Continued on page 61)

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CAN PLACE—First Class Show Painter. John Duffy, answer.

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SHOWS: Side Shows with own equipment or will furnish equipment for same if you have something for inside. Minstrel Show having at least 10 to 12 people. Wild Life, Monkey, Unborn, Mechanical, Fun House, any worthwhile Grind Shows. Good opening for Penny Arcade, Motordrome. RIDE HELP: Want Foremen and Second Men for Ferris Wheels, Merry-Go-Round, Tilt, Kid Rides. All that worked for me before get in touch. Prefer licensed Semi-Drivers. RIDES will book for season: Octopus, Spitfire, Rolloplane, Coaster, Rockplane, any Flat Ride or Kiddie Ride not conflicting with what we have. Have good opening for live Pony Ride. CONCESSIONS: All legitimate 10-cent Concessions open. Will sell Ex on Popcorn, Candy Apples, Floss, Sno-Cone, Frozen Custard, Photos. Will book for season large, flashy Bingo. Have good opening for Long Range, Short Range, Jewelry, Age and Weight, Novelties, Glass Pitches, Diggers, Bryer Bros., get in touch. Swinger, Buckets, Six Cat. HELP: Want Painter and Scenic Artist. Dick Mahon, answer. Want experienced Mechanic with tools. Want Bill Poster with own transportation that knows how and will put up and paste paper. Replies to

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Capt. Frank Allen can place Acts for Side Show. Tiny Orlando wants Team for Illusion Show. Also Help for Colored Girl Show. No other Girl Shows wanted. All people joining, wire, space limited. No phone calls answered.

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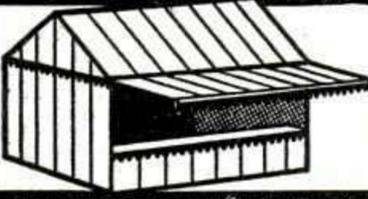
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Playing a route of 8 bona fide Celebrations and 16 Fairs, beginning the last week in July in New York State and ending the third week in November in Florida. We positively have the best route of any motorized show in America. Full route to interested parties.

CONCESSIONS: Sell Ex on Custard, Novelties, Glass Pitch, Diggers, French Fries, Age and Scales, Pronto Pups, two Mitt Camps, Merchandise Concessions of all kinds. Place Grind Stores and P.C. if you have other Concessions. Willie Lewis wants Agents. SHOWS: Motordrome, Wildlife, Mechanical, Fun and Glass House, Illusion, Unborn or any Show not conflicting. We will supply equipment to reliable showmen. Jack Kerns and Mackey with Gorilla and Monkey Show, contact. Side Show People, contact, including Annex Attraction. Want Scenic Artist to join on wire. RIDES: Coaster, Rock-o-Plane, Fly-o-Plane, 5 Ferris Wheel, Kiddie Rides, Live Ponies and any Ride not conflicting. Want Foreman for Tilt, Second Men on all rides who drive. Mrs. Cecil Purvis, contact. Curley Russell, contact. All people contracted with this show contact immediately as there has been some changes made since combining the two shows.

All replies to **BILL PAGE**, General Delivery, Savannah, Ga.  
**BILL PAGE**, Gen. Mgr. **WILLIE LEWIS**, Bus. Mgr. **MARTY SMITH**, Gen. Agent.

## WANT

FOR ONE OF THE BEST BEACH LOCATIONS IN THE SOUTH AT MOREHEAD CITY, N. C.  
WE ARE EXPECTING THE LARGEST SEASON IN HISTORY AT THE  
CAROLINA BEACHES THIS YEAR

CAN PLACE complete set of Rides; will do business with one man for all or will book from individuals separately. Also want Custard, Candy Apples, Popcorn, Sno Cone and other beach and park-type Concessions. Want Help in general. Have late model Caterpillar Ride for sale at bargain. All contact

**SHERMAN HUSTED**  
CARE WESTERN UNION, MYRTLE BEACH, SOUTH CAROLINA.

## BOOSTER'S WONDERLAND

An Assemblage of Meritorious Attractions  
Now Contracting for the 1955 Season  
Have Some Open Dates

Want to hear from County Fairs, Centennials, Homecomings, Celebrations, Veteran Organizations, Fire Departments, Conventions, Live Stock Shows, Rodeos and Festivals in Illinois, Indiana, Iowa and Wisconsin.

**OPENING DATE EARLY MAY, 1955**

Can place Major Rides not conflicting. Want Ride Help who can drive semis. License essential. No drunks or chasers. Will book worth-while Shows with own equipment. Can use well-framed Hunky Panks and Concessions of all kinds—no gift. Bingo still open. Can use Agents for office-owned Concessions. Good proposition for an A-1 Mechanic and Electrician with Concessions—must have some tools. Can use General Agent who can follow instructions and who knows this territory. (Joe Emex, get in touch with me.) Agents and Ride Help—Don't wire, plenty of time—write.

**FRED A. POTENZA**  
741 N. Wolcott Ave., Chicago 22, Ill. Phone: Haymarket 1-4121. No Collect Calls.

## SOUTHLAND GREATER SHOWS

LAST CALL! OPENING MARCH 21, DE QUINCY, LA.  
FOLLOWED BY LAKE CHARLES (INDUSTRIAL CENTER OF LOUISIANA), PLUS  
ONE OF THE LARGEST AIR BASES.

Want Skill Games, Hoop-La, Ball Games, Novelties, Balloons, Darts, Whiskey Bottles or any Science or Skill Games. (No flats.) Paul Miller and Jack Cook want Agents. Due to disappointment will sell "EX" on Popcorn and Custard. Will book any Grind Shows except Snake or Micky Mouse. Will book major Flat Ride for season. Best ride territory in South. **COMMITTEES, NOTICE**—4th of July and two weeks in September and October open for Fairs or Celebrations in Louisiana, Mississippi or Arkansas. All replies to

**CARL ANSTEAD**, Gen. Del., Lake Charles, La. (Phone: Hemlock 3-3009)

## HOLLY AMUSEMENT CO.

**OPENS APRIL 29, SOUTH GEORGIA**

WANT—Sit Down Grab, Popcorn, Candy Apples, Jewelry, Ball Games, Hoop-La, Fish Pond, Long Range, Glass Pitch, Age, Scales, etc. No flats or P.C. Want two Shows (No Girls) to join now. We have 14 bona fide Agriculture Fairs.

**F. HOLLINGSWORTH**  
ROUTE #3 Phone: 41-793 BRADENTON, FLORIDA

## F. C. BOGLE SHOWS

BEST LIGHTED, ADVERTISED, ROUTED IN MIDWEST

Can place Hunky Panks of all kinds, exclusive burr \$18.00. Six Cats, Buckets, Glass Pitch, Popcorn and Apples open. Want Shows with own equipment, Mechanical, Girl, Drome, Side Show, Animal, others. Help: Foremen, Second Men, come on. Winterquarters open.

**F. C. BOGLE, Mgr., Box 67, Arma, Kansas**  
P.S.: Will buy Walk-Thru Shows. What have you?

## WOM'S New Feature Show

• Continued from page 58

ing show business, but not in the outdoor industry. He has represented many famous artists in the operatic and concert fields. In recent years he has been retained on an annual fee basis by many of the nation's leading stores to create novel window displays. He contracted only one store in each major city.

A whole series of patents cover every phase of the novel presentation. As yet unnamed, the device is composed entirely of mirrors. The mirrors are of such a size, and their basic pattern is so flexible, that they can be adapted easily to the mammoth Radio City stage, the largest in the nation, or scaled down to the approximate 24-foot-square size that will probably be used by the World of Mirth.

### Live Talent Used

The arrangement and size of the mirrors makes it possible to work with live talent in any numbers. Depending again on the number of mirrors in use, the image of a single person will be increased by 4, 8, 16, 32, etc. Thus, 4 girl dancers would become a line of 16, 8 dancers a line of 32, each apparently separate and distinct.

The maneuverability of all equipment is such that a curtain does not have to be drawn at any time. Sets can be changed in an instant. A whole village, complete with homes, trees, fences and live people cavorting thru it all, can be created in a matter of seconds and right before the eyes of the patrons. It can be followed by a Hawaiian scene, or any other type setting desired, in a few seconds. The props needed are only half-size cutouts that a person can maneuver with one hand.

There is absolutely no limit to the production possibilities. Given a handful of suitable props any

desired setting can be created in an instant. A handful of feather-weight props and as few as four girls suitably costumed and there is instantly created a finale that could be compared only to the productions of Ziegfeld. There are no restrictions on motion or action of any kind.

### Lighting Patterns

The lighting, as simple as can be imagined, is also patented. Waves of different colored light can be created to further enhance a production that is primarily beautiful.

The device is ideal for tented presentation because of its maneuverability. The heaviest piece of equipment can be handled by two men. There are no moving parts and no tricky mechanical devices. No skilled technicians are needed. Shipman estimates that the unit carried by the World of Mirth could be set up or dismantled in a half hour.

Bergen plans to incorporate the device in a full-scale feature production revue utilizing the massive girl show equipment. It will be a novelty that will have to be sold to the public as Dancing Waters was but it will have a head start on the water show in that the revue-type presentation will draw a certain number of knowledgeable patrons to begin with.

Shipman, who is now retired and interested only in the promotion of his inventions, will travel with the show.

This is the second show presentation in three years to be booked for the Radio City Music Hall and a carnival route. The other was Dancing Waters which the World of Mirth, along with other shows, toured last year and which it will again present this year.

## Millions See Sedlmayr Story

• Continued from page 58

viewers. She was the diving queen of the day and her attraction was directly across the midway from that of Sedlmayr.

The romantic angle was treated when Mrs. Sedlmayr, the former Laura Jones, told of her courtship. When Mrs. Sedlmayr walked on stage, Edwards said that she had been flown in, whereupon Sedlmayr remarked that he had never been able to persuade her to travel by plane.

### Recap RAS History

In 1914, Edwards told, Sedlmayr had a Side Show doing good business and in 1918 he was with the Patterson organization. Carl Sedlmayr Jr., who, Edwards related, was born in May, 1919, came on stage to greet his father. The elder Sedlmayr's remark, upon seeing his son, was, "He's supposed to be in Tampa watching things."

The career of the showman moved on to the time when his organization in winter quarters was destroyed by fire. He had no insurance. The incident of the purchase of the show from Elmer and Curtis Velare was touched briefly.

Harry Klimas and Carl Stephan, midgets from the Ringling Bros. and Barnum & Bailey Circus, came from Sarasota to tell how the show owner had gone to bat to gain citizenship for them. Frank Duffield, of the Thearle-Duffield Fireworks Company, Chicago, greeted Sedlmayr with an off-stage voice referring to him as "the old man." Duffield explained that he was born in 1887 and Sedlmayr in 1886, thus giving him reason for the salutation.

### Fix Year of Birth

"Dancing Waters," which made its carnival debut on RAS, was a flash-on. And Sally Rand, here from her engagement at Club 26 in Milwaukee, explained that Sedlmayr financed her to the tune of \$30,000 to frame a show and that she worked it on the Royal American without contract. Carl J. Sedlmayr III, the showmen's grandson, skipped into the camera scope.

Edwards told of the Royal American Shows Shrine Club, the only one of its kind on the road. Producing the St. Benedict College pa-

pers again, Edwards revealed, with proof, that Sedlmayr was born October 20, 1887, and not in 1886. Duffield's comment was "I can't call him 'old man' any more."

In the closing sequence of the show, Edwards advised Sedlmayr that he had been named Deputy Extraordinary to the Imperial Potentate of the Shrine. A plaque and medal were presented to him. He also was presented with cuff links—one with the 1886 birth date and the other with 1887, the new established natal day. Mrs. Sedlmayr also received gifts.

In preparing the show, the Edwards office had an abundance of material. Much of it had to be eliminated because of the lack of time. Ida (Insurance) Cohen was brought from Chicago but could not be written into the script. Following the telecast, the performers were honored at a dinner at the Hotel Roosevelt.

## Gem City

• Continued from page 58

restaurant following the close of the 1954 season.

Instead of wintering in the South, as the show had for the previous three winters, the show moved all of its equipment to Quincy, where it had acquired a long building of sufficient size to house most of the show's paraphernalia. The move, Don Greco said this week, resulted in substantial savings and also enabled a more rapid make-ready of equipment for the season ahead.

The show will launch its still-date season in Quincy April 22 and will be the first show to play that town in four years.

Backend shows already set include Colonel Lew Alters' Side Show, Hedy Joe Starr's Revue, Bill Holt's Calypso Revue and Holt's Posing Show.

Mrs. Bill Cowan will have the bingo.

The show's staff, besides Don Greco, will consist of Tom Hickey, general manager; Sam Greco, concession manager; George Harr, general agent, and Harry Thomas, secretary.

## 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**

## WANT TO LEASE OR BOOK

Due To Disappointment

Eli Wheel and any other non-conflicting Major Ride. Opening for few Hunky Panks. Open about June 20. 12 Fairs—20 Annual Street Celebrations. Johnnie Howard, contact.

**CURL AMUSEMENT CO.**  
South Sioux City, Neb.

## AGENTS WANTED

For beautifully flashed Hunky Panks. I have a complete route of 17 Fairs, including 3 State Fairs. We are now playing Dallas lots. Our season opens March 28 at Tyler, Texas.

ROMEO NICHOLS, HERBY NELSON, CARL REEDHAMMER, GEORGE SCHEIBLE, JIM RADCLIFF AND BROTHER, WIRE IF COMING IN.

**AL WILLIAMSON**  
c/o Schaefer's Greater Shows  
714 So. Haskell Ave. Dallas, Tex.

## TED CORY WANTS

For 10 Weeks on Kansas City Lots Diggers, Bingo. Capable Agent for 30 ft. grocery race track. All others contact Hale's Shows.

Opening April 1

516 Fitzgerald, Kansas City, Kansas, or phone Fairfax 9040.

## 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 4-5846 or Mulberry 5-3510

## 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.

## DYER'S GREATER SHOWS

BOX 382, SEARCY, ARK.

Tilt, Octopus, Foremen and Helpers, come in. Bingo Manager-Operator, handle other Concessions and Semi; Man and Wife for Fish Pond and Bottles, write. Book Shooting Galleries, Mug, Outfit, clean Shows, Open April 11. Sell Spitfire on Trailer, ready; Caterpillar, Tractor and Trailer, or lease to park. 25% gross. Inspect these two rides and other good used equipment at **CEMAR AMUSE. CENTER**, Marion, Iowa.

## WANT—WANT

Help in all departments, Electrician and Mechanic. Foremen and Second Men on all Rides. Concession Agents for Hunky Panks and Percentage. Ticket Sellers. Grinders for Fun House, Midget Horse Show. Will book Concessions of all kinds, Bingo, Buckets, Six Cats, Diggers, Mitt Camp. Shows with their own equipment. **PARADA SHOWS, H. C. SWISHER**, Box 125, Ph. 468, Caney, Kan.

## WILL BUY Road Arcade Complete

70-100 machines. Must be in good condition. Send photos and full details.

BOX 794, The Billboard  
188 W. Randolph St. Chicago 1, Ill.

## WANT TO BUY LONG RANGE GALLERY

Must be in A-1 condition. Only interested in the best.

BOX 793, The Billboard  
188 W. Randolph St. Chicago 1, Ill.

## BOB COLEMAN WANTS AGENTS

For Buckets, Coke Bottles and some Percentage open. Tom Brown, come on. Open March 19 at Corinth, Mass.

**TENNESSEE VALLEY AMUSEMENTS**

**JOE SNAPP**  
**WHERE IS HE?**  
**\$50 CASH REWARD**  
 For location of Joe Snapp (wife Doris). Was Ride Man with Baker United Shows. Closed last with Jimmy Chanos Shows. For reward call collect.  
**GEORGE TURNER**  
 Phone Victor 3-9888  
 Oklahoma City, Okla.

**STAR AMUSEMENT CO.**  
**WANTS**  
 Nice Cookhouse for season, also nice Bingo. All other concessions open except Photo, Popcorn, Snow and P.C. Will book nice Snake Show, Glass House or any other Show other than Girl Show. Yes, I can use good Ride Men on all Major Rides, not the biggest salary, but what I say you get, you get it every week. All Ride Men must be able to drive semis. Doc, let me know something. We open in Lonoke, Arkansas, April 2 for two Saturdays and have two Spring Festivals and Picnics and Celebrations and Fairs from the 4th of July on to the end in November. Write now and get with the Show that always has good territory. Contact  
**B. E. MILLER, Mgr.**  
 Bald Knob, Arkansas, until March 28; then Lonoke, Arkansas.

**WANTED**  
 BY WORTHINGTON V.F.D.,  
 WORTHINGTON, W. VA.  
 A clean Carnival with 6 Adult, 3 Kiddie Rides and Shows; about the second week of June. Nice location between Fairmont and Clarksburg on Rt. #19. Contact  
**HARRY HAY JR.**  
 Worthington, W. Va.—Phone 126

**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

**AMERICA'S BEST**  
**CARNIVAL & CIRCUS SIDE SHOW**  
**BANNERS**  
**SNAP WYATT STUDIOS**  
 3517 10th St. Tampa, Fla.

**FOR SALE**  
 EZ-Freeze Custard Machine mounted on regular factory made truck. All painted, ready to go. Glass enclosed. Can also place for season to Buyer on good Carnival. Price \$1,800.00. Terms if I know you. Come look it over.  
**BOB McCLURE**  
 4464 N. E. 2nd Ave. Miami, Fla.

**FOR SALE—COOK HOUSE**  
 20x30, strictly modern, with floor. Seats 60. Kitchen in 30 ft. semi. Hot and cold running water. 14 ft. van body stock truck. 2 deep freezers, electric plant. All new canvas. Trucks newly painted. Must be seen to be appreciated. Booked with Michigan's largest carnival. III health reason for selling. Best offer accepted. Write H. VAN HUSEN, 903 Pontiac Bank, Pontiac, Mich.

**WANT for**  
**MAC'S COOK HOUSE**  
 Following Help, answer: Robert (Bob) Martin, Dave, Tracey (answer at once); "Bob," who worked for me my last two weeks, out. Positively no wires or phone calls; answer by letter only. We open early in April with the Penn Premier Shows. **ARTHUR L. MCINTYRE, 205 E. Baker St., Winchester, Va.**

**WANTED**  
 Foremen for Tilt, Wheel, Rock-o-Plane, Round-Up, Roll-o-Plane. Can place Working Men on all Rides. Also want good, clean Concessions. For Fairs and Celebrations.  
**MOUND CITY SHOWS**  
 1417 Gratlan St. St. Louis, Mo.

**KIDDIE RIDES AT LIBERTY**  
 Due to disappointment want to book for season four new and like-new Kiddie Rides, including Racers, Water Boats, Jeeps and Airplanes. Write, wire or phone evenings.  
**ERNE SLAVIN**  
 1617 Foster Chicago 40, Ill.  
 Phone: EDgewater 4-1538

**WANTED**  
 Merry-Go-Round. Also Kid Rides and Merry Jumping Horses. Will book, buy, or lease if condition and price are right for celebrations.  
**FRED ALLEN**  
 1400 Brewerton Rd. Syracuse 11, N. Y.  
 Phone 543000

**WANT CARNIVAL**  
 For American Legion Celebration—Date Open—Late spring or early summer. Large, dry grounds available. Complete Carnival only; no separate acts or concessions. Contact  
**L. E. DOLD, Mgr.**  
 412 N. New Albany St., Sellersburg, Ind.

**MIDWAY CONFAB**

Continued from page 59

activity at that event. Usually good in the past, this event would have been even better if rain and cold hadn't affected the big night and day. Indoor dates played by Hymes this winter have also pointed to a good season ahead. He is heading now for the Sportsman's Show opening Wednesday (23) in Burlington, Vt., to be followed by the Shrine circuses in Hartford, Conn., and Altoona, Pa., in April.

Mrs. M. S. Earl and Mrs. C. R. Ross have returned to their Farmington, Me., home and the winter quarters of the Eastern Amusement Company, operated by their husbands, after attending the funeral of their sister in Grand Rapids, Mich. The Rose Children, Taffy and Robin, are anxious for the season to open altho Taffy, a student at the Ave Maria Academy, Sabbatus, Me., will miss the preem for the first time since her birth. Robin will function as mascot of the outfit.

Jeff Harris spent several days in New York last week after a 15-day sojourn in Miami and a trip to his Boston home to check on some pending business matters. Jeff reports that a sports show might be included in the Great Barrington (Mass.) Fair this year where he handles the entire midway.

Mr. and Mrs. Virgil K. Sells, well known among midway folk, were the victims of a burglary at their Mobile winter home. Loss included a wrist watch, camera and a cigarette lighter.

**Rob May Serfass**

Continued from page 58

bludgeoned by the other when she refused to reveal the location of her pocketbook and the safe. She received seven gashes in her head and face.

Two diamond rings and one pink cameo ring were removed from her fingers. One of the rings was a three-carat diamond solitaire.

Mrs. Serfass was gagged with adhesive tape and bound with clothesline. She hobbled to the street where she finally attracted the attention of some passersby who took her to St. Joseph's Hospital where she was admitted in a serious condition.

The Serfass' new home is a sumptuous place estimated to cost around \$100,000. It was completed only this winter. Davis Boulevard was chosen because it is a comparatively busy thoroughfare and it was hoped that this would discourage robbers.

The thugs apparently made a clean getaway as did the five masked gunmen who robbed the Serfass' Sanford home.

**Zeke Shumway**

Continued from page 58

hall, Bill Stophel, Harry (Irish) Gaughs, and Earl Maddox. Born in Kansas

Shumway was born in Auburn, Kan., in 1898. He started in show business at the age of 14. After a series of odd jobs he built some concessions and booked with the J. F. Murphy Shows where he remained for four years. Working as a dirt tractor driver he caught the racing bug. As a motorcycle racer he was credited with once holding the West Virginia State championship.

He purchased a Motordrome and started riding the Globe of Death in the early 1920's. He hired his wife as a rider and they were married on the Morris & Castle Shows in 1924. Together they performed in Belgium, England, Scotland, Wales, France, Austria, Switzerland, the Balkan States, Italy, Hawaii, Philippines, Cuba, Mexico and the Isle of Man. He has toured with the J. F. Murphy Shows, Brundick Shows, Rubin & Cherry, Morris & Castle, The Chicago World's Fair, Johnny J. Jones and World of Mirth.

Louis Augustino, veteran Side Show operator and concessionaire, is in Coral Gables (Fla) Veterans' Hospital, where he is undergoing treatment for a heart ailment, according to Mrs. Augustino.

**Parker Party**

Continued from page 58

from Puerto Rico, escorted by Ralph Endy. They were Monserrate Cancel, Edward Santana and Joaquin Garcia. Other guests included Mr. and Mrs. James Dunn, Mrs. Eva Daniels, Mr. and Mrs. Sydney Goodwalt, Mr. and Mrs. David B. Endy, Mrs. Irene Moore, Mr. and Mrs. Lew Lange, Mr. and Mrs. Louis A. Rice, Mr. and Mrs. Cliff Wilson, Mr. and Mrs. Frank McKay, Miss Alma Hermansen, Mr. and Mrs. Tommy Carson, Mrs. Joseph Clethero, Mr. and Mrs. Albert Belzer, Mr. and Mrs. Donald A. Hughes, Mr. and Mrs. Al Beck, Mr. and Mrs. George Whitehead, Mr. and Mrs. R. C. McCarter, Mr. and Mrs. William C. Bryant, Mr. and Mrs. William Jones.

Also, Mr. and Mrs. Ernie Dellabate, Mr. and Mrs. Eddie Edwards, Mr. and Mrs. Max Kimerer, Mr. and Mrs. Max Goodman, Mr. and Mrs. Joe Goodman, Mr. and Mrs. Ben Weiss, Mr. and Mrs. Claude Schreest, A. L. Rossman, Mr. and Mrs. Vaughn Richardson, Samuel E. Prell, Ben Glass, Mr. and Mrs. Jack Essner, John Quinn, Patrick J. Finnerty, Mr. and Mrs. Hom Zolum, Mrs. Sarah McCaffrey, Ernie Boardman, Mr. and Mrs. Harry Matisoff, Mr. and Mrs. John Camp, John J. Larkin, Bob Keating, A. Frost, Mr. and Mrs. Murray Goldberg. Also, Mr. and Mrs. Sam Solomon, Mr. and Mrs. Elmer Kochenour, Mr. and Mrs. Hymen Cohen, Harry Stechi, Mr. and Mrs. Sambo Peterson, Ross Manning, Mr. and Mrs. Jack Silverberg, Captain and Mrs. Tanner, Mr. and Mrs. Harry Schreiber, Mr. and Mrs. William Cowan, Mr. and Mrs. Happy Hawkins, Mrs. Laura Manos, Mr. and Mrs. Andy Kasin, Mr. and Mrs. L. I. Thomas, Mr. and Mrs. Les Prime, Frank McMillan, Mr. and Mrs. Berny Renn, Mr. and Mrs. J. C. Weer, Mr. and Mrs. Mel G. Dodson, Mrs. Sam Lieberwitz, Mr. and Mrs. Carl Hanson, Mr. and Mrs. Al Baysinger.

Also, Arthur Logan, Pearl Stutman, Mr. and Mrs. Herbert Logan, Rip Weinkle, Mr. and Mrs. Glosser, Mr. and Mrs. Appelbaum, Mr. and Mrs. Max Brantman, Harold Armstead, Mrs. Henry Curtin, Mr. and Mrs. Phil Isser, Mr. and Mrs. Maxie Herman, Mr. and Mrs. Elwood Hughes, Chris Dundee, Mr. and Mrs. Art Lewis, Charles A. Lenz, Mrs. Mabel Wright, Mr. and Mrs. Andy Markham, Mrs. Marie Seala, Edward M. Balbuf, Mr. and Mrs. Fred Brown, Mr. and Mrs. Berry Renn, Mr. and Mrs. Jack Montez, Mrs. Bernie Winston. Also, Mr. and Mrs. Charles Wolpert, Mr. and Mrs. Arthur Huttoo, Mr. and Mrs. Harry Ebright, Mr. and Mrs. Robert Fatt, Dr. and Mrs. Glenn Smith, Mr. and Mrs. Gwynn Howard, Mr. and Mrs. Ken Phillips, Mr. and Mrs. John Gilbert, Jack Chickeralie, James Ferenzi, Miss Lynn Washburn, Ginger and Johnny Johnson and family, Don Lanning and family, Mr. and Mrs. Murl Deemer, Miss Cherokee Hayes, Lou Leonard, Mr. and Mrs. Al Kaufman, Mr. and Mrs. Lyman Truesdale, Lt. and Mrs. C. O. Huttoo, Mrs. Evie Belew.

Also, Mrs. George Harris, Mr. and Mrs. Don Coulston, Mrs. Harold Hesch, Sparky Nissenbaum, Mr. and Mrs. Bob Brown, Mrs. Mae Nelson, Capt. and Mrs. Howard, Mr. and Mrs. Danny Dell, John Vivona, Jimmy Finn, Mrs. Ray Goldman, Mrs. Ceil Merson, Mr. and Mrs. Harry Modele, Mr. and Mrs. Thad Worw, Skeeter Lorow, Mr. and Mrs. Cortez Lorow, Ginger Lorow, Mr. and Mrs. Hiram Blakely, Mr. and Mrs. Rudy List. Also, Mr. and Mrs. Joe Ross, Mr. and Mrs. Ken H. Garman, Mr. and Mrs. Curley Graham, Mr. and Mrs. Marty Weiss, Anson Ackley, Jack Hawthorne, Tom Sharkey, Harry Ebright, Bob Gertz and Miss Ruth Morgan.

**Floyd Gooding**

Continued from page 58

to be held the second full week in September. Wabash is a small community but has the distinction of being the first in the world to have been illuminated electrically. The jubilee will be tied in strongly with a commemoration of that distinction, with plans set for brilliant and spectacular illumination of the town during the celebration.

Gooding along with thousands of other Columbus residents enthused this week over the scheduled return of minor league baseball to the city but Gooding and 10 other leading Columbus businessmen had more reason to be happy.

**Backs Ball Club**  
 Each of the 11 several months ago chipped in \$10,000 each to buy the Columbus ball park—a modern plant—and the Ottawa franchise in the International League to return baseball to this city. In the process, they set up a non-profit operation, earmarking all profits for youth work in Columbus.

Columbus has gone wild over the return of baseball. More than 200,000 single tickets have been sold for the season. Gooding was delighted at the prospects that the advance sale would hit 250,000 before the season's opening.

**SOUTHERN VALLEY SHOWS**  
**WANT FOR THE LARGEST SPRING STOCK SHOW IN MISSISSIPPI**  
**AT GREENWOOD, MARCH 21 THRU 26. LOCATED IN HEART OF DOWNTOWN**  
 CONCESSIONS: Can place Concessions of all kinds. Bingo and Glass Pitch open, also Custard. SHOWS: Will book Shows with own outfits. Especially want Motordrome. RIDES: Will book Rock-o-Plane, Spitfire, Rocket or Round-Up for Hope, Ark., and Little Rock Stock Shows. HELP: Can use General Show Help in all lines.  
 Contact **EDDIE MORAN, Owner** or **JOHN D. MARTIN, Secy.-Mgr.**  
 Greenville, Miss., this week; then Greenwood, Miss.  
 P.S.: Have used set of Eli Wooden Wheel Seats for sale.

**ATTENTION SHOWMEN PLEASE NOTICE**  
**I AM IN DESPERATE NEED OF FINANCIAL ASSISTANCE**  
 I was convicted of murder December 8, 1954. I need money to fight my case in the Mississippi Supreme Court. Please believe me, I shot in self-defense with his gun. As much as I dislike asking for help, it is my last resort to get the amount I need.  
 My sincere thanks to the showfolks in Miami and to the members of the Miami Showmen's Association who have already contributed \$110.00. For further information please contact me. I don't have much time left to get what I need, so hurry, please.  
**RAY COOK**  
 HINDS COUNTY JAIL JACKSON, MISS.

**FRAMES GREATER SHOWS WANT**  
**OPENING MAY 9**  
 CONCESSIONS—French Fry, Short Range, Long Range Gallery, Hi-Striker, Age and Scale, Jewelry, Hanky Panks. RIDES—Will book Kid Rides. Have enough office owned Major Rides. SHOWS—Wildlife, Fun House, Glass House, Mechanical Shows, any Family Show. FOR SALE—Garbrick-built Ferris Wheel.  
**HARRY FRAME**  
 3715 MAIN ST., LAWRENCE PARK, ERIE, PA.

**OPENING UNITED AMUSEMENT SHOWS**  
**APRIL 22 EIGHT DAYS**  
**FREE GATE! FREE ACT!**  
 HOPKINS PARK PROVIDENCE, R. I.  
 Can place Merchandise Concessions of all types, one of a kind. Want Novelties, Age, Scale, Dart Stores, Ball Games, Custard, Stock Wheels, Glass Pitch, High Striker, Six Cat and Wheel with Hanky Panks. What have you? Agents for Buckets, contact Shows—Will book Snake, Monkey and any clean Show. Rides—Will book Tilt, Octopus and any Ride that does not conflict with the eight that we have. Help—Can place licensed drivers who know rides. All those that are booked with us please acknowledge. For Sale—Mangels Kiddie Whip, good running condition, first \$500 takes it, or will trade for anything that we can use.  
**ARTHUR (SLIM) APRIL**  
 PHONE: PAWTUCKET 24419 19 WOODLAND ST., PAWTUCKET, R. I.

**MONEY! MONEY! MONEY!**  
**UNITED EXPOSITION SHOWS**  
 Opening 4400 No. Broadway, St. Louis, Mo., for 10 days, April 1, 2 other lots in St. Louis, then 3 weeks around St. Louis. Then north—nothing but smoke stacks. Can place Hanky Panks of all kinds. Can also place Hanky Pank Agents. Also want Count Store Agents. (Slim Cunningham, contact.) Shows—Want Athletic Man that knows how. Side Show, have 20x80 ft. top, 100 ft. banner line; what do you have? Sandy West, contact, Norman McDaniels, wire. (Bill Hunt, call in.)  
 REWARD for information of location of a 1948 Dodge four-door sedan, grey, Alabama license number 27-2153.  
 Winterquarters at Parks Airport, 3 miles south of East St. Louis, Ill., on State Highway 3. Address:  
**C. A. VERNON, GENERAL DELIVERY, EAST ST. LOUIS, ILL.**  
 For Sale—18x54 Bingo, 107 stools, blue top, good for season. Will book on show.

**WANT**  
 For Spring Celebration ON largest Air Base in South, April 1 to 10 inclusive. High-class Shows with merit, especially Girl, Hula, Minstrel and Side. Attention: Nate Eagle! All kinds Kiddie Rides, including Boat (wet or dry) and Ponies. Pitchmen, Demonstrators, or any Straight Sales welcome, especially Frozen Custard, Popcorn, Candy Floss and Apples, French Fries, Photos. Will sell "X" on Novelties. This catches "payday," so get your Spring Bank Roll here, as this is an "INSIDE BASE CELEBRATION." Hurry, Hurry!  
 Can use six Major Rides with own light plants. Call or wire  
**F. & L. ENTERPRISES**  
 Care Western Union or Tel. 104, Destin, Fla. No collect calls, please.

**ROBERT D. KELLOGG SHOWS**  
**WANT**  
 FOR A CHOICE ROUTE OF CELEBRATIONS, FAIRS AND STILL DATES THROUGH NEW YORK AND NEW ENGLAND.  
 Hanky Panks of all kinds, Age and Scale, Photos, Hi-Striker, Novelties. What have you that does not conflict? We do not duplicate. One non-conflicting Major Ride. Well managed, well framed Girl Show.  
**ROBERT D. KELLOGG, Stillwater, New York. Phone: Mechanicville 1106.**

**Sunset Amusement Company**  
**OPENING EXCELSIOR SPRINGS, MO., APRIL 28**  
 Want Man for Lite Towers and Gate. Second Men on Tilt, Octopus and Kid Rides. All must drive a semi. EXCLUSIVES OPEN—Long Range, Age and Weight, Glass Pitch and Custard. Can place Six Cats with Ball Games or Hanky Panks.  
 P. O. Box 25, Coral Gables, Fla., until March 22; P. O. Box 350, Excelsior Springs, Mo., thereafter.

**WANTED**  
**ROCKY MOUNT, N. C., FAIRGROUNDS PARK**  
 Located right in city  
 One portable Skating Rink with equipment. Three Major Rides and three Kiddie Rides. Whip and Swing will go good. Three or four legitimate Concessions. Fine opportunity. Several thousand people live around Fairgrounds. Seven-day week operation for three or four months starting May 1. Conditions good. Apply  
**NORMAN Y. CHAMBLISS SR., Rocky Mount, N. C.**

**CONCESSIONS WANTED**  
**HANKY PANKS ONLY**  
 Cincinnati Gardens, Cincinnati, Ohio, April 8 thru 17  
 10 Big Days and Nights during Shrine Circus  
 CONCESSION SPACE LIMITED  
 Write, wire or phone after 4:00 P. M., Newport, Ky., Colonial 4449.  
 Room for Fun House or Glass House. 12 Rides now contracted. All replies  
**H. REED**  
 P. O. BOX 83 NEWPORT, KY.

**RAY AMUSEMENT CO.**  
 Will book 2 or 3 nice Kid Rides and a Merry-Go-Round, no junk. Can place a few more Hanky Panks. All Concessions and Rides booked for 25%. Need Foremen for Octopus and Coaster. Show plays 30 weeks of Fairs and Celebrations in California. Season opens April 26.  
**Phone, Wire, Write, RAY COX, Mgr.**  
 3732 LAURITE, FRESNO, CALIF. PH.: 6-5127.

**HALE'S SHOWS OF TOMORROW**  
**OPENING APRIL 1—12 WEEKS IN KANSAS CITY.**  
 Concessions—Can use Photo, Hats, Bumper, Hoop-La, String, Add 'Em Up Blocks and Cig. Block Pitch. Ride Help—Want Foremen for 5 Eli Wheel, Roll-o-Plane and Octopus. Second Men for all Rides, must drive semis and have chauffeur's license. No drunks tolerated. Want independent Shows, must have A-1 equipment, Monkey, Mirror Maze, Mechanical (Topsy Brok, contact), Funhouse (J. W. Byers, contact at once) or any other worth-while attractions not conflicting. Girl Show; Frenchie, let me hear from you. For Sale—Wurlitzer Band Organ #149, 4 new rolls of music, good playing condition, price \$700.00. All replies:  
**W. T. HALE, WINTER QUARTERS, LENOX, IOWA.**

### HAROLD EUTAH WANTS AGENTS

FOR THE FOLLOWING CONCESSIONS: Six Cats, Buckets, Balloon Darts, Coke Bottles, Fish Pond and Pea Pool, Ray Oakes New Bang-a-Basket Ball Game. Also reliable Man to take truck with four or five Concessions of his choice. Must have recommendation.  
**HAROLD EUTAH**  
 802 Newell Ave. Dallas, Texas

### WANTED

Secondhand or new Animals or Birds to replace Horses on standard Merry-Go-Round. Please contact  
**R. RICHARDS**  
 The Springs Cotton Mills  
 Lancaster, S. C., or Phone 4783 Lancaster

### FOR SALE

No. 5 Eli Ferris Wheel, V belt; new two-piece brake, steel mud sill, fibre gear, Lerol motor and electric motor. This wheel is A-1 condition, price \$3,000.00; with tractor and box, \$3,700.00.  
**JACK VALLEY**  
 111 Central St. Somerville, Mass.  
 Tel.: Monument 6-9880

### CHARLES TRAVERS WANTS

Joe Borgla, Bill Pagel, others interested in joining this season to contact at once. Going with 20th Century Shows. Contact me at 251 N. E. 58th Terrace, Miami, Fla. FOR SALE: 1948 Dodge tractor and 22 ft. trailer; 2-14x16 Cat Racks, complete; One 10x16 Top and Frame; all good shape and cheap.  
**ALLAN TRAVERS**  
 5717 Hoffman Ave. Philadelphia, Pa.

### RIDES WANTED

for FIFTH ANNUAL EASTER CELEBRATION APRIL 8, 9 & 11. 15 to 20 thousand attendance. Contact  
**N. C. Leonard, Chairman**  
 Welcome (Davidson County), N. C.

### ANN AND HARRY

get in touch with me at once, can use you both. Need one Girl for Girl Show. One Man to look after Show and drive truck. Get your pay every night.

### TINY JAMISON

1262 Greene Street Augusta, Ga. Telephone Number 2-9167

### WILL PAY CASH

For 3 factory built Kiddie Rides.  
**F. HOLLINGSWORTH**  
 R.F.D. #3 Bradenton, Florida

### M. WHITEY BEARDSLEY Wants for the O. C. BUCK SHOWS

Agents for Ball Games, Balloon Games, Dart Wheels, Percentage. Also Toy Store Crew. Bill Thompson, get in touch immediately. Also Doc Cedar. Also all useful people. All old help, please answer. Everyone should be in by April 18. We open April 21. WHITEY BEARDSLEY, 321 N. Pearl St., Albany, N. Y. Phone 4-3411. After 5 phone 3-1853.

### GIRLS—\$75.00 A WEEK—GIRLS

Wanted for major Eastern Carnival—Strips, Exotics, Rhumbas, Specialties. Will pay up to \$150.00 for feature Strip. Must work front and back shows when necessary. Will also teach willing beginners. Will furnish wardrobe and transportation after joining. Looks, youth essential. Following contact: Sheila, Vicki, Virginia, Kitty Martin, Jo-Jo, Anna Smith, Terry James, Peaches and Walter, Doris and Christy LaMarr. Can use two Canvas Men who drive. Opening for good Talker. Wire or write  
**JOE A. MOONEY**  
 2542 N.W. 79TH STREET, LOT #2, MIAMI, FLA. PHONE 89-9444.

### CARROLL'S GREATER SHOWS

Formerly Veterans United Shows  
 OPENING LITCHFIELD, MINN., MAY 16, WITH A PROVEN ROUTE OF FAIRS AND CELEBRATIONS FOR 1955 SEASON.

**WANT** CONCESSIONS: String Game, Fish Pond, Slum Spindle, Hoop-La, Watch-La, Heart Pitch, Glass Pitch, Ball Games, Coke Bottles, Long and Short Range, Hi-Striker, Basket Ball or any Concession not conflicting. **SHOWS:** Athletic, Mechanical, Illusion, Girl or any Show of merit with own equipment. **RIDES:** Will book Spitfire or Rock-o-Plane for season. Will send route to interested parties. **NOTICE:** Eugene Woods, Bill Tieman, Cliff Travers, Robert Shelley, please contact at once. All address: 10754 Central Ave., N.E., Minneapolis, Minn., until April 15; then Hutchinson, Minn.

### RIDE HELP WANTED

FOR ALL RIDES  
 We have three No. 5 Eli Wheels, three 2-Abreast Allan Herschell Merry-Go-Rounds, Chairplanes, Tilt-a-Whirl, Coaster and all kinds of Kid Rides to make up three separate ride units playing County Fairs, Church and School Picnics and 4-H Club Fairs only. The help we want must be good, clean and sober above all things, also licensed semi-truck drivers. Salary is more than you are making if you can fill this order. Can use wives on Kid Rides with push-button operation. Payday is every Wednesday with sure cash.  
 Contact LOUIS T. RILEY, P. O. BOX #392, L.R.S., MIAMI 38, FLA. P.S.: Winterquarters open Owensboro, Ky., April 20.

### TIVOLI EXPOSITION SHOWS

WANT TO BOOK GOOD 10-IN-1 SIDE SHOW, WE HAVE TOP, FRONT, BANNERS AND TRANSPORTATION FOR SAME. WILL GIVE GOOD PROPOSITION. Show opens first part of April with a long route of proven Still Dates, Centennials, Celebrations and Fairs. ALSO CAN PLACE SEVERAL HANKY PANKS EXCEPT EATING CONCESSIONS.  
 Contact H. V. PETERSEN, Mgr.  
 BOX 742, JOPLIN, MISSOURI

### WANTED

Major Rides not conflicting. Also Kiddie Rides. Long season in and around Washington, D. C. then back down to Florida. We go up with the weather. Can place Hanky Panks of all kinds, also Direct Sales.  
 P.S.: Ride Help of all kinds and Men to up and down Bingo and Concessions. Must drive semi-trailers.  
 Wire or write this week, Melbourne, Fla.

### BARNEY TASSELL SHOWS

GIVE TO DAMON RUNYON CANCER FUND

## New Show Attractions Set for World of Mirth

RICHMOND, Va., March 12.—Several new attractions for the World of Mirth Shows were announced by Frank Bergen, general manager, at the show's winter quarters here this week.

Earl Chambers has been signed to present his Monkey Speedway, a Glass House and a new show that is still in the formative stages. He was last with the Cetlin & Wilson Shows.

Herbert Elrod will handle the Motordrome and Walter Stoffel will have a Wild Life and a new big Snake Show. Ed Sweet will bring on a live pony ride and C. Razzano will have a new Arcade. Elrod was formerly with the Amusement Corporation of America.

### Move Wagons Out

Bergen said that the wagons were scheduled to be pulled out of the buildings on the grounds of the Virginia State Fair for rebuilding and refurbishing beginning Monday (21).

A longer pre-opening period is in store for the shows this year. The opening will again be delayed until the end of May, a routing decision made by Bergen last year for the first time. The late opening, cutting some four weeks of treacherous weather, resulted in a considerable saving for the shows.

The equipment arrived in quarters last year in better shape than it has for several years. All of the rolling stock was painted prior to the end of the season and with-

### Carl J. Folk Dies

FLORENCE, Ariz., March 12.—Carl J. Folk, 62-year-old former carnival owner, died here Friday (4) in the Arizona prison gas chamber for the slaying of a young Pennsylvania mother. Folk last year was convicted in Holbrook, Ariz., of the killing December 1, 1953.

stood very little bad weather before it was sheltered here.

With more than two months remaining before the train rolls, the work schedule in the beginning is likely to be geared to a moderate pace. Personnel in the vicinity of Richmond are expected to take advantage of good weather to get some chores done but the big push is still several weeks away.

## Eastern Preps For '55 Trek

FARMINGTON, Me., March 12.—Activity is gaining momentum at the winter quarters of the Eastern Amusement Company. Co-owners M. S. Earl and C. R. Ross are due back from Chicago where a new ride and new back end equipment were purchased. All rides have been repainted and new canvas will house all of the show attractions.

Mr. and Mrs. Tully again will handle the bingo and operate their kiddie rides and monkey speedway. Mr. and Mrs. Peterson, who will again have the Girl Show, report the return of Sandra Berkely after a three-year absence. Mr. and Mrs. Lauria, wintering in Florida, will be back with their string of concessions.

Mrs. S. B. Martin, speaking for the management, reports there is high optimism for a banner season. The Fourth of July celebration at Houlton, Me., is a high spot in the route. Fairs include Skowhegan, Me., played in conjunction with the King Reid Shows, and fairs at Union, South Windsor, South Paris, Litchfield and North Waterford, all in Maine.

Except for a few spots, the show will still date in towns that have been on the route for the past seven years. Operations will be confined to the State of Maine.

## Page, Ferris Orgs Combine

SAVANNAH, Ga., March 12.—Page Bros.' Shows and the Carl D. Ferris Shows have combined, forming one of the larger motorized shows in the East. The combination came too late to change the routing greatly this year. However, it is believed that it will enhance the possibility of contracting bigger dates in the future.

Ferris has a number of rides at Sea Shore Park, Carolina Beach, N. C., and will spend part of his time there. W. E. Page will be on the road with the show as general manager.

Fairs set for this year are: Tawanda and Lockport, Pa.; Ithaca, Batavia, Little Valley and Dunkirk, N. Y.; Rocky Mount, Va.; Ashboro, Reidsville, Beaufort and Ahoskie, N. C.; Bishopville and Moncks Corner, S. C., and three fall dates in Florida.

### Holly Back to Georgia

CINCINNATI, March 12.—Having put in two successful seasons in Georgia, the Holly Amusement Company plans to again concentrate on that State and Florida in 1955, according to Owner Hollingsworth, who reports contracts for 12 Georgia fairs and two Florida annuals. Plans call for an April opening in South Georgia. New this year will be a Rolloplane and Kiddie Train, and delivery of a Schiff Coaster from Miami is expected prior to opening date.

### Road Knights Convene

TAMPA, March 5.—Jeff Davis, "king and emperor" of the Knights of the Road, Air and Seven Seas, is here making final arrangements for the annual KRASS convention to be held here March 15-18.

Grand duchess Marie Feathers, Archie Feathers and Bob Hanson,

## WINTER QUARTERS

### Virginia Greater

SUFFOLK, Va., March 12.—Activity is picking up at quarters on the old fairgrounds. An extensive refurbishing program is being aided by good weather.

Slim (Culpepper) Bryum is overhauling the motors on the show's fleet of tractors and trucks. Bob Ware recently joined the work crew. Midget Leo Matina is refurbishing the kiddie rides. Ike Matina is just taking it easy. Jack Hicks is making headway with the Chairplane ride and aiding in the carpentry work. James Bower has nearly completed work on the Ferris Wheel. Bob Ware is working on the Octopus equipment. Dutch Kerschner is dressing up the Merry-Go-Round. Front gate and all ticket boxes have been redecorated under the supervision of W. C. (Bill) Murray.

Manager Rocco is supervising the culinary department with spaghetti dinners a Sunday feature. George and Pat Rector report that they will arrive in time for opening. Hap Arnold reports from Tampa and he will be in shortly. Bob and Ida Ruben have also completed plans to join. Mr. and Mrs. S. Zitowski will take over one of the office concessions. Mr. and Mrs. Clarence Robbins, Columbia, will manage the cook house.

Visitors included the Legion Fair committee from Edenton, N. C., which met with Manager Rocco and Agent Murray to sign a contract for this year's event; Capt. J. Finnerty, Union, S. C., and Dr. L. C. Holland, Suffolk dentist and circus clown.

### Tennessee Valley

SHEFFIELD, Ala., March 12.—Work is nearly completed in winter quarters. All rides and trucks have been repaired and painted red and silver.

Owner, Ted Meadows has returned from a booking trip in Mississippi where he added two fairs. He also purchased a five-car kiddie-adult train ride.

Personnel at present includes Tony Cowden, photos; Mr. Dowlen, cookhouse; Ted Dion, 5, plus 2 kiddie rides and sound truck; Bob Coleman, 5; Dave Decorte, 8; Shorty Baker, 5; Roy Nelson, 1; Mr. Myers, 2, and Tilt-a-Whirl; Buck Guthrie, 5; Albert Boltz, 3; Rollie Hardin, 1; Willie Willis, 1; Bob Sparkeman, 5; Bud Valier, show; Billy Dean, show; Loyd Walton, 6; Lynn Holland, Ferris Wheel; Russell Emmons, Comet; Charles Beateau, Merry-Go-Round; Maurice Meadows, Diesel electrician; Curley Austin, mechanic, and Mrs. Una Meadows, secretary-treasurer.

Sylvia Ann Meadows, show owner's youngest daughter, is assisting her mother in the office and managing their trailer home.

The show, which will open March 19 and close October 29, will tour last year's territory. Route includes 12 fairs and a July 4 celebration.

### Mighty Hoosier State

GREENSBURG, Ind., March 12.—Owner W. R. Geren reports that winter quarters opened March 1 with Pappy Snyder in charge. Show, for the first time in six years, will route out of Indiana for two weeks for the Olney, Ill., Fourth of July Celebration, and the Sailors and Soldiers Reunion at Salem, Ill., June 20-25.

The show will carry a new No. 5 Ferris Wheel and two kiddie rides, bringing total strength to 12 show-owned rides. Route is booked solid from June 20 to October 2.

Personnel will remain the same as 1954: W. H. Lambert, assistant manager; Jessie Geren, secretary; Pappy Snyder, electrician; Norman Rady, lot man; Frank Zeko, billposter, and Jerry Geren, purchasing agent.

all Royal American Shows, are on the reception committee, according to Davis. The Hotel Thomas Jefferson will be the convention headquarters.

### Wilson Greater

PHOENIX, Ariz., March 12.—Lloyd Wilson, manager of Wilson Greater Shows, has returned from Europe improved in health and will take to the road this season after an absence of a year.

Work in the show's winter quarters here, where all rides and trucks are being repaired and painted, is under the supervision of Jimmie Gillmore. The show, which will follow the same route as last year, opens in April. It will carry two Ferris Wheels and two major rides.

Mrs. Betty Wilson, secretary and treasurer, is busy getting the office in shape, and also moving into her new 37-foot house trailer. Recent visitors included Andy Wolf, R. C. Mills and Brownie Gallimore.

### F. C. Bogle

ARMA, Kan., March 12.—Winter quarters here is a beehive of activity as workers ready the show for an April 7 opening at Pittsburg, Kan. Lee Larsen, superintendent of the mechanical and electrical departments, and crew are busy, as are the crews of Harry Bauers, painter and builder, and Robert Sims.

John J. Cousins, general agent, returned recently from a booking trip and reported the signing of one additional fair and two celebrations. N. L. Dixon, concessions manager; Frank Garvey, night watchman, and Larry Schaff, secretary, are expected in quarters soon. The show will carry 10 rides and five shows.

Concessionaires include Ken Davis, John G. Scott, William Dixon, Bill John, W. M. Gardner, Verna Wells, Bob Petty, John W. Scott and H. N. Williams. Recent visitors were Glenn McCormack, J. D. Swords, Tex Taggart, Carl Harlan and Hance Anderson. Anderson, a former carnival owner, is now operating a Kiddieland in Joplin, Mo.

### Eddie's Exposition

BUTLER, Pa., March 12.—Booking has been completed, reports owner Eddie Dietz, with the show scheduled to play the same fairs it did last season, plus eight celebrations.

Work in quarters, which will open March 15, will be extensive this year because of the blowdown suffered last season. The Billboard agent for the show is Jack Bell.

## FROM THE LOTS

### Red Ribbon-Page Bros.

MCCOMB, Miss., March 12.—Combined Red Ribbon and Page Bros.' Shows opened here February 26 with ideal weather, fair crowds and fair spending. On the midway Page Bros. had the Ferris Wheel, kiddie rides and Shooting Star. Red Ribbon had the Merry-Go-Round, Rollo-Whirl, Chairplane and kiddie rides. George Desak had the Octopus.

Concession owners included Charlie Griggs, Bob Meyers, Glenn Hockett, W. E. (Shotgun) Page, who is also general manager of Page Bros.; Helen and Carl Weaver, Colon Leonard, Mr. Russell, Roy Little, Norman Littlefield, George Burton, Tony Pelcher, J. Pack, Red Stover, Woodrow Black and daughter, Janie; G. R. Smith, Red Hare, Lee Moss, R. J. McMillan, and Winnie and Dolly, concession and free act. Charlie Greggs acted as legal adjuster, Jim Shroat, electrician, and Inez Page, secretary for Page Bros.

Ride foremen were Richard Roach, Ferris Wheel; Russel Emmons, Merry-Go-Round; Truman Wright, Rollo-Whirl, and Wilber Crowley, Chairplane. Shows in the line-up were Illusion, Jean Lamont; Strange, Rosa Lee and Monkey Show, Dan Riley. Dorothy Hockett is The Billboard agent.



ADVERTISERS know exactly what THE BILLBOARD

delivers because The Billboard is a member of the Audit Bureau of Circulations.

## Concello Returning Control to Beatty

Partnership Reportedly Called Off; Concello Stays as General Manager

DEMING, N. M., March 12.—Arthur M. Concello apparently is selling his controlling interest in the Clyde Beatty Circus back to Beatty.

He is staying on as general manager and was in quarters this week to direct preparations for the opening stand at El Paso, Tex., March 18-20.

According to best available information, Concello is selling back

to Beatty the 51 per cent he bought in January and Beatty again is sole owner.

This newest turn of events came as a result of the Concello-Beatty conferences in Cleveland and Detroit in recent weeks, where Concello pushed the suggestion that the January deal be called off.

### Moore Is Agent

Kingpin in the discussions has been William Moore, whom Concello sought to replace. Contacted here Friday, Moore said he was general agent of the show. He declined comment about the status of the deal between Beatty and Concello.

Work in quarters is going at full pace. The show's newly built mechanical seat wagons arrived here Friday and were being unloaded.

Moore said the show would play the Washington and Hill lot in Los Angeles March 30 thru April 10.

## HONOLULU OK FOR WARD-BELL

HONOLULU, March 12.—The Ward-Bell Circus closed its run here Sunday (6) and loaded all equipment aboard trucks for moving to Wahiawa, where it was scheduled to start a 10-day run on Friday (11). A show spokesman said that the Honolulu run was highly successful. This was the new show's first stand.

The Dolly Jacobs Elephants created a stir in Wahiawa, where the animals had not appeared before. Personnel was transported by chartered bus to the second stand, a jump of 25 miles. The show's own vehicles were left in the States.

## BEN DAVENPORT TELLS SHOW PLAN

Plunketts to Staff Street Circus Being Sold to Merchant Organizations

GONZALES, Tex., March 12.—B. C. Davenport this week revealed plans for his Merchants Free Circus, which now is scheduled to open about April 1. The show will be sold daily to merchants and will be set up on the streets to give a circus performance, operate rides and run pit shows and concessions.

Davenport said that Marlin E. Plunkett would be manager. James Plunkett will have the concessions. Walter (Attorney) Moore has been signed as legal adjuster and pro-

motional manager. June Plunkett and Hugh Berry have the advance. Marie Plunkett is in charge of the office. Davenport himself plans to divide his attentions between this show and his circus acts in South America.

### Acts, Staffers Named

The performance now is to include Billy Merriam, trapeze; Corky Plunkett, equestrian director and announcer; Fuzzy Plunkett, six-pony drill, pickout pony, eight-horse Liberty act, chimp, dogs and seal; Walter Schyler, clowning and basketball dogs; Rayona and Ranso, three aerial acts; Price (Hungry) Denis, elephants. Jack Lewis will have the billposting. Mickey Kinesley is helping get the seal act ready. Arthur Hart will be boss butcher. Elmer Carl will be in charge of props. Jack Bradshaw will be boss ring stock man.

Included on the six-truck show will be a pair of large semi-trailers which are to be connected to form a walk-thru show. This and the concessions will be sources of revenue in addition to the initial sale. The pit show will be called the Palace of Wonders and will be managed by Francis (Skipper) Kirk.

### Calliope, Elephants

Davenport said that his steam calliope has been reconditioned in San Antonio and will be carried on the merchant show. He said A. G. Main reworked the instrument and will play it.

He also reported that his elephants have been on exhibition at the Houston Zoo until recently. They have been trucked back to Gonzales and now are being worked at quarters. Denis is planning to revive a routine used by the late Rhoda Royal, in which an elephant, pony and dog work together, the bull turning a rope for the dog to jump.

Singh, Davenport's lion trainer, and Emilio Razzore, owner of the Circo Razzore in South America, plan to fly to Texas for the opening of the new show, Davenport stated.

## NEW SERVICE

### Circusiana Mart To Start With April 9 Issue

CHICAGO, March 12.—A new advertising service designed especially for readers of the Circus Department will be launched by The Billboard in the Spring Special Issue, April 9.

The service will provide for classified advertising of a restricted type to be published right in the circus section. Tabbed the Circusiana Mart, it will aid those readers who wish to buy or sell circus photographs, programs, routes and lithographs; locate or offer sunburst wheels, Merry-Go-Round horses, or other antique show equipment; exchange circus books, calliope recordings, photo dealers' lists and materials for miniature circuses; or seek factual information or show history.

### Fills Demand

Inauguration of the new service results from the fact that The Billboard often is asked by active and retired circus people, as well as other readers, how they might obtain or dispose of such material or collectors' items. Whether they are attempting to make extra money thru sale of circus material or trying to establish a date for documentary purposes thru use of old circus routes, the new service is expected to be of value to many.

The first Circusiana Mart will appear in the April 9 special issue and others are scheduled periodically after that. Not acceptable in this classified column will be the want ads of shows, acts and promotion men such as now appear in the regular advertising columns.

## Everette James, Vet Bandmaster, Dies in Calif.

BEVERLY HILLS, Calif., March 12.—Everette James, 71, veteran circus bandmaster, died Monday (7) at his ranch near Woodland Hills, Calif. Funeral services were held Thursday (10) in Beverly Hills. He had moved from Beaumont, Tex., 18 months ago.

He was the father of Harry James, orchestra leader, and the son of New Orleans troupers who were with circuses and showboats (Continued on page 68)

## Romas Buys Bull

SAN ANTONIO, March 12.—Roy Romas said this week that his Royal Bros.' Dude Ranch Shows has bought an elephant which formerly was part of the Powers Elephants act and will be worked by Tom Powers. Romas also bought a menage horse from Ben Davenport.

## R-B Advance, Bills, Ducats Start in N. Y.

NEW YORK, March 12.—Ringling circus banner hits began to show around town this week as the Big Show selling campaign for the Madison Square Garden opening Wednesday (30) began to pick up momentum. The press crew is scheduled to make its first go-round next week.

At the same time the advance box office sale got under way at the Garden. Large newspaper ads were continued in the weekend and Sunday editions of newspapers this week. The space, however, was not as large as that used to introduce the campaign a week ago.

## Fred Mack Title Taken For New Circus in Ohio

COLUMBUS, March 12.—Title, talent and operating plans for a new motorized circus being built here by Public Enterprises, Inc., were announced this week by Don McCullough, general manager, and Fred L. Pfening Jr., Columbus industrialist.

The show will be called the Fred J. Mack Circus and will open April 18 with 12 trucks and a new 70 with two 30s and a 40.

Among those contracted by the new operation are George Hubler, office; Orlo Sparton, equestrian director; Chief Keys, superintendent, and Tillie Keys, cookhouse; George Barton, Liberty and menage horses; All Ross, clowns, and the Miller Brothers' elephants and animals from Tennessee. Animals will be in the Side Show top.

Circus is backed by a number of Ohio businessmen and will limit its route almost entirely to Ohio. National ad accounts are being solicited by Pfening and among those signed is one with Dearborn tractors.

The new show is tied in with Casto Enterprises, operating company for major shopping centers, each containing from 50 to 100 separate shops and stores.

These centers are operated in a wide area and about a dozen are to be played in Ohio, including

those at Dayton, Zanesville and Toledo.

The first week will be played in Columbus, with two two-day stands and two one-day stands at the four Casto centers in that city. Show will be set up on the centers' parking lots. Shops in each center will distribute tickets and buy banners.

By the second week, the show will be playing another large city. (Continued on page 68)

## CFA Announces Dates, Places Of Convention

HARTFORD, Conn., March 12.—Detailed plans for the annual convention of the Circus Fans' Association were announced here this week by W. L. (Bill) Montague, publicity officer.

The sessions, he said, would be in Newark, N. J., June 11-13, with headquarters at the Robert Treat Hotel. The fans will meet on Hunt Bros.' Circus at Union, N. J., on June 13.

## Hunt Buys Helicopter to Boost Publicity, Promotion and Booking

FLORENCE, N. J., March 12.—A helicopter has been purchased by Hunt Bros.' Circus for use in advertising and promotion and as an aid to management, it was announced here this week by Harry Hunt, circus spokesman.

Representing an initial investment of more than \$36,000, the Bell Model 47C will be delivered to winter quarters here next week and be ready for use well in advance of the scheduled April 23 opening of the show at adjacent Burlington.

Harry Hunt, who with his father and brother, Charles T. Sr., and Jr., operate the circus, said that the use of a helicopter was the result of several years of planning. In addition to the initial outlay it is estimated that operation and maintenance of the flying machine will cost an additional \$20,000. The over-all cost for the season is estimated at not less than \$60,000.

### Based in Colorado

According to Hunt, a helicopter is difficult to acquire at this time with a waiting period of some 60 to 90 days involved. His machine had been used for only 40 hours in a uranium search. It is currently based at Grand Junction, Colo. A decision is to be made today on whether to fly or truck it to quarters. It may be trucked in to save flying time since it must undergo a complete engine overhaul every 600 hours, Hunt said.

Altho acquired primarily for promotional and publicity purposes, Hunt said that it would immediately result only in the elimination of paid radio time. Newspaper advertising and bill posting will be continued at the same level as in the past until there is an opportunity to accurately measure results.

Besides being adequately lettered, the helicopter will be equipped with a high power public address system. It is planned to cover each of the show towns for a total of seven days, including the show date. All adjacent communities will also be covered in a pattern that calls for four to five hours of flight each day.

### Aid to Banner Sales

Hunt expects the helicopter to add several hundred persons to the attendance on each show day. In addition to paying off in this way, the helicopter is expected to boost the show's sale of local and national advertising since plugs over the loudspeaker will be included with each banner sold for display within the big top.

The use of aerial sound systems, as in the case of sound trucks, is regulated locally in most instances. Hunt said that the committees would be relied upon for the securing of permits. He feels that they will work hard for these since the week of aerial advertising would greatly stimulate their sale of ad-

vance tickets and their resultant earnings. The Civil Aeronautics Commission, he said, is concerned only with safety regulations.

Some 12 years ago Hunt owned a Piper Cub equipped with a sound system for aerial advertising. This, however, was not successful because its minimum cruising speed was about 75 miles per hour. The helicopter, on the other hand, can hover over densely populated areas as long as is necessary.

### Trips for Friends

Committee members and other persons important to the show will be treated to rides as part of the over-all public relations program. Additionally, Hunt will be able to book and check his towns and advance sales with a minimum of effort.

Frank Horn has been engaged as pilot. He is reported to have 10 years' experience flying helicopters and some 2,500 hours in the air. He was due to confer with the Hunts here today.

Hunt said the need for something novel in the way of advertising has become increasingly evident in recent years. Competing enterprises have made it increasingly difficult to sell a date, he said. He cited examples of going into towns where it was known that the show was well billed and otherwise well advertised and receiving only a negative reaction from persons queried on the streets.

## TEST

### Novel Cable Top Works OK for Hunt

FLORENCE, N. J., March 12.—The new and novel cable big top designed by and built for the Hunt Bros.' Circus was raised and tested successfully at winter quarters here this week.

Arthur E. Campfield, the builder and head of the New York canvas firm bearing his name, reported that the top, which posed some unique problems in its construction, appeared to be perfect in every way.

Airplane wire is used thruout instead of rope. The top is 90 by 210 feet with three 40-foot middle pieces. Hunt said the use of cable considerably lightened the tent and made it easier to handle. At the same time, he said, the cable made the tent an estimated four times stronger than a tent sewn with rope.

### Ready for Opening

It will go into full-time use beginning with the opening April 23 in Burlington, N. J.

Another innovation planned by the Hunts for this season is a mobile rest room with facilities for men and women. Harry Hunt, show spokesman, said that the unit, now being built by a trailer factory, will be much more sanitary than the tented units used in the past and undoubtedly create a favorable impression with patrons.

**WANT  
TWO PHONEMEN**

for  
**ZOR TEMPLE, MADISON, WIS.  
SHRINE CIRCUS**

Produced by Polack Bros.  
(America's number one producer of  
Shrine Circuses)  
Write—Wire—Phone (No Collects)

**BILL KAY**

Shrine Circus Office, 920 E. Johnson St.,  
Ph. Alpine 5-0009, Madison, Wis., or  
Shrine Circus Office, Kora Temple,  
Ph. 2-6339, Lewiston, Maine.

**2-PHONEMEN-2**

Steady year-round work on Mills Bros.  
Circus deals, Banners, U.P.C.'s. If you  
can't produce, don't answer. Four more  
solid weeks' work here. Call or wire,  
no collects.

**MEARL N. JOHNSON**

Nash-Kelvinator V.F.W.  
1522 Plastico, S.W., Grand Rapids, Mich.  
Phone: CHerry 1-4249

**SPECIAL DISPERSAL**

Here is a special bargain of the following  
animals which do not fit in with our  
1955 Program.

4 Large Sorrel Parade Horses—All four  
for \$600.00  
4 Giant Rhesus Monkeys, collar and  
chain broke, trained to ride ponies—  
All four for \$100.00  
2 Male Grant Zebras, coming four years,  
broke to drive. (We lost three zebras  
in the process of breaking these two).  
\$2,500.00 the pair. Contact

**TONY DIANO**

Diamond "O" Ranch, Inc., Big Game  
Farm, 1000 Warner Rd., S. E.  
Canton, Ohio

**Can Use  
Promoters & Phonemen  
NOW**

For several circus dates in Canada.  
Contact  
**H. SCOTT**

c/o Shrine Circus Office, Phone 7-3550,  
110 Dundas St., Suite 5, London, Ont.,  
Canada. No collects.

**AT LIBERTY**

General Agent, Local Contractor, Press,  
Secretary. Can furnish one Biller. Both  
have cars. State your proposition.

**J. S. RAMSEY**

Southern Pines, North Carolina

5 BEARS • 18 TRICKS  
8 MINUTES



**HAWTHORN  
BEARS**

OPEN APRIL 6-14—APRIL 15-MAY 12—AFTER OCTOBER 1  
**HAWTHORN ZOO LIBERTYVILLE, ILL.**

**PHONEMEN—PHONEWOMEN**

Must have experience selling tickets and program ads. These  
are sponsored shows with talent furnished by the largest  
organization of its kind in the world. All of them Radio, TV  
or Movie Stars. This is continuous work with the highest-type  
sponsors in America. Write, wire or call me for further  
information. (No collects, please.)

**R. ELMER YATES**

HOLLEY HOTEL

CHARLESTON, W. VA.

**PHONEMEN**

STATE A. A. U. BOXING CHAMPIONSHIP TOURNAMENT, ALSO STATE A. A. U.  
TRACK STATE CHAMPIONSHIP

Other deals solid until December.

ROOM 404, 165 N. HIGH ST., COLUMBUS, OHIO. PHONE: CAPITOL 1-3635.

Deals just starting. Phones open.

**(6) PHONEMEN (6)**

FOR BENEVOLENT ASSN. OF SHERIFF'S EMPLOYEES CIRCUS.

U.P.C.'s—BLOCK TICKETS—BANNERS.

Collect and pay daily. Office open March 21. If you can work cleanly, stay sober  
and stand closest scrutiny, come in or wire where I can call you. DO NOT PHONE.  
Pay your wire, I pay mine.**J. F. SHAFER**Sheriff's Office, Room 306, Marion County Court House, Indianapolis, Indiana.  
P.S.: Have room for good Men on No. 2 and No. 3 crews.**UNDER THE MARQUEE**

By TOM PARKINSON

Billy Barton, cloud swing, was  
playing the Everglades Club in  
Palm Beach, Fla., as part of the  
Mae West show. In a recent  
visit with her, he writes, she  
recalled working with Mae Wirth  
and Mabel Stark in movies. . . .  
Ward Hall and Harry Leonard,  
whose school unit with J. C. Ad-  
mire recently closed, will take out  
a one-nighter musical revue March  
14 until time for their Side Show  
operation to get under way again.  
With them are George Val George,  
Walendos, Leonards Puppets, Rita  
and Donnell, Hall's ventriloquist,  
Jan Del Rio's snakes and Two  
Leonard's knife throwing. Rehearsals  
are in Dayton, O.

William A. Griffith Jr., and his  
father have founded a new ad  
agency in Appleton, Wis. He is a  
former independent concessionaire  
and a CFA. . . . The Atlanta  
Journal and Constitution, February  
13, carried a feature with color  
pictures about King Bros.' ele-  
phants and quarters and quoting  
Floyd King.

Dorrie and Vern Orton, the  
sensational Ortons, have just closed  
seven weeks of Shrine circus ap-  
pearances with Orrin Davenport,  
plus a TV Show, and have re-  
turned to Dallas to prepare for  
their overseas trip. They cut their  
Davenport tour short due to  
preparations necessary for their  
European jaunt.

A son was born last week to the  
Eugenio Boginos at Resurrection  
Hospital, Chicago. The mother is  
the former Carla Wallenda. Two  
circus fans, Dr. H. H. Conley and  
Dr. Paul Tracy, were looking after  
the mother and baby, who were  
doing well.

L. E. Roba Collins cards that  
he will not be on the road this  
year, but will remain at McDonald  
Aircraft in St. Louis. Friends visit-  
ing Collins recently included Bill  
and Beverly Harnett, Piedmont,  
Mo., who will be with Hagen  
Bros.' Circus this season, and Lige  
Chism, formerly of Marlow's  
Mighty Shows. . . . Tommy Os-  
borne, former band member with  
such circuses as Hagen, Wallace

and Loyal Repinsky, will not  
troupe this year. He'll stay in  
Omaha to work at the JCC Health  
Club during the day and at Play-  
land Park, Council Bluffs, Ia., at  
night.

The Lou Jacobses were dinner  
guests of the Earl Tegges, Chicago  
fans, with the Bill Kaufmanns also  
attending. . . . Bobby Hasson, who  
will have the Ringling-Barnum Side  
Show, plugged the show's opening  
date on the TV show, "This Is  
Your Life," Wednesday (9) when  
Carl Sedlmayr was featured.

Mickey Blue's promotion staff in  
Chicago for Polack Western in-  
cluded Ralph Rubenstein, Jim Har-  
rison, Jack Kwiet, Jim Luntzel, Ed  
Mathias, Paul Wilson, Niles Mad-  
den, Fae Rubenstein and an office  
staff that listed Theresa Kaphus-  
man, Ruth Stephenski, Joe McMa-  
hon, Marie Debrecht and Eleanor  
Buerger.

Bill Baker, Fairfield, Ia., circus  
fan, recently got several new mem-  
bers for the Fairfield club, includ-  
ing Wes Garner and L. T. Evans.  
Dillion Lowell, fan and director of  
the high school and National Guard  
bands at Fairfield, is in Veterans'  
Hospital, Iowa City, Ia., for an  
operation. John Facer reports that  
he will be on King Bros.' Circus  
this season. Facer recently gave a  
talk and clown make-up demon-  
stration for the speech class at  
Parson College, Fairfield.

The Kora Shrine Temple Lunch-  
eon Club, Lewiston, Me., was host  
at a recent birthday party for Bill  
Kay, Polack Bros.' promotional di-  
rector. The club also honored Bill  
Naylor recently on his 46th birth-  
day.

Anthony Greenshaw, former cir-  
cus agent, has a letter in the March  
14 Newsweek in which he says the  
world "gobbledygook," now used  
to describe governmental double-  
talk, was a circus billposters' term,  
picked up Maury Maverick, Con-  
gressman and circus fan. The let-  
ter also mentions the late Curtis  
Little.

Ringling-Barnum is featured in  
a story in Trailer Topics magazine  
for March. . . . Saga magazine for  
April carries a yarn about John  
Ringling North. . . . Jake Disch  
visited Hamid-Morton clowns in  
Milwaukee and also saw Weber's  
Miniature Circus at a Milwaukee  
department store.

Oscar Cristiani visited in Macon,  
Ga., several days. . . . Eddie  
(Bumps) Mennette makes the In-  
dianapolis Shrine date March 17-  
20 and then starts park and fair  
dates for the Hamid office. . . .  
Floyd King and Paul Conaway  
have returned to Macon, Ga., from  
Washington and Baltimore.

Rink Wright, former performer  
and producer of the Omaha Shrine  
date, was written up in the Omaha  
World Herald of March 6. The  
full page story recounted his life  
story along with that of Mrs.  
Wright.

John Toy has joined Rogers  
Bros.' Circus as producing clown.  
. . . Polack Bros.' Eastern Unit  
will play a Shrine date at the new  
fairgrounds arena, Madison, Wis.,  
April 11-12. Sam T. Polack, con-  
tracting agent, returned to Chicago  
after signing for the event Febru-  
ary 25. Bill Kay, promotional  
director, was in Madison March 1  
to complete promotional arrange-  
ments. . . . William (Buddy) Geiss,  
who was off the road last year  
because of sickness, will be with  
King Bros.' Circus this season on  
the air calliope with A. Lee Hinck-  
ley's band. Geiss, who was forced  
to cancel Davenport winter dates  
because of illness, will visit his  
daughter in San Diego, Calif., be-  
fore heading for the King quarters  
in Macon, Ga.

Rube Arnold writes from the  
Tommy Scott Show, which opened  
in Monroe, La., January 19, that  
the organization has been playing  
to good business. Line-up includes  
the hillbilly band, composed of  
Tommy Scott, songs and rhythm

guitar; Gaines Blevins, electric  
guitar; Dick Outland, steel guitar,  
and Tex Harper, songs and rhythm  
guitar. Also Frankie Scott, escape  
artist; Gus Kenuva, juggling and  
hand balancing; String Bean, banjo,  
songs and stories, and Arnold,  
novelty instruments. Scott also  
does ventriloquism, and Blevins is  
billed as the Masked Rider, a whip  
act.

James M. Cole writes from Cuba  
that he has his elephants with the  
Gran Circo Gaby, Fofu & Miliki  
for 18 weeks ending April 10, when  
he returns to play the Syracuse  
Shrine date, starting April 18. Af-  
ter that he goes with Si Rubens'  
new show for 30 weeks and back to  
the new Cuban show for next  
winter.

Fred Logan, Kelly-Miller ele-  
phant superintendent, has a K-M  
act with Orrin Davenport for the  
St. Paul and Sioux Falls, Minn.,  
dates. Bill Woodcock comes on  
later with the Miller & Woodcock  
Elephants for the late Davenport  
dates. . . . Billy Griffin will be  
with Cristiani again this season.  
. . . Ted LaVelda is in Hugo, Okla.,  
since Clyde Bros.' closed.

Joe Foss will be agent for Jack  
Moore's Tex Carson Circus. . . .  
Allen's Bears are at the Carson  
quarters in Hugo until time for  
E. R. Gray's date in Evansville,  
Ind. . . . The Wayne Newman  
Troupe opens with Rogers Bros.'  
. . . Paul Rusk, Hardy O'Neil and  
Hank Fraeser are fans who visited  
at Hugo, Okla., show quarters this  
week, and Dick Conover was on the  
way.

From the Western unit of Pol-  
ack Bros., Harold Barnes writes  
that the Showmen's League sent  
a large floral display for the lob-  
by the night they attended in Chi-  
cago. . . . Joining for the season  
are Mrs. Wally Newbury and son,  
Dean; Mrs. Lou Jacobs and daugh-  
ter, Maying; and Phyllis Caruso's  
son, Norman. . . . Mrs. Roland  
Tiebor visited and will join later.  
. . . Former bareback riders Herbie  
and Homer Hobson gave their an-  
nual buffet party for the entire  
personnel. . . . Bee and Gwenn  
Carsey have a new car, Harold and  
Hanno Walstrom a new trailer,  
and the Merkeys, a new car. . . .  
Mrs. Bill Clarkson is leaving the  
web number. . . . Walter Taylor  
was out for a week with pleurisy.  
. . . Gwenn Busby is back with  
the Daganham Girl Pipers after re-  
moval of the cast from her arm.

Visitors on Polack Western in  
Chicago included Nick Francis,  
Roberto Romanos, Hans Lederer,  
Kurt Oranto, Mrs. Robert Baudy,  
Grace and Cy Landry, Donald  
Zacchini, Lucio Cristiani and son,  
the Alberto Zoppe Troupe, Ray  
Perez, Geraldine and Joe, Carl and  
Hans Goetchi, Fredy Angel, Gene  
Lambert, Joan Greenburg, Jean  
Little, Edith and Whitey Boyd,  
Pio and Mio, Sunny Bernette, Fred  
Carter, Lottie Brunn, Corrine and  
Bert Dearo, Helen Siegrist Troupe,  
Joan Merideth, Carl Stephens,  
Claudeen, Helen Sharon, Chai and  
Somay Huang, Eric and Alma Fill-  
more, Doc Haag, Jan Risko, Ed  
Widaman, Joe Lemke, Pettersons'  
Jockey Dogs, Lee Kimris, Walter  
Matts, Cutie the Clown and L. N.  
Fleekles.

New concession wagons built  
by Eddie Billetti for the Miller  
Brothers on Ringling are patterned  
after that of Joe and Bob Stone,  
who play fairs with popcorn con-  
cessions. . . . Harold Voise is com-  
pany manager for Bessie Polack on  
the Polack Eastern show.

From Polack Eastern, Paul Kaye  
reports Les Parker's prop boys have  
a midget tractor and carts for load-  
ing and unloading the show. . . .  
In the show nursery are Roland  
Freddi, Elfie Gunther, Denise  
Parker and Richard Slayton Jr. . . .  
The Voices are pleased with their  
new catcher, Ralph Oyseth, and  
have forgotten about retiring. Bill  
Strong works straight in the com-  
edy bar act. . . . Gene Randow,  
Larry Benner and Helmut Gunther  
made TV appearances in New  
York, but Jack Klippel and Fred  
(Continued on page 68)

**KELLY & MORRIS CIRCUS  
WANTS**

Big Show Boss Canvasman. Can use a  
few more Acts. Want good Banner Man,  
also good Trampoline Act. Two good  
Promotional Directors capable of getting  
money. Show opens March 24, Tampa,  
Fla. Working Men, come on. Cook-  
house open.

Address: BOX 635  
New Smyrna Beach, Fla.**WANTED**

Acts of all descriptions for April 20-23,  
1955. Please state lowest. Can place  
Phonemen. Steady work. Drunks, do  
not answer.

**Patterson Bros.' Circus**  
Fairview Hotel Mansfield, Ohio

**PLUNKETT'S WANT**

Boss Canvas Man. Good salary, per-  
centage on Concessions. Three night  
stands. Also use Working Men; answer.

BOX 274

La Grange, Texas

**WANT IMMEDIATELY**

Elephant Man, Ring Stock and Menagerie  
Help. Prefer semi drivers. Eddie Mason  
and Ed Martin, please answer. Will send  
bus tickets. Contact

**TONY DIANO, Agent**Buckeye Circus Corp.  
1006 Warner Rd., S.E., Canton, Ohio**PHONEMEN**

CALL BRISTOL, TENN., FOR WORK

Ten towns booked and ready.

Phone: Bristol 5788.

Various auspices, police, etc.

**4-PHONEMEN-4**

We need Men and Women who can sell  
Circus Banners. Join a top-notch sales  
crew. Collections within the hour—pay  
every day. Wire where you can be  
reached by phone.

**JIMMY SMITH**

c/o Western Union Marion, Indiana

**WANTED  
FLYING RETURN ACT**

For June 8-9-10-11, July 6-7-8-9 and  
July 20-21-22-23.  
Write me best price for these dates.  
**MOUND CITY SHOWS**  
1417 Grafton St. St. Louis, Mo.

**PHONEMEN**

Now on special industrial issue of the  
Labor Journal (directory - newspaper).  
Over 15,000 cards to call from, all with  
last year's cut-offs of sales made. 35%  
paid daily; pick up the same day. This  
is just outside of Philadelphia.

**MACK WITZER**396 Avon Road Flanders 2-3961  
Upper Darby, Pa.  
P.S.: T. O., call.**JOAN M.**

Contact Aunt Clair

GRAM VERY ILL

W. P. M.

**2 STRONG PHONEMEN**

Wanted for strongly sponsored 6-week  
county deal. Phone

**DOC BUTLER**

Hollywood, Fla., 3-1509

**EUGENE "ARKY" SCOTT**

Elephant Man at Liberty

Write Circus City Apts., Sarasota, Fla.



**GIVE  
to CONQUER  
&  
CANCER**

**AMERICAN CANCER SOCIETY**

# Polack's Chicago Gross Climbs 12%

CHICAGO, March 12.—An upswing in business and a new weekend record were accomplished by the Western unit of Polack Bros. Circus here.

Louis J. Stern said that the show was sold out thru Sunday (13), last day of the run, and thus will have played to an estimated 156,343 persons in 37 performances of the Chicago run.

Gross was up 12 per cent, he said, with all departments showing increases except that of block ticket sales, which was down because the Kraft cheese company did not buy out two performances as it did a year ago.

With three shows on Saturday and Sunday (4-5), the show rolled up an attendance of about 30,000 for the weekend, Stern pointed out. This was followed by capacity business in the Shrine Temple here on Wednesday and Thursday. Advance sales accounted for assured sellouts Friday night, three shows on Saturday (19) and two on Sunday (20). Show officials

believed the Sunday night show would be close to a sellout in advance also.

In a change of staff assignments resulting from the fact that illness has forced Arthur Springer to rest for most of this season, Company Manager Ross Paul was named equestrian director and announcer. Also, Chester Stanley is assistant manager.

Al Sweeney handled press in Chicago, as usual, and Jack Ryan worked radio-TV this time. Hits included appearance of several performers on the Howard Miller TV show; tie-in with a firemen's dog contest sponsored by the Chicago American with finals staged at the circus; model builder Joe Washburn and clown Joe Sherman on the Danny O'Neil TV show; and a page-one break in The Daily News. The American's Sunday supplement included a page of puzzles with a circus theme. Chicago Tribune had a color photo of Lou Jacobs scheduled.

# Polack Names Nellie Vaughn Booking Agent, Talent Scout

CHICAGO, March 12.—Nellie Vaughn has been appointed exclusive booking agent and talent scout for Polack Bros. Circus, succeeding the late Ethel Robinson. The appointment was announced Thursday (10) by Louis J. Stern and Bessie Polack.

Miss Vaughn resigned her position as secretary in the office of the Thearle-Duffield Fireworks, Inc., here but will assist there until a replacement is trained.

As booker and talent scout for Polack she will occupy the offices formerly used by Ethel Robinson for the present, but later will use

larger space in the same building here. She will start her new duties with a scouting trip scheduled soon.

Miss Vaughn steps into the position with considerable background. She was secretary to Ethel Robinson from 1917 to 1932. She has been with the fireworks firm since 1934, but for the past four years worked part-time in the Robinson office, substituting during Miss Robinson's illness. She and Viola McLeod, secretary at the Polack office here, catch the Polack units at various stands each season.

# BOOKERS • AGENTS • ACTS ATTENTION!!!

## POLACK BROS.' CIRCUS

(Eastern and Western Unit)

*Proudly announce the appointment of*

# NELLIE VAUGHN

of Chicago

as Exclusive

## BOOKING AGENT and TALENT SCOUT

*successor to Ethel Robinson Attractions*



### NELLIE VAUGHN

Room 2202

203 N. Wabash Ave.

Chicago, Illinois

Phone: FRanklin 2-5318

**Interested in New and Novel Acts for 1956**



A portion of the crowd that helped set a new all-time attendance record here.

# Who Says 13 is Unlucky?

## POLACK BROS.' CIRCUS

(WESTERN UNIT)

has set a new high in attendance at its

### 13th ANNUAL ENGAGEMENT

for the Medinah Shrine Circus in Chicago, February 25 thru March 13, 1955

Polack Bros.' Circus (Western Unit) wants to take this opportunity to thank the Medinah Temple and its membership for their splendid efforts in helping us establish this outstanding record. May we continue to grow together for many, many more successful years.

OVER 30,000  
for 6 Performances in 2 Days  
a Total of

**156,343**

... AN ALL-TIME RECORD HIGH  
ATTENDANCE in 37 performances  
17 days and nights.

### POLACK BROS.' CIRCUS

*The Circus With the Longest Season in America*

Headquarters: Rm. 1908, 203 N. Wabash Avenue, Chicago, Illinois. State 2-7940

Booking Agent: NELLIE VAUGHN, 203 N. Wabash Avenue, Chicago, Illinois

Phone: FRanklin 2-5318

## First Rocky Mountain Marathon Draws Crowd

DENVER, March 12.—Fourteen of the Rocky Mountain area's fastest endurance skaters competed in the first annual Rocky Mountain roller marathon February 26 at the Warnoco Rink, Greeley, Colo.

First place was copped by Bill Kinney, of Mammoth Gardens team, Denver, who clipped the 26-mile race off in 1:34:41. The Warnoco rink is a 16-lap track. This fact, coupled with the higher altitude of the Greeley rink, makes Kinney's time compare favorably with the 1:29:31 time set on the 14-lap larger New York track recently. Kinney, the 1953 American men's speed champion, will be the pace setter for this year's Mammoth Gardens team when they aim for a share of the RSROA prizes.

Four Boulder skaters from Grant

Alley's rink copped the next four spots, second place going to Phillip Wheeler; third, Paul Hoooven; John McConnell fourth, and Russell Meader fifth. Henry Werner, of the Warnoco team, copped sixth place and the last of the seven skaters to finish the race was Oliver Eshelman, Cheyenne, Wyo., the only out-of-State entry to finish.

Referee for the meet was Johnny Montgomery, Cheyenne, Wyo., who is an instructor at the Norcross rink. Lap counter and timer was Glenn Poage, Greeley. Other officials were Harold Daniels, Milliken, Colo., and Harless Monical, Greeley. Corner judges were Grant Alley, Bob Monical, Kathleen Poage and Calvin Whittaker.

A member of the Warnoco team kept track of each individual entered, timed under regulations established by the RSROA.

### Annual Event Planned

J. W. Norcross, rink manager and tourney prexy, pointed out that this first long-distance race drew excellent crowds and said that he plans to make it an annual affair with open invitations extended to skaters throughout the western part of the United States. In making the trophy award to Kinney, he congratulated him for his outstanding sportsmanship and pointed to the record time as a difficult target for future winners to break. Second and third place winners were awarded plaques and medals were presented to fourth and fifth place winners.

## Mineola Jubilee Sets Up Prizes Valued at \$350

MINEOLA, N. Y., March 12.—The most elaborate program yet offered at an Old-Timer Jubilee at Mineola Roller Rink is being prepared by rink employees, operator Earl Van Horn and his associates for the fifth annual event to be held March 31. Prizes having a value of \$350 are to be awarded for various events programed.

On the schedule will be a straight waltz contest in competition for the Pat McMahon memorial trophy; a Chicago hop contest for married couples competing for the Victor J. Brown trophy; 17-jewel wrist watches to be awarded a man and a woman as door prizes; wrist watches to winners of a trio voo-doo number; a watch to the woman wearing the prettiest skating dress; exhibitions by members of the Earl Van Horn Dance and Figure Club, and an elaborate buffet supper and dance at Club San Su San immediately following the skating session.

As in past years, many celebrities are expected to attend the event for which a handsome souvenir program is being prepared.

## N. St. Mary's Plays Skating Horse Feature

SAN ANTONIO, March 12.—Jimmy the roller skating horse, with his master, Ab Alexander, appeared here at the North St. Mary's Skating Rink Wednesday (2).

Joe Spillman, operator of the rink, announced that amateur skating clubs of the rink will share in receipts from the show featuring the horse.

## BENEFIT

## Mineola Club Shows Snare \$425 for Polio

MINEOLA, N. Y., March 12.—The Mineola chapter of the March of Dimes fund received \$425 recently, the take from skating shows staged at Mineola Roller Rink during the week of February 21.

Heading the rink's March of Dimes committee was Mrs. Dorothy Bogart, assisted by owners Earl Van Horn, Harry Bickmeyer and Inez Van Horn.

Exhibitions were skated by members of the Earl Van Horn Dance and Figure Club during evening and matinee sessions of the week. The skaters included Kathy Di Monda, Billy Lesne, Ann Laakso, George Geschwinder, Susan Lesne, Allen Ehrle, Midge Cianflone, Duke Ferrari, Judy Drost, Barbara Pastern, Tony and Nicky Savenetti, Arlene Geschwinder, Barbara Smith, Joseph Ruggiero, Louis Kovacs, Dolly Janssen, Edward Keniski, Audrey Wegman, Phil Diegman and U. S. senior dance champions of the United States Amateur Roller Skating Association, Barbara McCusker and Edward O'Donnell.

## RSROA Adds 9 Skateries To Roster

DETROIT, March 12.—Operators of nine rinks have been added to the membership roster of the Roller Skating Rink Operators' Association, it was announced this week by Robert D. Martin, association secretary-treasurer.

They are Harry G. Laws, London Arena, London, Ont.; Mrs. Eva O. Rippy and Robert Dyer, Roller Lane Rink, Gulfport, Miss.; Thomas J. Sapere, Roller Palace, Rochester, N. Y.; John Comfort, Comfort's Rollaway, Nahant, Mass.; Angelo, Mary and Ernest Guaraglia, Skateland, Pittsburg, Calif.; A. L. and Michael Maher, Skateland, Piqua, O.; George T. Doherty, Latrobe (Pa.) Roller Garden; Ray E. Adams, Dixie Roller Rink, Lima, O., and Roland M. Barton, Town Hall Rink, Scranton, Pa.

## ROADSHOW REP

HENRY L. BRUNK, owner-manager of Brunk's Comedians, was rushed to Stevens Park Hospital, Dallas, Sunday night (6) for an emergency appendectomy. Visiting the Brunks at the time were Jimmy and Rosalea Colley, who had motored from New Orleans. . . . When the Silas Green From New Orleans shows opens on or about April 23 in Valdosta, Ga., it will mark the 70th season the attraction has been on the road. The show is slated to go into rehearsal April 9 at its Quitman, Ga., winter quarters. Announcements by show officials say that this year's attraction will be the biggest Green show ever put on the road. The entire production will again be staged by S. H. Dudley with a cast of 30. Owner W. P. Jones is now in quarters where all trucks are being painted. A new top is already there. The staff will be about the same as last year. Some new faces will be seen in the cast this year, along with the old standbys. Owner Jones hopes the line of girls will be the best ever presented by the show. . . . The Arthur Lowrey Family Show is in the last stages of a west-to-east trek with E. F. Hannan's "On Vacation" opus. En route east the show worked to only fair results due to much cold weather. Now in Ontario, the show has penciled in a month of dates in Northern New England. . . . Ernest Gray has promoted five minstrel shows in Northern New England since December. . . . W. J. McDonald has been working his solo show in Ontario since mid-

January. He takes on a few outside dates, but says the money for these is not much. . . . Leonard Whitten, an old-time minstrel man and now a solo performer and stroller, writes from Sparks, Nev., that he will be on the job as soon as the weather breaks. He plans to put in the coming summer in the Northwest.

RICHARD C. COUTIER is promoting amateur shows in the Woonsocket, R. I., area. . . . From Seattle Walter E. Tobin writes: "Have been placing my health show in small towns in this area, but am just waiting for better weather before moving east. This area is better spring and summer territory than winter, and as I have a show geared for small towns, I shouldn't be in this area at this time of year. I have run across a few school shows, but none of them seemed to be doing much. Recently I bumped into that old-timer, Freeman Turgeon, who was laying over in Walla Walla, Wash., with his family show because of illness. . . . W. W. Brooks reports only moderate business with a combined film and vaude show in Eastern Quebec. Brooks plans to make a few towns in Northern Maine before going to Boston for some amateur minstrel dates that he has worked in former years. . . . From Pendleton, Ore., Dr. Ed Mercer reports that he has been doing well with a sponsored lecture show that he opened in November. He plans to work his way east. . . . Nick Hyam writes from Los Angeles that he has his eye on some minstrel show dates in Pennsylvania and New Jersey. "There is little chance for amateur or small show business in California," he says. . . . S. S. Poole writes from Fresno, Calif., where he has his wall tent show stored, that Doc Herman Ronson has been making a few dates in the area with a food talk show for sponsors. Ronson is of the old Ronson family that had shows for years in the Northwest. Poole would like to read notes from old-time tent rep people.

## Mich. RSROA Secy. Post to Hollaman

DETROIT, March 12.—Mrs. Mary Hollaman resigned as secretary of the Michigan chapter, Roller Skating Rink Operators' Association, at their Monday night (7) meeting at Collins Roller Rink, Imlay City, and her duties were accepted by her husband, Bill Hollaman, of Arcadia Rink, Detroit. Harry Collins was the host operator at the meeting.

The April 4 meeting will be held at Ambassador Rink, Clawson, Mich. Johnny Stone will be host operator, and all State operators, including RSROA non-members, will be invited.

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## Master Plan Is Essential

Continued from page 55

profitable on a financial basis to the operators of the fair, exhibitors and all other interested parties participating in and making a financial investment in exhibits, entertainment and improvements."

### Basic Plans

Lewis stressed that careful thought and consideration should be given a number of basic parts of the program. He listed these as follows:

1. Drainage and grading—before locating any roads, racetrack, grandstand, exhibit building or parking lots, a complete drainage program should be planned for your ground, and then carry out this work before starting your building erection.

2. Roads and Walks—All roads and walks should be laid out at a proper width so as to gain as much space as possible without crowding or cramping exhibitors and trade deliveries or interfering with the pleasure and entertainment of the patrons attending your fair.

3. Entrances, fences and transportation—a careful study of all roads, walks and bus lines leading to the fairgrounds will have much to do with the locations of your main and secondary entrances, also your exit gates and fences. Transportation to and from fairgrounds has become one of the big problems for any fair, and requires the assistance of State, county and city officials, in most cases, to direct traffic both into and out of fair

gates. In preparing a master plan, research as to the population in the territory surrounding your fair and the number of people coming from each direction and on which highways, will have a direct bearing on the location of all entrances.

4. Auto parking and parking areas—the parking of autos and parking space has become a major problem at many fairs. At some it is a headache and a traffic mess, while at others they have made proper provisions for parking and are able to handle this as they do other departments of their fair. In designing a new grounds or in redesigning an old grounds, we like to locate the parking areas so that all patron traffic coming into the grounds can park and walk directly into the exhibit and entertainment areas. Exhibitor parking lots and areas so located that they are near their exhibits and can enter and exit thru an exhibitor and trade delivery gate.

Lewis also advised that lengthy study be given the location of buildings and said an all-over theme should be adopted architecturally. He also said that on most new or re-design jobs, the oval type half-mile track is being used, calling it the fastest track that can be built, both for horse and auto racing, along with any other track racing events. Standardized exhibit buildings also add to the efficiency of operation, according to Lewis.

## DRIVIN' 'ROUND THE DRIVE-INS

THE BERLIN (Conn.) Zoning Commission has reserved decision on an application by Francis H. Holmes, owner of a 40-acre tract, to rezone the site from residence and farm to business, thus permitting construction of a drive-in theater by the George LeWitt interests of New Britain, Conn. A number of Berlin residents are opposing the rezoning authorization. . . . A. J. Bronstein, building the world's largest drive-in theater, the 2,070-car capacity Meadows Family Drive-In, Hartford, Conn., has leased the venture to Midwest Theaters, Inc., Boston, headed by Phil and Richard Smith.

The latter plans a May 15 opening with first-run product. Bronstein will continue to operate the East Hartford Family Drive In. . . . Connecticut theater owner Charles Lane has started construction of a drive-in theater at Branford, Conn., with completion slated for spring.

The project is on a 47-acre tract of land. An adjoining drive-in may be erected at a future date, according to Lane. Lane also owns and operates the New Haven Drive-In, North Haven, Conn. . . . Sol Karp, formerly manager of Manchester Drive-In Corporation, Bolton Notch, Conn., and Mike Masselli, formerly in theater operation in Hartford, have leased the 500-seat Baltic (Conn.) Theater, from Ed Lord, Norwich, Conn.

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## MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Packard Jewelry Company has produced a new fast-selling costume jewelry item consisting of a dozen handsomely designed brooches set with genuine mother-of-pearl. They are plated with non-tarnishing gold finish and are mounted on satin display pad to catch the eye and stimulate sales. Selling at \$4.50 per dozen, they retail up to \$1 each. Packard also has a new illustrated catalog with over 100 other costume jewelry items listed for immediate delivery. Details will be found in the firm's advertisement in this issue.

Normandy Products Company, Pacific, Mo., has a solution to milady's problem of depending upon someone for assistance in opening or closing back-zipped garments. Called Zipper-Pull, the device consists of a plastic disc 1 1/2 inches in diameter, thru the center of which is threaded a spring copper wire clip. One end of the clip is for engaging the zipper tab. Attached to the other end is a 27-inch cord with plastic cord-pull. In use, two fingers are placed on top of the disk, with the fingers at each side of hook. The thumb is then used to push the hook which raises it for engaging the hole in the zipper tab. Pull down on the cord if unzipping garment or put cord over shoulder and pull up, if closing garment. It retails for \$1.

B. Shackman & Company, New York importer of toys and novelties, is offering its customers free display stands. The unit measures 21 by 16 by 5 inches. Four displays are available, one for general novelties, one for wooden puzzles, one for German miniature dolls and one for miniature wooden sets. The imported miniature items selected for the displays are the best of the Shackman line, are noncompetitive and have extra high mark-ups.

A new Security Phone-Lok seems to be the answer to the ever increasing problem of controlling unauthorized phone calls. The secret is a pin-tumbling device that locks with a key directly onto the dial, preventing outgoing calls but permitting incoming calls. Made by Security Hardware Manufacturing Company, Brooklyn, the

firm claims that the product has unusual ability to create impulse sales. Merchandiser display and price details will be sent on request.

Go-Ezy, a new metal cleaner, is the first of a series of laboratory-developed and tested products of Orwell Chemical & Manufacturing Company, Orwell, O. It is claimed that Go-Ezy effectively cleans any metal surface without damage to adjoining painted or nonporous surfaces and leaves no unsightly stains or powder marks. Sold with a money-back guarantee, the product contains no acids, harsh abrasives or detergents. Demonstrators will find eye opening results produce fast on-the-spot sales and are invited to write for prices.

A new electronic TV antenna that operates independently as an indoor antenna or in conjunction with roof or any existing antenna is said to eliminate ghosts, fuzz, flutter and electrical interference thru its 10 variable tuning circuits. Named Tentenna Model T-100, because it has 10 variable tuning circuits, it secures behind the receiver by two suction cups and eliminates unsightly indoor antennas. May be had in choice of five colors and is offered by national sales office, Tentenna, Inc., New York, for \$7.95 postpaid on a money-back guarantee.

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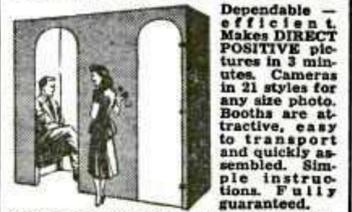
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PIPES FOR PITCHMEN

By BILL BAKER

RECENT VISITORS...

to the Monkey Ranch, operated by Mr. and Mrs. Bob Noell in Tarpon Springs, Fla., were: Mr. and Mrs. Harry Taylor, Doc and Mrs. Raggett, Glenn Porter, Mr. and Mrs. J. S. Maurer, Mr. and Mrs. George Duefrene, Mr. and Mrs. John Santoro, Mr. and Mrs. Seymour Hoskins, Lynn Watkins, Hoxie and Betty Tucker, Mr. and Mrs. Harry LeRoy, Mike Mackey and Mr. and Mrs. Harry Taylor.

HAPPY (THE CLOWN) OWENS would like to hear from his former partners. They can get in touch with him at 1729-31 Lawrence Street, Denver.

HARRY KINCHELOE... would like to read pipes here from Joe Edwards, Bob and George Ward, Marie Loter and Lloyd Long.

FIVE YEARS AGO... in the realm of pitchdom: Chief Gray Fox was in Ruskin, Fla., making preparations for the trek back north. Curley Miller's med show was playing to some good long

Everette James

Continued from page 63

in the 1890's. His father's name also was Harry. By 1906 James was playing cornet in the band of the Mighty Haag Shows. Then he went with the Cole Younger & Nichols Carnival for three years. In 1910 while on the Danville Carnival he married a prima donna and aerialist. They were back with Haag a season and also trouped with M. L. Clark Circus.

Play Haag Shows

Then James was the Haag bandmaster from 1914 thru 1918, and his wife was a performer. Their son was born in 1916 at the Haag quarters.

The James family moved to Christy Bros. Circus for 1919. There he was bandmaster and one of the fixtures of the Christy show, being with the show thru 1929. It was in this period that he taught his son to play the trumpet thru which Harry won fame.

Upon retiring from the road he settled in Beaumont, Tex., and gave music lessons. He also organized and directed school and company bands in Beaumont. Survivors in addition to his son are his widow, Mrs. Alma James, and four grandchildren.

Fred Mack Title

Continued from page 63

It will make one-day stands in smaller Ohio towns thruout the season. Fair dates are being booked, with one of them being the Madison County Fair, an August date. Pfening said winter dates also have been contracted in about four spots already.

Other auspice tie-ins are being set with a 50-chapter service club in Ohio which is linked with a major health research fund.

National Publicity

The show was featured recently in a Wall Street Journal article, used in several of that newspaper's national editions.

The top is being built by U. S. Tent & Awning, Chicago, and is blue trimmed in orange. Marquee also is new. New canvas loader has been built on one of the trucks. An auto transport trailer is being converted to haul poles and lumber. Power plants, ticket wagon and other equipment are being readied at quarters here.

A tentatively selected title used until now has been dropped in favor of the Fred J. Mack title, which is devised from names of the operators.

Westfield Elks Cele

WESTFIELD, Mass., March 12. -The Westfield Elks' Lodge will hold its annual Mardi Gras June 6-11, James T. O'Brien, chairman, announced. George (Duffy) Clark is secretary. Car and bicycle giveaways will be included.

green counts in the Florida spots. Morris Kahntroff, Dave Lombaise and Horseback Meyers were having their ups and downs at the Mardi Gras. Jack O'Day was getting a pretty good hunk of cabbage with his Kwiki-Pi slicers in Bridgeport, Conn. Duke Greenleaf and A. L. Clark were readying their pitch for a showing at Poplar Bluff, Mo. Margie Munitz was coining the kale at the S. S. Kresge store, Lincoln, Neb., with the Kwiki-Pi sets. Professor Golden was having a tough time getting himself located in Chicago. The Hudspeths, Fred and Mamie, were making plans for their spring tour. J. Arthur (Red) McCool and his wife, Peggy, had just returned to Detroit after making a circuit of Midwestern towns which included Milwaukee, Chicago, Grand Rapids and Jackson, Mich., and Toledo and Columbus, O. Lester Kane had pushed out of Detroit to make the sport show in Indianapolis with Jack David.

J. J. ARNOLD... of the Bardex Med Show, letters from Sarasota, Fla.: "We have been working at a fast clip here readying the equipment for an early Florida opening. Many of the old personnel will be back the coming season plus a number of new people. There will be several changes made in the operation of the organization. Mr. Warren has been busy most of the winter getting things in shape for the coming trek. The new cable is in, and it looks as tho the putting-up and taking-down will be considerably simplified with the new-type tent which measures 60 by 160 feet. Doc Bartok and Mr. Warren took off on a business trip to look over some new territory."

JACK SHARDING... who has been on the retired list for the past three years, tells us that his 74-year-old dogs are beginning to itch and that he intends

UNDER THE MARQUEE

Continued from page 64

Werner are still waiting for their ride to a hospital show... Visitors included Madeline Parks, Ivanko adagio troupe and Donuts, Chuck Barnes, Mrs. Alfredo Landon, Tony Ramirez, Vito Berosini, Franz Ackerl, Casey Carson, Mrs. Fred Werner, Larry Voight, Rick McConnell, the Geraldos, Mrs. Lon Arley and grandchildren, Sharon Stevens, the Georgetti Brothers, Hans Lederer, Guy Martin, Wilson Storey, Stanley Wathon, the senior, P. V. Kaye's, Helen Ford, Morey Schayer and Irwin Kirby.

C. E. Duple advises that Frank C. Camp, former Barnum & Bailey and Robinson musician, lives at Haddam, Conn.; and Wiley B. Scott, King bandsman, is wintering at Eustis, Fla... The Rochester (Ind.) News-Sentinel recently carried a feature recalling it was 20 years ago that Cole Bros. was framed there, and 15 years ago that the quarters burned.

Bill Wilcox writes from Hot Springs he and Jackie are closing their home there to start billing the George W. Cole Circus.

Frank Ellis' pit show on Kelly-Miller will use an hour-long talk which was tape-recorded by Bill Woodcock.

taking to the road again this season. Jack who has been sopping up the sunshine in Long Beach, Calif., pens: "I thought I would get active again so I have signed up with a carnival in Michigan as assistant manager. I've been a pitchman for 40 years and had my own carnival for five years so it's kinda tough to get the dust out of my brogans. I'll be leaving Long Beach for Detroit in the very near future."

DOC PAUL A. HUNT... another member of the retired pitcher gentry, is scheduled to take to the highways and byways again next season. Doc, who pitched health books from coast to coast since 1923, quit the road two years ago and opened up an office in Long Beach, Calif., as a licensed chiropractor. While the bone bending business was plenty good, the old Doc says that he can't resist the urge to get back in the swing of things. He intends making all the Midwest fairs.

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# TAKE THE SHORTEST ROUTE TO THE BIG EXTRA OPPORTUNITIES AND PROFITS...



THE BILLBOARD  
**Spring Special**  
 (DATED APRIL 9)

... a direct link between you and the most active buyers who must have merchandise novelty and gift items of every description to cater to America's outdoor-show-going public!

**Here's Why Your Spring Special Merchandise Advertising Sells Longer and Stronger!**

- **Powerful Editorial Coverage** catches, holds attention of your best outdoor customers and prospects for months—because it brings them all 1955 Fair Dates and dozens of new, practical promotion and crowd-building plans!
- **3 Week Pre-Issue Promotion**, including 100,000 direct mail campaign, generates maximum reader and buyer interest.
- **Maximum Circulation and Extra Distribution.** Traditionally, the most readers of any Billboard issue all season long.
- **No Extra Cost.** In spite of all these advertising extras, low regular issue ad rates apply.



Here's just a few of the hundreds of items these big Merchandise Buyers will order direct from Spring Special listings...

- |                       |                          |                    |
|-----------------------|--------------------------|--------------------|
| Aluminumware          | Coffee Makers            | Leather Goods      |
| Animals (toy)         | Compacts                 | Mechanical Pencils |
| Ash Trays             | Cooking Utensils         | Mechanical Toys    |
| Bags and Luggage      | Cosmetics                | Necklaces & Sets   |
| Ball Point Pens       | Costume Jewelry          | Noisemakers        |
| Balloons (toy)        | Cowboy Hats              | Perfumes           |
| Bar Accessories       | Crucifixes               | Phonographs        |
| Bar-B-Que Grills      | Dancing Clowns           | Picnic Sets        |
| Beverage Sets         | Dishes                   | Portable Radios    |
| Batons                | Dogs (toys)              | Postcards          |
| Beach Toys            | Dolls & Toys             | Pressure Cookers   |
| Billfolds             | Earring Sets             | Razor Blades       |
| Binoculars            | Irons                    | Roller Skates      |
| Broilers (electric)   | Lamps                    | Scarfs             |
| Cameras               | Mixers                   | Screw Driver Sets  |
| Candy                 | Shavers                  | Silverware         |
| Caps and Hats         | Toasters                 | Stuffed Toys       |
| Cards (playing)       | Waffle Irons             | Towel Sets         |
| Celluloid Toys        | Enamelware               | Tricks             |
| Chairs (folding)      | Flashlights              | Umbrellas          |
| Children's Games      | Flowers (artificial)     | Vacuum Bottles     |
| Chinaware             | Game Equipment           | Vanity Cases       |
| Christmas Decorations | Greeting Cards           | Wallets            |
| Cigarette Cases       | Hosiery                  | Watches            |
| Cigarette Lighters    | Identification Bracelets | Whips              |
| Clocks (all kind)     | Inflated Rubber Toys     | Wind-Up Toys       |
| Cocktail Sets         | Joker Items              |                    |

**ADVERTISING DEADLINE  
 MARCH 31**

CINCINNATI 22, OHIO  
 2160 Patterson Street  
 DUnbar 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

**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 pliskin 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. Package of 6 rolls. 60¢

**GEM Sales Co. 533 Woodward Detroit 26, Mich.**

**QUACK QUACK DUCK**

It's NEW—Plenty of Action

**\$20.75 PER GROSS** \$1.80 Per Dozen (No less sold)

No. 3893 BUBBLING BABY size 3 in. high \$15.00 per gross (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.**

**NYLON HOSIERY**

Finest Nylons Made. Each Pair Stamped "First Quality" and Guaranteed Perfect. Sold Country Wide from \$1.00 to \$1.35 per Pair.

#1551DS—51 Gauge Sheer—\$5.85 dozen

#1560DS—60 Gauge Sheer—\$6.50 dozen

Each Pair in Lovely Cellophane Package

"Devonshire"—Lace "Carter-Runstop" Top—\$6.75 doz. Each Pair in Beautiful Box.

Two lovely spring colors—Sizes 8½ to 11.

**CHELSEA HOSIERY MILLS, INC. 70 Essex St. Boston, Mass.**

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

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.**

**To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW**

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

Acts, Songs, Parodies  
Agents and Distributors  
Animals, Birds, Pets  
Business Opportunities  
Costumes, Uniforms, Wardrobes  
Food and Drink Concession  
Formulas  
For Sale—Secondhand Goods  
For Sale—Secondhand Show Property  
Help Wanted

Instructions, Books, Cartoons  
Magical Apparatus  
Miscellaneous  
Musical Instruments, Accessories  
Partners Wanted  
Personals  
Photo Supplies and Developing  
Printing  
Salesmen Wanted  
Scenery, Banners  
Tattooing Supplies  
Wanted to Buy

3 Indicate below the type of ad you wish:  
REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.  
DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name.....  
Address.....  
City..... State.....

**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

**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**

**PERFORMERS!**  
Do not confuse SHOWBIZ comedy material with other gag sources. Showbiz offers professional material usable in Nite Clubs, Radio, TV, Club Dates, etc. These files are not intended for parties & private gatherings. A good sampling of some of our complete files is found in COMEDY NOTEBOOK. Free monolog with your order. \$3. (Don't let the low-budget price fool you.)

**SHOWBIZ COMEDY SERVICE (Dept. M. 19)**  
1413 E. 29 St. Brooklyn 29, N. Y.

20,000 PROFESSIONAL GAGS, ROUTINES, doublets! 1500 pages! For free comedy catalog write Robert Ryben, 73-11 Bell Boulevard, Flushing, N. Y. mh14

**AGENTS & DISTRIBUTORS**

**A BRAND NEW ITEM—FIRST TIME ANYWHERE.** Not sold in stores. Buy direct from manufacturer. 100% profits. Begin earning big cash first day. Details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. mh26

**AGENTS—SELL RICH LOOKING 34X66 Imported Japanese Rugs for \$2; never before such large profit on rugs. 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-1fn**

**AGENTS, SELL ROSARIES—PLASTIC, \$4.10 doz. moonstone, \$11.30 doz.; others, list available. Jewelfraft, 147 N. Maple St., Massapequa, N. Y. mh19**

**AGENTS—MAKE UP TO \$100 DAY SELLING Amazing Color Filters. Put your Television Color Set to work for you in any size. Prompt delivery. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. mh19**

**AGENTS—FAST SELLING BEAUTIFUL Rhinestone Heart Necklace and Rhinestone Heart Earring Set; all pronged rhinestone, \$13.50 dozen; sample \$1.25. Sato Sales Co., 921 Eastwood, Chicago 40, Ill. N.Y.C. 38**

**AAA AMAZING CLOSEOUTS**

Ropes, all beads, asst. dz. .... \$ 5  
Ropes, chain & beads, asst. dz. .... 5  
4 Tailored earrings, asst. gr. .... 15  
15 Pearl earrings, asst. gr. .... 15  
Stone Earrings, asst. gr. .... 15  
Stone Pins, asst. gr. .... 18  
Rhinestone neck & earrings, boxed, dz. 9  
Bracelets, hand & link, asst. gr. .... 30  
Sample dozens reg. price 20% deposit, balance c.o.d.

**NEW ENGLAND JEWELRY Prov., R. I.**  
124 Empire St.

**A REAL BARGAIN—HAND TOoled AND laced Billfolds, Calfskin men's and ladies' styles; dozen \$15; single sample, two dollars. Act fast. Jack Eastwood, 694½ Jefferson, Chillicothe, O.**

**A 30" CHINA MARBELIZED LAMP WITH 18" shade; large users only; \$2.75 complete. Frite Box 979, Billboard, 1564 Broadway, N.Y.C. 38**

**ATTENTION—HOSIERY: LOW PRICES FOR jobbers, pitchmen and salesmen; complete line, Ladies' and Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful and prompt shipment and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market St., Chattanooga, Tenn. mh19**

**ATTENTION, JOBBERS—LADIES' NYLON 51 15, \$5.75; No-Seam, \$7.50; Men's Magic Trench, \$10.00; first, all color. Write for list. Earle Hosiery Co., Box 943, Charlotte, N. C. mh26**

**!! ATTENTION, BUYERS !!**

Vacuum cleaners, all makes. Tanks, up-rights, New, rebuilt and guaranteed. Also brand-new sewing machines, general merchandise, home and farm supplies, and and power tools, costume jewelry, etc.

**FACTORY PRICES! FREE CATALOG**

Write us your needs

**METROPOLITAN**  
4143-3 Ave. Bronx, N.Y. CY 9-5640

**BARGAINS—JOB LOTS, CLOSE-OUTS, 2000 items. Save to 50% clothing, hosiery, toys, toiletries, gifts, jewelry, Television, etc. Get acquainted, 25c brings wholesale catalog plus free \$1 merchandise certificate. Reliable Jobbing, 311-H North Desplaines, Chicago. ch-np**

**BIG MONEY—OSCAR MAKES EVERYONE laugh. Whirlwind seller, 900% profit. Fifty samples (\$2.50 retail) for 25¢. Manager, Box A884, 920-Third, Seattle, Wash. mh19**

**BIG PROFITS IN YOUR OWN WHOLESALE merchandising business. No investment, no inventory! America's greatest wholesale Appliance, Homewares, Jewelry, Sporting Goods, catalog, save yourself 66-2 3/4% Space for your own name. We drop ship! Free sales plan, General Wholesale, Box 3058CC, San Francisco. mh19**

**CIRCULARS—SIZE 3x6, 150 WORDS, 1000 circulars, \$2.75 postpaid; size 6x9, 300 words, 1000 circulars, \$5.50 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. Printer, 7635 Hinds Ave., North Hollywood, Calif. ap23**

**CIRCULATION MEN FOR SOUTHERN, central and western states; good proposition; age no handicap. Contact Gasoline News, 3134 N. High St., Columbus 2, O. mh26**

**CLOSEOUT—PENCIL TYPE BALL PENS; assorted imprints and colors. Plastic case, metal clip, blue or red ink, \$3 hundred postpaid; 25 for \$1. Crescent Sales Co., 150-B Broadway, N.Y.C. 38**

**COPY OF \$975 DIAMOND BRACELET Bangle Watch. Exclusive smarttime sample, \$10.75. On our stable stock of 17-2 Watches and all kinds. No tariff increase. 65 yrs. exp. Result Sales, 580 Fifth Ave., New York. ch-mh19**

**DEMONSTRATORS—FOR THE GREATEST merchandising carnival atmosphere mart on Long Island. SRO at present, but will make room for "livewires." 65,000 weekend shoppers potential. Leaders in our field. Write stating full information regarding your product. C. A. Sande, Box 163, Hicksville, L. I.**

**FUNBAGS—TOY FILLED, RETAIL, 5¢; 2 doz. carded, 85¢. Six cards postpaid. Jobbers write. Specialty, 1422 Poplar, Terre Haute, Ind.**

**JOBBERS-DISTRIBUTORS' SPECIAL—Dozen pair ladies' full-fashion, Nylon, factory rejects. Each pair in cello envelope, 3 pairs per box, latest shades, only \$2 per doz. pair. Gaala Sales, 4114 Meritas, Columbus, Ga. mh19**

**ANIMALS, BIRDS, PETS**

**A BIGGER AND BETTER ASSORTMENT** of snakes than ever before for \$25. Harmless or poisonous. State which. McCung, Laplace, La.

**AFRICAN LION FREE—IF YOU BUY** trailer cage at sacrifice, \$400. Young male, perfect specimen. Reason for selling, eats too much. Phone 5411. C. C. McClung, Laplace, La.

**COUPLE—EXPERIENCED IN MANAGEMENT** and caring of all animals desire job with animal farm, zoo, etc. Good references. Simpson, Rt. 3, Box 69, St. Augustine, Fla.

**FOR SALE—SMALL BLACK HIGH SCHOOL** Hinney, 41 inches tall, weight 390 lbs., 6 years old. Does 15 tricks including Spanish high trot. Three years training; perfect conformation. Paul White, 401 S. Mulberry St., Creston, Iowa.

**GIANT KING PENGUINS—VERY RARE,** unusual exhibit. Birds stand about 3 feet tall. \$750 each. Rare Bird Farm, Kendall, Fla.

**MINIATURE CHIMP STUMPTAILS, TAME,** young, \$65; Babies, \$80; Rhesus, Bonnets, Spiders, \$30; Squirrels, \$22; Cinnamon, Whiteface, \$35; Owls, \$25; Pigtails, \$50. Bronson Tropical Birds, 149B Fort George, New York 40, N. Y. Lorraine 9-0940. ap28

**RINGTAILS, \$30; SPIDER MONKEYS, \$29.** Many other birds and reptiles. Animales Tropicales, Inc., 2324 Amsterdam Ave., N. Y. 33, N. Y. WA 7-7400. ap2

**TAME COYOTE, \$32.50; TROUPIALS, \$22.50.** All kinds monkeys, reptiles, animals. Jack Adam's Alligator Farms, Box 881, Mesa, Ariz.

**2 BEAR CUBS—MALE AND FEMALE; COL.** Freshener, Name, Wipe, J. E. Harrell, 8312 Florida Ave., Tampa, Fla.

**4 DOGS DOING SEVERAL TRICKS—WORK-** ing together or separate. Alfretta, Box 147, New Cumberland, Pa.

**BUSINESS OPPORTUNITIES**

**ATTENTION, ARCADE-KIDDELELAND** 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. ap2

**COMPOSER OF TWO MUSICALS—DE-** sires financial assistance received by interest in royalties or sale. References furnished. Box A159 Billboard, 6000 Sunset, Hollywood 28, Calif.

**DISTRIBUTORS WANTED FOR BON AIR** Freshener. Name, Wipe, Air Freshener for home, car or office. Send \$1.25 for card of 12. Get price list. Money maker for you. Bon Air Freshener, 407½ North Bishop, Dallas, Tex.

**"JIFFY" WHITEWALL TIRE CLEANER—** amazing new formula. Spray on, rinse off! Start profitable home factory yourself. Givens, 337-B, Orrville, Ohio. ap2

**FAMOUS MFR. CLOSEOUTS**

Beautiful Summer assortment .... \$3.50 dz.  
Asst. Earrings, gang carded ..... 1.55 dz.  
Cufflinks, boxed ..... 1.95 dz.  
Cufflinks, carded ..... \$3 & \$5 dz.  
Rosaries (made in Italy) ..... .95 dz.  
Tailored or stoned Earrings ..... 2.00 dz.  
Baby Heart Necklaces, boxed .... 3.50 dz.  
Baby Cross Necklaces, boxed .... 3.50 dz.  
New Earrings, boxed ..... 9.00 dz.  
Rhinestone Neck & Earrings, boxed 12.00 dz.  
Beautiful Ropes, asst. .... \$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.

**JOBBERS FUN SHOPS—FULL CREDIT AL-** lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. mh26

**MAKE \$25 DAILY SELLING ALL-WEATH-** er plastic gasoline station Pennants. Write today for full information. Central Flag, Rossmoyne 5, Ohio. mh26

**NEW 7"x11" ULTRA-BLUE SIGNS, 7¢,** retail 50¢. 2,000 different slogans. Sample in Lowy, 812 Broadway, Dept. 844, New York 3. ch-mh26

**PROFITABLE, SPARE-TIME, PURSUITS—** A valuable, extra bonus, spare time into cash projects. George Buchanan, 2411 N. 2nd St., Phila. 33, Pa.

**PROFITS UNLIMITED IN YOUR OWN** Wholesale Buy Service. Buy 66-2-3/4% less than retail, famous Appliances, Homewares, Jewelry, Sporting Goods, Furniture. Big profits selling friends at discount. Free details. National Buyers Service, Box 428CA, Oakland, Calif. mh19

**RUN A SPARE-TIME GREETING CARD** and Gift Shop at home. Show friends samples of our new 1955 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary. Costs nothing to write today for samples on approval. Regal Greetings, Dept. 138, Ferndale, Mich. ch-mh26

**SALESMAN—CAN EARN \$25 PER DAY ON** fast moving hardware items. Sample kit and literature sent on receipt of \$1. Satisfaction or refund. Meyer's, 820 Dryades St., New Orleans, La. ap2

**SELL 8x10 OIL COLORED ENLARGE-** ments. Attractively framed from any photo, only \$2.50. Big commission (over 100% on all delivered orders). Acme Enlargers, Levy Station, North Little Rock, Ark. mh19

**SHINE CARS WITHOUT "POLISH." NEW** invention. Lightning seller. Cars gleam like mirror. Samples sent on trial. Kristee 69, Akron, O.

**TERRIFIC GUARANTEED WATCH SET—** Sells on sight. Special angle permits you sell wholesale and retail. Post card brings complete details. Gem Distributing Co., Box 1265, Kingston, Pa. mh19

**WE ARE EXCLUSIVE NATIONAL DIS-** tributors for the miracle cleaner, Pin Joy. Spray surface to be cleaned, wipe off; no rinse required. Write for free sample. Pin Joy, Inc., 1912 East Colfax Ave., Denver, Colo. mh26

**WESTERN FORTY-NINER SERIES EAR-** rings, Boon, Saddies, etc. from manufacturer. \$21 gross, 36 assorted samples, \$6 postpaid. Satisfaction guaranteed. S&E Sales Co., 2007 So. K St., Tacoma 5, Wash. ap9

**\$1 PROFIT EACH SALE PLUS OVER-** rides. Two, three or more orders one family. Photo arrangements only \$2.95. Allen Studio, Riegler Bldg., Little Rock, Ark. mh26

**ENORMOUS PROFITS BRONZING AND** pearl finishing baby shoes. New simplified method; costs but a few cents; easily done; gorgeous colorings, irresistible appeal. My book complete instruction, \$2 postpaid. Producto Sales, Box 692, Water-Cloa, Ohio.

**FORCED TO SELL—LARGE PORTABLE** Roller Rink, completely equipped. Must be sold immediately. Sacrifice price, \$4200. Box C-189, c/o Billboard, Cincinnati 22, Ohio. mh26

**FOR SALE—DANCE STUDIO IN THRIV-** ing community, 275 students. New 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—RECORD SHOP, ESTAB-** lished 16 years. Eastern Indiana town of 40,000. Box C-191, c/o Billboard, Cincinnati 22, Ohio.

**ONLY AMUSEMENT PARK IN 120-MILE** radius. Population 110,000 and growing. Large concrete swimming pool and bath houses. Merry-Go-Round, Steam Train, Ferris Wheel and six other kiddie rides. Cade, bingo games and eight other concessions. Ideally located and now open. 12 acres ground on city bus line. Must be seen to appreciate. Gross about \$50,000 per year. Priced to sell. Bolton Real Estate, 1203 Lamar St., Wichita Falls, Tex.

**WANT TO LEASE—PERCENTAGE; KID** rides, Pony, Swings, or what have you? Opening May 15. Write Campbell Lake, Comanche, Iowa.

**COSTUMES, UNIFORMS, WARDROBES**

**BALLY CAPES, \$5; CLOWN WIGS, \$5;** Strip, Bally Clown Costumes, Ostrich Feathers, Derbies, Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

**CURTAIN—SIX SECTIONS, FABRIC, 7x44,** \$35. Bargains: bundle Clown Odds, \$7; velvet Bally Coats, \$7; Capes, Wigs, Band Cords, Caps, minireels, orchestra Coats. Wallace, 2453 N. Halsted, Chicago.

**FOOD AND DRINK CONCESSION SUPPLIES**

**CHUCK WAGONS—TASTRYT, A VERY** appetizing addition to the Great American Hamburger, presents "The World's Most Unusual Sandwich" netting \$1 per pound, more. Tailor made for carnivals, fairs, parks. For information write Tastryt, P. O. Box 653, Dubuque, Iowa.

**FORMULAS & PLANS**

**MAIL \$1 FOR RECIPES—CARAMEL CORN,** Candy Apples, secret Barbecue Sauce, Chili Con Carne, Bleach Wash. All for \$1. You will be satisfied. Zehnder Sales, Phillipsburg, N. J.

**FOR SALE—SECONDHAND SHOW PROPERTY**

**ABOUT ALL MAKES OF POPPERS—CARA-** mel Corn equipment, Floss Machines, replacement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. mh14

**FLOSS MACHINES—NEW, \$159.50; USED,** \$100 up; new ribbons, \$3 ea., 4 for \$10. Get details. Jones Equipment, 330 Mattison Ave., Ambler, Pa.

**POPCORN MACHINE (NEVER UN-** erated), floor model; dimensions 54x44x29, nickel plated; 5 drawer rear; 660 volume hourly, cost \$675. Will sacrifice; quick sale with 300+ popcorn 2,000, 15¢ cartons, ready to do business (110-3 wire AC). At \$295. First come, first served. Star Sales, P. O. Box 1305, Station "C", Canton, Ohio. Have also new hot dog Barbecue, Frozen Custard, Fountainettes, etc. State your needs today. np

**300 PR. CHICAGO CLAMP SKATES—FAIR** to good condition, \$1.75 pair. Coliseum Roller Rink, Mansfield, O.

**FOR SALE—SECONDHAND SHOW PROPERTY**

**ALLAN HERSHELL KIDDIE MERRY-GO-** Round, fluid drive, Factory Organ, thirty-five hundred dollars. Stacy Johnson Dry Boat Ride, fluid drive with trailer, fifteen hundred dollars. Two-ton Chevrolet closed Truck, Fruehauf body, 16 feet. Mileage twenty-three thousand. All in perfect condition. Lyman Truesdale, 640 N.E. 72 Terrace, Miami, Fla.

**ARCADE—80 MACHINES, EXCELLENT** condition. Top Neon Front, Counters, Stands, Wiring, etc. A complete ready to work Arcade. With Midwest's largest motorized show last year. Can return this year. \$2145. Machines alone worth more than this. Seitz, Forest Hill, La.

**BASEBALL PITCHER—USED ONE SEAS-** on, \$250. Other Batting Range equipment. W. Jumer, 9141 Grayton, Detroit, Mich.

**BLEACHERS—NEW AND USED; CHAIRS,** folding, theater and stadium; Tables, Tents, Sidewalk, Lone Star Sealing Co., Box 1734, Dallas, Tex.

**BLUE TENT—RED TRIMMED, 110 FT. IN** the round, 30 ft. middle piece, over-all 110 ft. x 140 ft. Fire resistant. Used one season. Leo Bronson, Inc., 185 Church St., New Haven 4, Conn.

**CHAIROPLANE, OCTOPUS, SHORT ARM** and Trailer, 20x60 Bingo Top and Frame, Big Six-Horse Race Wheel, Mickey Perelli, So. Williamsport, Pa. mh19

**CONCESSION TENTS AND TRAILERS—** Public address, 7500 AC Power Plant mounted on trailer; Bleacher Seats, Snow Cone outfit and Trailer, G. W. Gaines, 439 Josephine Ave., Columbus, O.

**C-CRUISE, ALL STEEL, 8 CARS—PONY** Cart Ride, 8 Cars; Tom Thumb large Train, 3 Coaches, 36 pass.; Kiddie Mangels Hoto Whip, 4 Cars. All rides in good shape. Ralph Frie, Burlington, Iowa.

**FOR SALE—PHOTO GALLERY, UNDER** canvas; complete, one year. W. D. Luder Tyra, 3445 Madison Ave., Indianapolis, Ind. Phone Idlewood 0637.

**FOR SALE—THREE KIDDIE RIDES: BABY** Chairplane; Tractor ride, just like an auto ride; Airplane ride; newly painted, ready to go; all three or \$1000. Muskegon, Okla., Fair Grounds, G. Williams, Gen. Del. mh26

**FOR SALE—PINTO FIRE TRUCK KIDDIE** Ride; like new, \$1,800. Sam's A and N, 72 No. Wyoming St., Hazelton, Pa. mh28

FOR SALE—BOAT RIDE, NO TANK. Chairplane; bargain. King Kream, Bass Lake, Ind.

FOR SALE—MUG JOINT, COMPLETE, ready to go 1 1/2x2 inch picture. Write me. Ora Bandy, 209 Eads Ave., Paris, Ill.

FOR SALE—EVANS DEVILS BOWLING Alley, \$75. Frame, 10x14, \$25; some stock; fireproof canvas cheap. G. E. Honoid, 825 El Camino Real, Atherton, Calif.

FOR SALE—CANNON ACT: MAN SHOT over two Ferris Wheels, featured Lewis, Martin, 73 Ring Circus, new equipment. Forschner Chair Scale, Public-Address System, tent 10x16, fiber concession Trunks, Gregg, 5039 W. 132 St., Hawthorne, Calif.

GET RICH—BUILD A MAJOR FERRIS Wheel; fully detailed, tested building plans, \$25; free 47 plan circular. Brill, Box 875, Peoria, Ill.

HITES ROOT BEER OUTFIT COMPLETE—Manley Popcorn Machine, floor model, fine condition. Write Bennett, 416 So. 18th, Mattoon, Ill.

MINIATURE TRAIN MODEL G-12—EXcellent condition, \$1500. Also complete Kiddie Land in Pennsylvania. Box 1079, Riviera Beach, Fla.

ONE RENSSLAER MINIATURE STREAM-line Train, four coaches; freshly painted. Good shape. \$1000. I. O. B. Los Angeles. Contact H. Coffit, 501 South Los Angeles St., Los Angeles 13, Calif.

ONE TENT 40'x80'—300 SEATS, DROPS, Electric Equipment and Stage. Everything complete, \$975. All replies Billy Fitzpatrick, 262 North Main St., Waterbury, Conn. ap2

PONY RIDE — 6 SMALL SHETLAND Ponies with new saddles; well trained. Works on sweeps under 30 ft. top. School bus to haul them in; sleeping quarters in front; freshly painted, new motor, first class shape. Whole deal, \$1500; real bargain. Phone day 7742, night 2061. P. L. Cobb, Hotel Ponder, Amite, La.

POPCORN TRUCK—DIVCO COACH, GOOD motor, two Poppers, Plenty Neon. Star Commercial Electric Popper. Sell cheap. Jack Lampton, 1049 Jackson Pike, Columbus, O.

TWO 14x14 CAL. STILE BALL GAMES, Funk Cat, 14 ft Pitch Tilt You Win, Blue Tops. Very active, framed extra good; ready to go. "Ray" mond Goad, Phone 12-FO-13, Pinnacle, N. C.

5 KIDDIE RIDES—AIRPLANE, BOAT, Train, Jeep and Rocket, \$3,000. J. Edelstein, 42 Locust Ave., West Long Branch, N. J.

MANGELS KIDDIE BOAT RIDE—USED 5 weeks; good as new. Cash price, \$1500. Bury Brothers, 2720 E. Market St., York, Pa. mh2

MANUFACTURE, REPAIR, TRADE ANY thing canvas. Any new tent, \$100. What do you have or want. Smith Tent, Auburn, N. Y. ap2

SNAKE, JUNGLE SHOW EQUIPMENT. Banners, Tom Tom, Cakes, Shrunken Heads, Bottled Snakes, Kenneth Hixon, 37 Jefferson Ave., Washington, Pa.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, track. Photos details, bill (refundable). Miniature Trains, 338 Winthrop, Rehoboth, Mass. ap16

16MM SOUND FILMS—LOWEST RENTAL rates in history; get our prices now! Rogers Films, Lombard, Ill. ap9

500 WATT ADVERTISING PROJECTORS—Two carriers, 3 1/2" x4", 2 1/2" x2", ad slides, color wheel, \$33. Gronberg Projectors, 712 E. Mallory, Pensacola, Fla. mh19

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curious charts, spiritual products. Free booklet, Dasaro, 2300 South Michigan, Chicago 16, Ill. ap9

FREE—ILLUSTRATED, INTERESTING hypnotism, self-hypnosis Catalog. Learn this fascinating science. Private instruction also available. Write Hypnotist, 1334 Wilshire, Hollywood 17B, Calif. ch-17

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures catalog 10c. Baida Art Service, Oshkosh, Wis. mh26

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50c wholesale, Nelson Enterprises, 235 S. High, Columbus, O. mh19

SUB-MINIATURE RADIOPHONE FOR mentalists. Fully Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, O. mh19

MISCELLANEOUS

CAT-O-NINE TAILS—CIGARETTE SERVER, \$3. (With salt and pepper shaker, \$3.50). Write for information. Vick, 420 W. Fullerton Pky., Chicago, Ill.

GENUINE MINK OR RABBIT FOOT KEY Chain, attached to souvenir mailing card, 10c, 12 for \$1. Have fun! Treat all your friends, boys and girls. Charles Brand, 154 West 27th, New York, Dept. B2. ch-mh26

"TWO JIMA," "SKIPPING STONES," WITH nine other typed, new, perfect meter lyrics. Dollar bill. No music. Moore Metric Designing, 3048 N. Illinois, Indianapolis 8, Ind.

JUGGLING CLUBS, ROLLING GLOBES—Made to order. Finest of craftsmanship and material. Jack Miller, 1895 North Kansas Ave., Springfield, Mo. mh19

THEATRICAL WARDROBE AND PACKING Trunks—Taylor, H&M, etc.; bought, sold, rented, repaired. Jimmie's Second Hand Trunk Market, 250 W. 47 St., N. Y. C. Est. 1923. ch-mh26

WATCH AND CLOCK REPAIRING—LOW rates. Watches for sale cheap. Alvin Baggett, Watch Rebuilders, 4720 12th St., Detroit 8, Mich.

YOUR NAME IN HEADLINES ON STAND-ard newspaper page; make up your own headline; 3 different; \$1; not over 36 letters each; headline \$20 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. ap23

2 BIG NATURAL DIFFERENT ENLARGE-ments of the late great Johnny Ace, only 75c. Newzette's, Texarkana, U. S. A.

M. P. FILMS & ACCESSORIES

ALL 16MM. SOUND. NEW LIST: FEAT-ures, Westerns, Serials; excellent condition. Sell rent. Suite 512, 335 Fifth Ave., Pittsburgh 22, Pa. mh19

PAN-O-RAM FILMS—EXCLUSIVE MODELS; no beaver; two new each week. Sound, color available. Gage, 7407 Loma Verde, Canoga Park, Calif. Diamond 8-7410.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—CONN Bb CLARINET, WOOD, Boehm; recent factory rebuilt; used Penn. Railroad band 35 years ago. Robert Parsons, Townsend, Va. mh19

HAMMOND ORGANS—FINE SELECTION, all models, including concert, spine. Priced right to serious cash buyers. Also have late model Hammond and Leslie Speakers. Ken Thompson, Organs, Waterbury 12, RFD #2, Conn. Plaza 4-9445. mh19

HAMMOND ORGAN—MODEL C-2, ALSO Leslie speaker, 3 years old, \$2200. Write or call Herb Williamson, 4805 Rothman Place, Madison, Wis.

ORGANO—TURN YOUR PIANO INTO AN organ. Anyone can play it. Reasonable. Town and Country Restaurant, Dixie Hwy., Covington, Ky. AX 6005.

PERSONAL

ANYONE KNOWING THE WHEREABOUTS of Bruno Louis Taubert please write collect. Lou Taubert, Casper, Wyo., or phone collect 2-2300 Casper, Wyo. mh26

JOHNNY LEATHERMAN—PARKERSBURG, W. Va., call Leroy Shaw, Baltimore, Md. Reverse charges. mh19

PHOTO SUPPLIES DEVELOPING-PRINTING

CLOSING OUT OUR ENTIRE STOCK OF Direct Positive Cameras, Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ap16

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc., free information and prices. We are old and reliable since 1903. DQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-17

ENLARGER—DIRECT POSITIVE MARFUL 44 Marks & Fuller Reducer, Steel Easel, timer paper, chemicals new factory pack. F. G. Miller, Leoti, Kan.

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest im-provements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-17

PRINTING

ALWAYS FASTEST SERVICE—QUALITY printing. Three-color, 14x22 Window Cards, \$8 hundred; 17x25 size, \$12 50 hundred. Your copy up to 50 words. Also bumper and telephone pole cards. Tribune Press, Dept. W55, Earl Park, Ind. mh26

BUSINESS CARDS—1000, \$2.25, 5 LINES, prepaid; cash with order. Shively Printing Co., 4755 Dixie Hwy., Louisville 16, Ky. mh19

NEARGRAVURE EMBOS SO LETTER-heads, Sparkling! Dynamic! Special ne-gravures, golds and colors for midways, circuses, orchestras, magicians, general. Samples, dime. Solidays Colorprint, Knox, Ind.

NEWZETTE'S WHITE MINK RECORDS offer specials: 100 Letterheads printed (your copy) \$1.35; Envelopes, Membership Cards ditto. Book: "How to Operate a Recording and Pressing Business With Your Own Supply Source," \$4. Best quality recordings made. \$61 per 100 complete. 500 your photo Postcards, only \$4.45; 100 8x10 Photographs, \$7.50; 8x10 Negatives, \$2; enlargements mounted 20x16, \$4.95; 25 8x10's, \$4.74. 25 Records com-plete, \$38; 100, \$107. Newzette and Lone Star Corp., Texarkana, U. S. A.

200 BOND LETTERHEADS—8 1/2x11 AND 200 10 Envelopes, \$3.50; 100 of each, \$2.00 Letterheads and 200 6 1/2 Envelopes, \$2.95. Postpaid. Palmer Press, Du Quoin, Ill.

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, hairdressers, nurses, doctors, others. All popular miracle fabrics: nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equip. made. \$61 per 100 complete. M-109, New York 11, N. Y. mh26

QUALITY TIES—YOUR PROFIT, 189c. Catalogs free. L. Specialties, 43513 Flournoy Chicago 24. ch-mh26

GET NEW SHIRT OUTFIT FREE—MAKE \$90 weekly on 5 average orders a day. Famous quality made-to-measure dress and sport shirts at \$3.95 up; sell fast to all men; no experience needed; full or part time. Write Packard Shirt Co., Dept. 637, Terre Haute, Ind.

SELL NEW FLOWING LEAD PENCIL—You've read about them! Now available. Sample, \$1. Literature free. Parkhurst, Box 542-M, Lansing 3, Mich.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles. Free catalog. Owen Jensen, 120 West 83rd St., N. Y. City 10. mh26

FROZEN CUSTARD MACHINE—WILL BUY good late model Sani-Serv. State price and where located. 3723 Salome, St. Louis 20, Mo.

HELP WANTED

CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

MUSICIANS—ALL CHAIRS; LOCATE DES Moines, steady work; no sleeper. All letters answered by return mail. Jack Cole, 1125 68th St.

PIANO MAN—2 BEAT MICKY, TRAVEL-ing orch. Guaranteed salary. No characters. Others write. Bob Calame, 2107 N. 18th St., Omaha, Nebr. mh26

MALCOLM HUTTO, OR HIS BOOKING agent, write Bob McComb, Route 5, Moultrie, Georgia, for free information concerning southern engagements.

NAVY MAGAZINE ESTABLISHED 1927 wants reliable advertising representatives. Exclusive territory open. Geo. L. Carlin, USN, retired, Finance Building, Philadelphia, Pa. Phone Locust 4-4380.

PIANIST STEADY COMBO WORK, TOP salary. Must be able to carry lead. Donna Dea Trio, 1810 Pine St., Port Huron, Mich.

SCHOOL AGENT, CIRCUS ACTS, CONCESSions; useful, reliable people; indoors and ball parks; state details. Byron Gosh, General Delivery, Rome, Ga.

SINGLE, MIDDLE AGED MAN—ODD JOBS in park, with experience in general repairs on carnival. Room, board; all year round work. Ferris Wheel foreman, Chair-plane foreman, Kiddie Rides foreman, 12-stand unit foreman. Only sober, reliable reply. Write D. Van Billard, Oaks, Pa.

REAL TATTOO MACHINES — NEW DE-signs; outfits \$19 and up; ready mixed colors. #12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. je25

WANTED TO BUY

HURDY GURDY—IN GOOD CONDITION. Admiral Music Co., 5453 N. Spaulding Ave., Chicago 25, Ill.

KID FERRIS WHEEL (CAGE TYPE), ROTO-Whip, Midgoracer, Buigy, Portable Dodg-em. Have handcar ride for sale or trade. Shafers Rides, Washington, Ind.

MIRRORS—DISTORTION, 8-GLASS ONLY, in good condition. Must be cheap for cash. Mickey Stark, P. O. Box 229, Mount Sterling, Ill. mh26

MUG JOINT OR P.D.Q. PHOTOMASTER which uses 200 ft. roll, comic fore-grounds, etc. Small frame and canvas for above. Must be in good condition. W. Klemann, 2519 W. Welis St., Milwaukee, Wis.

OLD-FASHIONED STEAM OR ELECTRIC operated peanut roaster with clown. State condition, price A. Brown, 8611 Holmes, Kansas City, Mo.

USED CONCESSION TRAILER—EQUIPPED for selling frankfurters, ice cream sodas. Send description, price for cash. Reynolds, R.F.D. #7, Box 457, Richmond, Va.

WANTED

Bright Lights or Bright Spots.

Write details, price to

TRI-COUNTY AMUSEMENT CO.

Jenkintown, Pa.

USED LANE'S OR SIMILAR MAKE TWO-horse kid Merry-Go-Round, dime slot; with or without horses or top. New or used monkey banners. Small cage wagon. Ringtail monkeys that wear clothes. Wild Animal Farm, Richmond Hill, Ga. mh26

WANTED—CALLIOPE, MERRY-GO-ROUND Organs, Coin Pianos, Hurdy Gurdys, etc. B. L. Williams, 8000 Conn Ave., Chevy Chase, Md. mh26

WANTED—KIDDIE ROTO WHIP; IM-mediate reply. Have cash. Carney Rides, Cornwell Hgts., Pa. Attn. May.

WANTED—A BOOK WRITTEN BY PEARL White titled "Just Me." Michael Kornick, 241 Gordon Ave., Campbell, O.

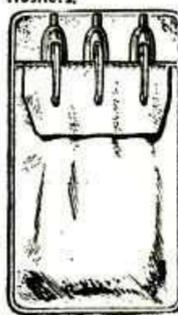
WANTED—BOUND VOLUMES OR WEEK-ly copies of the Moving Picture World and New York Dramatic Mirror. Also copies of Photoplay and Motion Picture Magazines and Serial Films. Photographs and stills of the movie stars, from 1913 thru 1920. Will buy, or trade. Michael Kornick, 241 Gordon Ave., Campbell, O.

32 FT. MERRY-GO-ROUND—IN GOOD CON-dition. Doc Schwartz, 112 West 42d St., Bayonne, N. J. mh26

HOTTEST SELLING ITEM IN THE COUNTRY SELLING LIKE WILDFIRE

Jobbers, Distributors, Peddlers & Hustlers.

THREE PEN PACK SET



These are of a better make. Fully guaranteed. Colored Retractable Ball Point Pens. Writes Red, Writes Green, Writes Blue. Put up in Plastic Pack Case. Each of the Retractable Ball Point Pens writes a Different Color: Red, Green & Blue. Buy these Pen Sets now and prove to yourself that it is the hottest seller right now. Sample Set \$1.00 postpaid.

GET IN ON THE NEW LOW PRICE.

\$5.50 per doz. \$60.00 per Gross

4 Inch Metal Refills—any Color \$1.00 doz., \$9.00 gross.

Immediate Delivery.

25% Deposit Required. We Ship Same Day We Receive Order.

Harris Novelty Co.

This is Our Only Store

1102 Arch St., Philadelphia 7, Penna. Phones: MA 7-9848—WA 2-6970

Send For Our Latest Catalog.

with it ENGRAVERS

since 1907

No. 100 Men's All Aluminum Idents \$13 Gr.

No. 102 Double Heart All Aluminum Idents \$13 Gr.

No. 14 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

7739 Avalon Chicago, Ill.

Chicago phone: WA 7-6155

1512 W. Powhatan Tampa, Fla.

Florida phone: 33-7221

DAY & NIGHT SERVICE

Take the lines of least resistance with NAME BRANDS

Advertisement for Name Brands jewelry, featuring a watch and text: 'THE HOUSE OF NAME BRANDS. Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.'

H. B. DAVIS CORP.

145-B West 15th Street, New York 11, N. Y.

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.

FLAMINGOS

Cast Aluminum, 30 inches high, \$40.00 doz. pair. Samples postpaid, \$4.95. Giant size, 50 inches high, \$90.00 doz. pair. Samples postpaid, \$10.50. Negro Hitching Post in authentic colors, \$22.50. BLOYD MFG. CO. Valley Station, Ky.

PARKS & FAIRS

ANNEX ATTRACTION AT LIBERTY—Beautiful costumes, personality, very neat, 14 years experience. If interested please write Bobbie Jones, 656 Elm St., Youngstown 2, O.

A WORLD'S FAIR ATTRACTION—FEAT-ured by Fox Movietone and the Inter-national Press; presenting high diving into the smallest diving tank in the world; it is surrounded with sharp spears and an inferno of blazing gasoline. In three seconds a complete revolution high up in mid-air is executed and climaxed by a 5,000 impact landing. Attractive rigging, paraphernalia nicely illuminated. Consistently requesting impressive results. Cadillac quality, but Ford priced. Sensational! McDonald, 456 Lamplier Place, Warren, O. Tel. 45337.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian-apolis 21, Ind. ap16

BEARS, PONIES, MONKEYS, DOGS, ACRO-bats, Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

SENSATIONAL HIGH ACTS FOR YOUR fairs, parks, celebrations, carnivals, drive-in theaters. Contact Lee Slade, 2646 Park Ave., Detroit, Mich. mh19

THE GREAT KELLY—"RIDE OF DEATH" Bicycle Chute Act, the world's only thrill show act crashing fire and solid glass walls. Mike Kelly, Goshen, Ind. mh26

VOCALISTS

V. LIST, FEMALE—WITH COCKTAIL Jim wants star work. Box C-190, c/o Billboard, Cincinnati 22, O. mh26

"... It's just as natural for a showman to check these ads as it is for a housewife to pore over the grocery ads . . ."

So says Glenn Trump, noted columnist, in his STAGE AND SCREEN column in the Omaha Sunday World-Telegram—Mar. 6, 1955.

He's referring to the CLASSIFIED ADS IN THE BILLBOARD. Here's his whole column:

"Want to buy a boa constrictor, a seal, a cockatoo, a penguin, or perhaps the tents, seats and light plants of a circus? It's no bother at all—if you pursue the want ads of The Billboard, the only trade magazine of outdoor show business.

"Actually, it's just as natural for a showman to check these ads as it is for a housewife to pore over the grocery ads . . . However, we always get a kick out of the 'for sale' columns of The Billboard. Last week, for example, besides the above-mentioned items, offered for sale were wax figures, kiddie rides, Ferris wheels, portable skating rinks, bowling alleys, organs, boat rides, miniature trains, an airplane to be used for ballyhoo, a popcorn machine, 'slightly used' monkey circus, steam engine, searchlights and a sway-pole . . ."

. . . and we agree!

Whatever you have to sell—or buy—if it's connected with outdoor show business, you'll sell it faster—or find it easier—with an ad in these classified columns. Especially if you place your ad in

The Billboard ANNUAL SPRING SPECIAL Dated: April 9 The Buyers' Guide of the outdoor amusement industry Check the rates and information on how you can place your ad in this big Annual Spring Special . . . Ad Deadline: MARCH 30

AGENTS & MANAGERS

ATTENTION 10 IN ONE OWNER—IF YOU can use a man who is capable of managing your show, lecturing for the inside, as well as furnishing and doing a beautiful illusion show, one that can well be featured and will draw a man who has had 25 years experience in all types of show business, and can furnish house trailer and car or transportation, with wife who can work ticket box, call Jack, Jack's Magic Shop, 845 N. 3d St., Milwaukee, Wis. Br. 2-8723.

MISCELLANEOUS

AT LIBERTY—LITTLE CHIEF WHITE Eagle, Indian herb specialist. Can handle any Med. Show; make my own bally and lectures. Can also handle Snake Show, All Show, or Side Show. Will go anywhere. Write or wire Little Chief White Eagle, 115 E. 3d St., Los Angeles 13, Calif. mh26

VARIETY STAGE SHOW OF 4 OR 5 PER-sons in magical illusions, dance and vaudeville. Talented beautiful costumes, fine equipment and priced to fit your occasion. Wright the Magician, Casey, Ill. my14

MUSICIANS

A-1 ORGANIST—NON-UNION; FOR COCK-tail lounge or rink. Address Organist, 203 Grove St., Charleston, S. C. ap9

ACCORDIONIST FOR BAR, HILLBILLIES, combo, or. Will consider all offers everywhere. Hit repertoire of thousands memorized. c/o Murphy, Box 44, Pine Knot, Ky.

ACCORDIONIST, VIOLINIST, GUITARIST, orchestra, band director, teacher. Engage-ments, sales, etc. References. Go anywhere; reliable. Write complete details, Phil Gut-wirth, 1014 E. 54th St., Chicago, Ill.

AVAILABLE—PIANIST WISHES TO WORK with small band or combo. Location only. 802 Ave. 9, Council Bluffs, Iowa.

AGENTS & MANAGERS

BASS PLAYER—SEEKS CHANGE FOR steady location in Florida, Chicago or New York area. "Name" experience; appearance, dependable; available 1 week's notice. Contact Barry, 48 Ashford St., East New York 7, New York.

DRUMMER AVAILABLE FOR OPENING in good commercial band or organized combo. Read, cut shows, Dixie, society, jump and Latin. No bop experience. Will consider location anywhere for right price. No foul balls, please! Jack Rearick, Aber-deen, Miss. Ph. 277.

DRUMMER—EXPERIENCED ALL STYLES. Read, cut shows, Latin. Prefer hotel band or commercial combo. Jerry Poland, 528 White Ave., Grand Junction, Colo.

HAMMOND ORGAN AND A-1 ORGANIST for you. Makes your business a pleasure! Location only. Most reasonable. Box C-182, c/o Billboard, Cincinnati 22, O. mh26

PIANIST—AVAILABLE AFTER MARCH 15. All essentials. Lloyd Jenkins, 1103 Giles St., Stoughton, Wis.

PIANO AVAILABLE AFTER MARCH 13—Society or commercial. Prefer trio. Semi-annual experience with Leslie Speaker. Telephone 9-0949, Billings, Mont. mh19

TENOR FLUTE, CLARINET—18 YEARS' experience. Bop or society tenor; bop flute, or symphonic; Dixie or symphonic clarinet. Prefer decent paying studio job; warm climate and minimum road work desired. Immediately available. J. M. Sharp III, 145 Highland Ave., Hamburg, N. Y. mh26

TRUMPET MAN — READ, FAKE, CUT shows; small or large

## Operator Survey Panel Airs Nationwide 10c Play

From Major Cities to Rural Areas  
Ops Use Dime Play to Meet Costs

By JIM WICKMAN

CHICAGO, March 12.—The big question on dime play is no longer how can it be done, but when will it be done.

The growth of dime play has been so rapid and widespread that it is considered only a matter of time until the nickel chute on the nation's juke boxes will have completely disappeared.

In an effort to pinpoint the extent of dime play throughout the country, The Billboard recently launched a "Music Operator Survey Panel." This panel is made up of music operators from every section of the country. Their operations vary in size from the smallest routes to some of the nation's largest; the music they play on their phonographs include pop, rhythm and blues, country and western and classical. It was thru the co-operation of these panel members that the following statistics and comments could be completed and reported. This is the first in a series of three articles dealing with problems and advantages operators have found as a result of dime play—and the methods used to accomplish such a move.

Four years ago, when operators switched to dime play, they were either considered "crazy" or it was assumed they were trying to go out of business. Arguments against dime play rose from every corner. The pattern: "The public

will not stand for an increase in price on juke boxes."

When these pioneering operators proved that they were not only going to stay in business, but were going to increase their profits as well, the arguments against dime play changed, but only slightly. The new pattern: "Dime play might work in some other areas but our customers would throw us out on our ears."

But even the thoroly convinced that 10-cent play would never work on their own particular routes, operators began to see the advantages of dime conversions. Thus, still another pattern: "We think dime play is a good thing for the business, but we'll have to wait until a few more areas try it before we can make a move."

Those "few more areas" must have switched to dime play toward the end of 1952, because practically overnight dime play began to roll—and it has been picking up speed ever since.

Next week, The Billboard's 8th Annual Juke Box Operator Poll will show that approximately 35 per cent of all music operators have at least some portion of their equipment set for dime play.

### 1956 Prediction

By 1956, a conservative prediction would place nickel chutes on multi-selection phonographs in the minority. Like 78 r.p.m. disks on juke boxes, nickels are going out of style.

Comments from survey panel members, who still operate their

(Continued on page 85)

## Ops Sked Dime Push In Boston on May 1

BOSTON, March 12.—Reports of a big sweep forward in dime play conversions were voiced Thursday when the Eastern Massachusetts Music Operators' Association, officially formed March 3, met for its third and biggest meeting at the Hampton Court Hotel, Brookline.

New membership brought the new association's ranks to over the 80 mark with operators outside of metropolitan Boston beginning to join the fold. Worcester County notably added itself to the group, instead of forming a unit of its own.

James Geracos, EMOA president, of Dorchester; Phil Swartz, Winrox Vending, of Brookline, and Dave Baker, treasurer of Melo-Tone Music, Arlington, were elected to the new publicity committee which is working with Paul Stevens

Associates to sell dime play conversions as well as push arrangements for the kickoff of the Cerebral Palsy Drive May 1.

Nelson N. Marshman, of the Massachusetts Cerebral Palsy committee, thanked ops for their support which is hoped will bring in an estimated \$15,000. It was planned at the meeting to set up a committee, which will be headed by Dave Bond, president of Trimount Automatic Sales Corporation, to handle the money and hand it over at appropriate ceremonies to Ralph Bonnell, head of Greater Boston Cerebral Palsy drive.

Dave Baker urged members and non-members to get behind the drive. He said publicity had not always been too easy to get for the juke box industry, but that here was a constructive moment.

(Continued on page 85)

## MOA Skeds 3 Top Confab Topics; Name 6 New Exhibitors for Meet

OAKLAND, Calif., March 12.—George A. Miller, president and general business manager of Music Operators of America, added the names of six more manufacturers to the 1955 MOA exhibitor roster this week, bringing the total to 32 with a full week still remaining until convention time, March 28-30.

The firms listed this week were J. H. Keeney & Company, Williams Manufacturing Company, London Records; Broadcast Music, Inc.; International Mutoscope, and the Bert Lane Manufacturing Company.

Miller said that he expected additional exhibitor reservations to

come in next week. He added that there was always a last minute rush for exhibit space and hotel reservations at all conventions.

In addition, Miller said that the operator business sessions, scheduled for every morning of the convention, would be highlighted by three major topics: MOA's stand in the present copyright situation, MOA's reasons and objectives for forming a third performance rights society, and membership in MOA as an individual operator.

Operator response to the convention, Miller said, indicates a new high in attendance. He said that letters from all over the

## Langer Suspends Fact-Finding Bill

Surprise Suspension Leaves Kilgore  
Bill Before Senate; No Reason Given

• Continued from page 14

The chair hears none, and it is so ordered."

According to the Senate's parliamentarian, indefinite postponement of consideration of a bill, as requested by Senator Langer and approved by the Senate, is practically the same as withdrawing the bill inasmuch as this measure is no longer on the agenda of the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks, which now is preparing to take up consideration solely of the Kilgore bill. It is explained that Senator Langer could always request unanimous consent of the Senate to revive consideration of the fact-finding bill, but such a step is not anticipated.

Introduction of a similar bill by another member of the Senate would restore the fact-finding proposal to life on the Senate side. However, presumably the strategy of proponents of the Kilgore bill will be to push for consideration of the anti-exemption measure alone.

### 'Live' Measure

On the House side the Thompson fact-finding bill continues as a "live" measure. Representative Thompson, in an extension of remarks in the Congressional Record this week (10), declared, "There has been a growing interest in this proposal for a study commission." As evidence of this, the congressman cited some of the correspondence he has received on the subject. At the time he made the congressional record entry, Thompson was apparently unaware that Senator Langer had earlier in the week called for indefinite postponement of Senate consideration of the Senate version of the fact-finding bill. In Thompson's remarks in the Congressional Record, he mentioned that Senator Langer had introduced a Senate counterpart of the Thompson fact-finding bill.

Representative Thompson also entered into the record a copy of a reply which he sent this week

to Walter J. Derenberg, professor of law at New York University, who in a recent letter to Thompson (The Billboard, March 12) suggested that possibly a fact-finding group similar to Attorney General Herbert Brownell Jr.'s antitrust committee might perform the task specified in Thompson's bill for a federal commission to study revision of the copyright law. Professor Derenberg is a member of the attorney general's antitrust committee. Professor Derenberg proposed that the fact-finding committee be set up under the Library of Congress, which houses the U. S. Copyright Office.

Representative Thompson replied to Professor Derenberg as follows:

"Thank you very much for your kind letter regarding the bill I have introduced to establish a commission to study the copyright law. You were quite correct in assuming that I would like to have comment on the bill from interested and qualified persons such as yourself.

"I have been giving your suggestion that we set up the commission under the Librarian of Congress considerable thought. It would seem to me that the bill as it stands at present would accomplish the ends you state in your letter. This bill would empower the President to appoint seven of the 13 members of the commission. He would thus be able to appoint men with outstanding reputations in the field of copyright law either from the Copyright Office and other branches of the government and/or eminent members of the bar. In addition, the commission would be composed of three senators and three representatives. These members would be taken from the membership of the respective judiciary committees of the two Houses. Since any revision of the copyright law would necessarily have to be passed by the Congress, it seems desirable to have some members represented on the commission.

"This, at any rate, is the way the matter appears to me at the present time. If you have any further thoughts on the matter, I would greatly appreciate hearing from you. In any case thank you again for your interest."

## Sked Dime Play Move in Central Fla. in 2 Weeks

BELLE GLADE, Fla., March 12.—Juke box operators in the Lake Okeechobee area have decided to switch to dime play, three-for-a-quarter, according to Red Gurkin, of Glades Music.

Gurkin, Frank Brady and Owen Rogers agreed in preliminary discussions to change over to dime play in the next week or two. Brady operates Crosby Music, and Owen Rogers also runs a route of juke boxes out of Pahokee. The trio service locations in the towns of Okeechobee, Belle Glade, Moore Haven, Clewiston and Pahokee.

"We believe that the operators must go to dime play in order to remain in business," said Gurkin. "Everything connected with our industry—from machines to needles—has gone up in price during the past several years, and it has become increasingly difficult to operate at a profit. Dime play is therefore the logical step in order to survive."

The area in which the three music operators have their routes is in the heart of the winter vegetable growing section of Florida.

## Diskers to Hit MOA With EP Pre-Packages

• Continued from page 14

weeks ago. Each of these EP sets hold 10 instrumental disks. Operator price for each set is \$8. This 80-cent per disk tag is 6 cents less than the usual price per EP asked operators by distributors, or about 14 cents less than the normal one-stop levy.

Capitol, of course, pioneered the move several months ago with its Jackie Gleason EP's.

Indicative of heavy operator use of EP's in conversion areas are the 20 EP's per 50-disk juke box now almost the standard in machines undergoing dime switchover in this city. In Philadelphia many 50-disk dime machines now sport 30 EP's.

### 1-Stop Reports

One-stops feeding EP's to operators in conversion areas report sales of the bonus platters to operators has more than doubled in the last two months.

While there is little doubt among diskery execs that EP use by operators is zooming up a curve that still has a way to go before leveling off, they are not, for the most part, counting on a continued heavy use over the long haul.

There is a school of thought, dominant today, that views the operator-EP trend as a temporary device to smooth consumer acceptance of dime play. Later, this faction holds, operators will return to singles.

Another group, however, feels strongly that EP's will remain a permanent fixture on juke boxes. They point out that for some time operators have used some of the bonus disks on nickel machines as play stimulators.

### OUT NEXT WEEK

THE BILLBOARD 1955

## MOA Convention Number

and the exclusive results of the

8TH ANNUAL

JUKE BOX OPERATOR POLL

the issue the  
entire music  
machine industry  
has been  
waiting for!

# OUTDATED IDEAS OF WHAT A JUKE BOX SHOULD SOUND AND LOOK LIKE FADE AWAY AS THE NEW AMI MODEL "F" GIVES OPERATORS THE BUSINESS STIMULANT OF SOMETHING AMAZINGLY NEW, STRIKINGLY DIFFERENT

## Color that Entices

Designers showed no timidity in creating the "F"'s range of eight smart, new colors. With brilliant color demanded in automobiles, home and office appliances, it was evident that a juke box also needed color to reap the benefits of the public's growing consciousness of color.

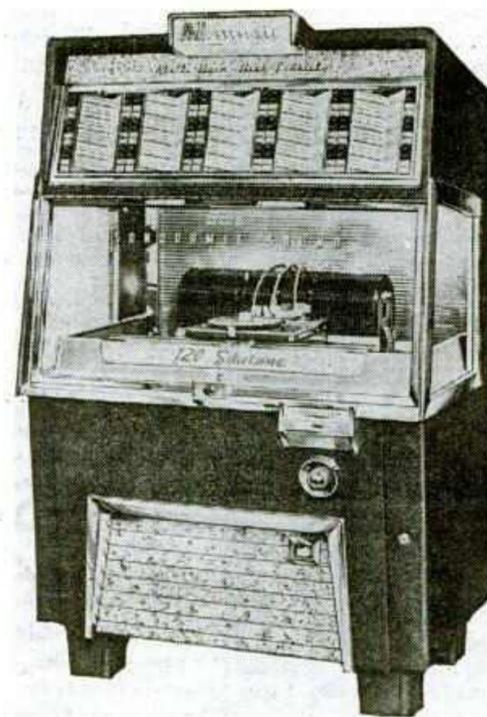
Practically every color in the spectrum can be found in the new "F" line. There's a "socko" effect for every location, yet perfect taste and harmony, with these decorator colors that enhance the wealth of metal trims, the cabinet's luxurious fittings. The Model "F" glows with life, excitement, play-stirring stimulation.

## High Fidelity that IS High Fidelity

The sensational new "F" horn system ends indecision about high fidelity with its introduction of Sonoramic Sound — another AMI FIRST! AMI uses horns for the same purpose as they are used in the most expensive custom-built High Fidelity installations — superbly reproduced music. You hear the difference immediately. With the "F"'s bass horn alone equivalent to NINE 12 inch speakers, who can argue against this kind of performance? Yet, you don't pay a penny extra for all the plus you get with the Model "F".

## Service that's a Cinch

Ease of maintenance and speed of service is outstanding with the Model "F". Clean line design keeps this juke box looking fresh and new. Its open-wide accessibility from the front puts an end to back door nuisance. There is never a need to move the "F" from the wall to get at it — or to put it against the wall to hide an unsightly back. Quick-disconnect parts eliminate trailing wires. The entire coin system is right at hand when the front door is opened, with a light that covers the entire service compartment. *Shorter hours for service mean longer hours of performance with the Model "F".*



AMI Model "F"  
120, 80, 40 Selections

**Say "Goodbye" to the Past—"Hello" to the Present—and Face the Future with Confidence and the New Model "F"**

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



THE BILLBOARD 1955



MOA CONVENTION



NUMBER DATED MARCH 26th

**FIRST** . . . we urge you to come to the Convention if you can possibly do so. Not only are there important issues before all music operators . . . but this will be the largest MOA Convention to date . . . and the first on an exhibit-floor booth basis.

. . . the most

important

single

Juke Box issue

of the year!

**SECOND**

. . . be sure to get your copy of The Billboard and its Special MOA Convention Section. Most important is the 8th Annual Juke Box Operator Poll with important information for you . . . plus many other special editorial features.

Featuring the  
Exclusive  
**8th ANNUAL  
JUKE BOX  
OPERATOR  
POLL**

plus the complete,  
current Music  
Popularity Charts  
and many valuable,  
timely news items,  
features and articles  
designed to help  
operators boost their  
weekly takes!

**THIRD . . . to  
Advertisers**

. . . It's not too late to get your ad message in this issue. It's the sure way of getting your message before 7,200 key operators who buy 95% of all records, music machines and accessories . . . and don't forget that better than 60% of all music operators are diversified into the games and vending fields, too!

**TO PLACE  
YOUR  
AD  
CALL OR WIRE  
ANY  
OFFICE LISTED  
TO  
THE LEFT**

**Reaches all 7,200  
music machine  
operators . . .  
including  
convention-goers  
and  
stay-at-homes!**

**MARCH  
26**

(date of issue)

**MARCH  
17**

(advertising deadline)

Contact your nearest  
Billboard office  
now!

CINCINNATI 22, OHIO  
2160 Patterson St.  
DUbar 6450

NEW YORK 36, N. Y.  
1564 Broadway  
PLaza 7-2800

CHICAGO 1, ILL.  
188 W. Randolph  
CEntral 6-8761

ST. LOUIS 1, MO.  
390 Arcade Bldg.  
CHesnut 0443

HOLLYWOOD 28, CALIF.  
6000 Sunset Blvd.  
Hollywood 9-5831

## Neb. Ops Air 10c Play; Omaha Converts April 1

LINCOLN, Neb., March 12.—A proposal to switch to dime play dominated last Sunday's (6) meeting of the Nebraska Automatic Phonograph Operators' Association, Inc., in the Capitol Hotel, with the result that Nebraska music operators will begin to eliminate nickel chutes from their juke boxes.

Omaha operators will be the first group to make the change. Howard N. Ellis, secretary-treasurer of the association, said that the Omaha move would begin April 1 and was scheduled to include all of the machines in the city. Other communities represented in the association are expected to follow suit a few weeks later.

The Omaha conversions will be to straight dime play, three-for-a-

quarter. To condition the public to the increase in price, operators voted to adopt an advertising campaign to be used in the city's newspapers. In addition small stickers will be pasted on every machine in the city.

### Iowa Results

Also discussed at the meeting was the recent switch to dime play in Council Bluffs, Ia. It was pointed out to operators that altho the change in Council Bluffs was made only a month ago, collections were already reported to be increasing.

The meeting also included discussions on the recent copyright legislation, a juke box donation to the Ceders' Home for Children in Lincoln, and a recap of what had been done in regard to the coming MOA convention.

Ellis mailed to operators a copy of a letter that the association sent to Washington, urging a public hearing on Bill S-590, introduced in the Senate to end the juke box exemption clause in the 1909 Copyright Act. Operators were urged to send similar letters to Washington.

The juke box donation made at the Lincoln meeting was in keeping with a regular public relations program adopted by the association last year. A similar donation is made at every meeting.

The next quarterly meeting, Ellis said, would be held on the first weekend of June in Beatrice, Neb.

## Atlas Launches Continuous Op Service School

CHICAGO, March 12. — Atlas Music Company, Seeburg distributor, has launched a continuous phonograph operator service school here which covers every phase of mechanical adjustments, speaker control, location surveys and other operating problems.

The school is open to all operators and is conducted by Frank Bach, of the Atlas company, and Newell Bellamy, Seeburg service engineer.

Each class will be restricted to a small group—not more than eight to 10 servicemen or mechanics at one time—to insure personalized instructions, Nate Feinstein, of the Atlas company, said.

Operators interested in enrolling should contact either Feinstein or Harold Schwartz.

## Expect Big Fla. Op Turnout at MOA

MIAMI, March 12.—This year's Florida music operator delegation to the MOA convention promises to be the largest in history, according to Willie Blatt, head of Supreme Distributors.

Blatt said that altho the convention was still two weeks away, many operators had already confirmed their hotel reservations for the Chicago conclave. Included among these were Howard Greenberg, Viking Export Company; Blatt; Joe Mangone, All-Coin Amusements; Ted Bush, Bush Distributing Company, and Sam Taran, Taran Distributing Company.

Eli Ross, Ross Distributing Company; Ozzie Truppman, Advance Music; Simon Wolfe, Wolfe Distributing Company, Jacksonville; Dave Friedman, operator; Willie Levey, Mellow Music; Lucky Skolnick, Music Makers; Al Schlesinger, New Yorker, who is spending the winter in Florida, and Barney Sugarman, Runyon Sales Company, New York, who is visiting here.

Blatt extended an invitation to other coinmen in the State to join the Miami group. Blatt emphasized that this year's convention promises to be the most important in history.

## Introduce New Seeburg Music System in Texas

HOUSTON, March 12. — The S. H. Lynch Company introduced Seeburg's new background music service to operators in Southern Texas and Northern Louisiana last Saturday.

The event, an operator open house, was held in the Texas State Hotel and was hosted by H. A. Franz, Houston branch manager, and A. C. Hughes, vice-president and sales manager of the Lynch Company. On hand to explain the new Seeburg service was R. E. Linderen, sales manager of Seeburg's background music division.

The purpose of the open house was to demonstrate to operators the advantage of adding new sources of income to their juke box operations. Locations such as department stores, supermarkets, shopping centers, banks, skating rinks, laundries and industrial plants were suggested to operators as establishments which would not accept a juke box but would agree to background music installations.

## N. J. Township Proposes Juke Fee

HILLSIDE, N. J., March 12.—An ordinance to license juke box owners here is scheduled for public hearing before the Township Committee next Tuesday.

Under the proposed ordinance veteran, charitable, educational, religious, fraternal or civic organizations would be exempt from the \$150 license fee. At present, the township does not charge any fee for the operation of phonographs.

## JUKE EXPORTS TOP MILLION \$ MARK IN NOV.

CHICAGO, March 12.—Juke box exports topped the million dollar mark last November, hitting \$1,096,476, according to figures just released by the U. S. Department of Commerce.

Belgium led all other countries in purchases with 609 machines valued at \$246,051. Other leading countries were Mexico (\$126,946), Venezuela (\$124,294), Canada (\$105,140) and Western Germany (\$101,361). (See chart on page 84 for complete country breakdown.)

Phonograph exports for 11 months in 1954 totaled \$9,746,352.

## Music Guild Of New Jersey Skeds Banquet

NEWARK, N. J., March 12.—The Music Guild of New Jersey will hold its 18th anniversary celebration Sunday, April 17, at the Hotel Essex House, Newark, Sam Waldor, president, announced.

The Music Guild will celebrate its years of service to its members and to the industry with a traditional banquet, show and dance. A number of recording artists are scheduled to perform.

Tickets are \$10 per person. Reservation forms are being mailed. The celebration will begin at 6 p.m.

In conjunction with the banquet, the Guild is publishing its 1955 Directory. Joe Lederman is directory chairman.

## Fire Destroys Op Clubrooms In Milwaukee

MILWAUKEE, March 12.—A half-million dollar fire this week at the Eagles Club here, left local operators of the Coin Machine Operators' Association without a meeting place.

The fire wrecked the ballroom and the clubrooms where the association had been holding its regular meetings. Future meetings will probably be held in the Wendelin Kraft tavern on North Water Street.

## MFR. ON TOES, NOT CUSTOMER

LONDON, March 12.—Arcadia Automatic Acoustics, Ltd., was on its toes when it designed the "Minstrel" to keep customers off theirs.

One of the stipulations in the design of the English-made juke box was that a child of eight should be able to use the selector buttons and read the instruction panel. The result: Tune titles are only three and a half feet from the ground.

The angle at which the titles and buttons are set are also easily managed by the adult as well.

## 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:

**DISTRIBUTION IS SET** by Groove Records, as the rhythm and blues label names a combination of indie and RCA Victor outlets to handle its wax. Groove also pacts new artists.

**INCREASED INCOME** earned by Decca Records is highlight of the diskery's annual report, which also reviews accomplishments of last year.

**MILLS MUSIC ENTERS RECORD BUSINESS** as the publisher-diskery announces releases and distribution. Label name is "American."

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

GET INTO  
THE  
**BIG MONEY**  
WITH THE  
**WURLITZER**  
1800

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. 12	Issue of Mar. 5	Issue of Feb. 26	Issue of Feb. 19
<b>AMI</b>				
C-40		\$195.00		
E-40		395.00		
E-80		640.00		\$485.00
Model A	\$99.50 100.00	99.50 135.00	\$119.50	100.00(2)
	119.50 125.00			109.00 119.50
Model B	175.00 200.00			200.00
Model C	174.50 175.00	150.00	195.00 225.00	175.00 195.00
	195.00(2)			215.00
	199.50 215.00			
Model D-40	275.00	295.00 300.00	229.50 295.00	229.50 295.00
	295.00(2)		300.00 325.00	300.00
	300.00			
Model D-80	375.00(2)	375.00	319.50 375.00	319.50 375.00
	395.00		425.00	
Model E 120	595.00(2)	595.00 670.00	625.00	595.00(2)
<b>EVANS</b>				
Constellation	175.00			
<b>MILLS</b>				
Constellation	75.00	59.50		
<b>ROCK-OLA</b>				
1422	49.50 50.00	59.50	50.00	
1426	49.50 65.00	69.50(2)	79.00	
	69.50			
1428	125.00 150.00	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	300.00			
1436, 78 RPM	325.00			
<b>SEEBURG</b>				
H-146-Hideaway	35.00(2)	35.00	35.00 75.00	35.00
H-147-Hideaway	35.00 50.00	50.00	50.00	50.00
H-147-M-Hideaway			100.00	
H-148-Hideaway	65.00	65.00	65.00	65.00
M 100-A (78 RPM)	349.50 350.00	349.50 350.00	350.00	350.00
	375.00(2)	375.00(2)	375.00(2)	375.00(2)
	395.00			
M 100 B	525.00 565.00	515.00 525.00	525.00(2)	525.00 565.00
	569.50	569.50 575.00	575.00(2)	575.00(2)
	575.00(2)			
M-100-BL	600.00	525.00 600.00	600.00	600.00
M-100-C	650.00	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	74.50	65.00 69.50	89.50	75.00
		89.50		
147-M	75.00	95.00	95.00	89.50 95.00
148	125.00	125.00		
148 ML	109.50 129.00	109.50 159.00	100.00 109.50	109.50 159.00
<b>WURLITZER</b>				
1015	50.00(2) 75.00	69.50 75.00	75.00(2)	69.50 75.00(2)
	99.50	99.50	105.00	90.00 99.50
				105.00
1080	50.00 69.50		50.00	
1100	119.50 135.00	119.50 175.00	119.50 175.00	119.50 150.00
	185.00	185.00	185.00	185.00
1250	175.00 199.50	199.50 200.00	199.50	200.00
		225.00	279.50	279.50
1400	304.50 325.00	279.50 325.00	350.00	
1450			395.00	375.00 385.00
1500	375.00 384.50	395.00 415.00	425.00(2)	395.00 425.00
	395.00 425.00	425.00(2)	445.00	445.00
	445.00	445.00		480.00
1500-A	484.50		725.00	425.00
1550	425.00	425.00		
1700		695.00		

S. A. TARGET

N. Y. Export Firm Opens Miami Office

MIAMI— March 12.—The growing importance of Miami as a center for exporting reconditioned phonographs to Latin American countries was further emphasized this week by the announcement that Viking Export Company, a New York concern, has established facilities here for shipping juke boxes.

Howard Greenberg, president of Viking Export, has set up a refinishing and reconditioning department in the building occupied by Supreme Distributors, 416 SW Eighth Avenue. Willie Blatt, coin machine veteran who heads Supreme Distributors, told a reporter for The Billboard that he had no financial interest in Viking Export but that he would serve the company in an advisory capacity.

Greenberg, who speaks Spanish fluently, has been in the export field for nine years, shipping office equipment, radios, television sets, electronics equipment and, for the past three years, juke boxes to clients in Latin America.

Previously, the merchandise was shipped from New York, he said. In the case of music machines,

distributors thruout the country supplied him with crated shipments ready for the customer.

Buying Experience

"It was thru this experience in buying juke boxes and getting the customers' reactions by extensive traveling in the Latin countries, that I decided to specialize in phonographs," Greenberg said.

"Buyers in Spanish-speaking countries are not always happy with much of the merchandise received," he pointed out. "This is due to the fact that many American suppliers do not understand Latin American requirements: Getting re-conditioned machines that can go straight to a location and give good service.

"In addition to giving the customer a machine in top condition, the supplier must pay careful attention to proper crating, licensing rules for each country, tariff laws and other factors which, if not strictly followed, can cause the customer extra expense."

Greenberg is associated with Nathan Shenfield, who is in charge (Continued on page 87)

United Prepares for Spring, Summer Sales

MILWAUKEE, March 12.—Preparations for spring and summer sales promotional programs highlighted activity this week at

the headquarters of United, Inc., Wurlitzer distributor in Wisconsin and Upper Michigan.

In town to help layout plans were Bob Bear, phonograph sales manager, Al Dietrick, general credit manager, and Bert Davidson, re-

gional sales manager, all from Wurlitzer's North Tonawanda division.

United owner Harry Jacobs Jr., commented on the outlook for the months ahead: "We only hope that sales continue as strong as they have during the past few months."

ROCK-OLA

Famous Service Free Mechanism

Ask Your Route Man . . . He Knows!

Here's what Bill Fisher of Coin-a-Matic Music Co. of Omaha says...



I prefer Rock-Ola phonographs to other makes because of the minimum of maintenance required to produce the maximum results. We have had amazingly few service calls in the operation of Rock-Ola equipment. I believe Rock-Ola has finally produced the era when the operator's service man can go home in the evening's, and spend the time with his family instead of waiting for the fearful ring of the telephone. The appearance of the new Rock-Ola Hi-Fidelity phonographs have made life wonderful among our locations and the cash boxes prove it. Rock-Ola has proven to this service man that life can be beautiful.

ROCK-OLA MFG. CORP.

800 N. Kedzie Ave. • Chicago 51

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **2D OP TEEN-AGE PARTY PULLS 2,000.** Music operators, disk jockeys, radio commentators and record artists from nearly a dozen diskeries combined forces in Detroit for second teen-age talent event sponsored by the United Music Operators of Michigan. (Page 72, The Billboard, March 12.)
- **EAST. MASS. OPS MULL DIME PLAY.** The Eastern Massachusetts Operators' Association is currently mapping an all-out drive to get the entire area on a dime basis. Of 10,000 phonographs in area, just 40 have already been converted. Plans laid at meeting. (Page 72, The Billboard, March 12.)
- **VENDING REPORT ON EUROPE.** Gives complete story on the nature of vending operations in Europe; the importance to shopkeepers of outdoor vendors; unusual techniques used by shopkeepers in keeping their stores open around the clock; even a report on vending behind the Iron Curtain. (Page 1, The Billboard, March 12.)
- **ASCAP HOLDS UP BACKG'D MUSIC CONTRACT RENEWALS.** 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. (Page 21, The Billboard, March 12.)
- **HOW NEW COIN GAME IS BORN.** First in two-article series of behind-the-scenes report of how a leading Chicago coin-operated amusement games manufacturer plans, designs, tests, builds and markets a game. (Page 82, The Billboard, March 12.)

IF YOU MISSED READING THE MARCH 12 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

## Theater Concessionaires See Need Of Venders to Complement Stands

### Ice Cream Units Bolster Gross Sales; Drink Machines Best for Small Houses

NEW YORK, March 12.—Nearly 180 persons, the largest number ever to attend the annual Eastern Regional Popcorn and Concession Conference of the International Popcorn Association, met Tuesday (8) at the Park-Sheraton Hotel here and devoted a considerable portion of the agenda to the role of vending machines in a theater concession operation.

Stanley Rubin, the ABC Vending Corporation, told the concessionaires that in view of rising candy costs, and considering the high profit margin in ice cream, it would behoove them to push ice cream sales by giving the product better and more prominent display.

Carl Seigel, representing the Stanley-Warner chain, disclosed that his chain had doubled its ice cream sales with the installation of venders.

#### Boosted Sales

Leon Stern, a Philadelphia concession operator, agreed. He said that one of his theaters was doing \$130 a week in ice cream sales, and that when an ice cream vender was added, weekly sales picked up by from \$30 to \$50.

Bert Nathan, IPA president and head of the Theatre Popcorn Vending Corporation, Brooklyn, took the stand that if a theater had automatic drink equipment, it

should have automatic ice cream equipment.

Lee Koken, vending and concession head of RKO theaters, said that vended ice cream should be non-competitive with the over-the-counter product, with the former dispensing 10-cent products, and the latter 15-cent and 20-cent specialties.

Most of the operators seemed to agree on two points: In smaller theaters, venders are a distinct asset because they are able to do the job efficiently without sales help. In larger houses, over-the-counter sales are preferred—because they enable the operator to sell a wide range of high-priced specialties and exercise salesmanship—but venders can still serve in a supplementary manner.

Major objections to the vender

were that it is restricted to one price, and it will not vend the diversity of items which may be handled over the counter.

The role of manual drinks in the conventional theater was discussed by Arthur Segal, Selmix Corporation, Long Island City, N. Y.

#### No Controversy

Segal maintained that there need be no controversy over the manual dispenser and the vender, as one supplements the other. He pointed out that in manual operation a six-ounce cup of soda costs 1.5 cents for the drink and .5 cents for the cup, leaving a gross for the operator of 8 cents on a 10-cent sale.

In drive-in theaters, he added, the trend has been toward two-

(Continued on page 79)

## OP SURVEY REPORT

### Low-Cost Cup Units Good Expansion Tool

CHICAGO, March 12.—Operators like the new lower-cost, lower-capacity selective cup machines because they make it possible to profitably expand to new locations, especially small industrials.

That sums up the general reaction of operators surveyed on the new three-figure models (in price and capacity) now on the market.

Advantages of these machines cited by operators were that they would help consolidate and even save locations which want multiple drink outlets or cup drink equipment to replace bottles; enable the small operator to offer cup drinks; make it possible for small plants to have a "full vending package" including cup machines.

#### "Still Too High"

Criticisms were that the machines were still too high priced (prices range from \$700-\$900 and operators suggested \$550-\$650 price range); likelihood of increased service, maintenance work by either dollar or time standards; the possibility that drink quality might suffer.

Operators who have had to by-pass bids on new installations

### Set Baltimore NAMA Meet

CHICAGO, March 12.—The combined meeting of National Automatic Merchandising Association Regions III and A, which gets underway at the Lord Baltimore Hotel, Baltimore, March 19, is expected to attract the largest turnout of 1955 regional meets to date, Chairmen Raymond J. Scheuer (III), Vendomat Corporation of America, Baltimore, and Charles Cooper (A), Cooper Tobacco Company, Lancaster, Pa., announced this week.

The Baltimore meet, third in the series of 1955 NAMA regionals, will follow the package-type program of the first two meets which has proved so successful. Meyer Gelfand, G. B. Macke Corporation, Washington, will give the talk on direct sales; William McConnell, Automatic Merchandising Company, Medford, Mass., on automatic catering; Charles Gee, president, Coca-Cola Bottling Company of Baltimore, on how to teach a new man to do his job; G. R. Schreiber, editor and publisher of Vend, an up-to-date report of the industry, and William Fishman, vice-president, Automatic Merchandising Corporation, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, will again

(Continued on page 80)

because they could not supply cup machines for the potential volume declare: The lower-cost machine will add new potential accounts.

A typical operator, asked if the new low-cost cup machines figured in his operating plan, replied: "Yes. Here is the best trend we have seen to help the operator. We have very few locations that warrant 1,000-cup machines—in most cases 400 cups are sufficient. We think the large machines are needed in the same proportion as Cadillacs

(Continued on page 80)

## Vendime Opens Top Office Food Set-Up

NEW YORK, March 12.—Probably the lushest of all office vending installations—the new M. Lowenstein Building at 1430 Broadway, just south of Times Square—was shown to vending operators by the Vendime Corporation today. The attendance figures are not complete, it is estimated that most of the 350 operators invited at the all-day open house put in appearances.

The installation, opened Monday, averaged about 300 lunches a day for the first week out of an employee roster of 1,500. According to Bob Loeffler, Vendime partner, the average employee spent about 50 cents for lunch, while the average snack sale was 15 cents.

The vending unit, probably the largest ever installed in an office building anywhere, consists of the following equipment: A change-

## Op Vends Cigs At 10 Cents to Non-Smokers

NEW YORK, March 12.—Al Gilbert, official of the coin machine employees' union here, reports one of the new cigarette venders in the nation on a straight 10-cent vend. The unit is doing a thriving business at Grant's Fordham Road outlet in the Bronx. Unlike any other cigarette vender, the vast majority of the patrons are under 12 years old—the machine vends strictly candy cigs.

## Dallas NAMA Meet Hosts Record 141

CHICAGO, March 12.—The second 1955 regional meeting of National Automatic Merchandising Association—held in Dallas March 5-6—resembled the first more than in simply the new package-type program: It, like the meet held in Atlanta, was the largest NAMA regional meet held in that area in the association's history.

A record crowd of 141 persons, including a majority of operators, and many suppliers, attended the two-day meeting at the Adolphus Hotel in Dallas.

John Horn, Automatic Sales Company, Abilene, Tex., was elected new chairman of Region IX at the meet (Region IX includes Arkansas, Louisiana, Oklahoma and Texas).

Al Schmitt, System Venders, Oklahoma City, chairman of Region IX, declared that the new package program provided the best discussion and information gathering that he had attended so far.

Talks were given by Charles E. (Chuck) Brown, Dallas Cigarette Service Company, Dallas (direct

(Continued on page 80)

## 11 Ops, 500 Venders in Store Center

ST. LOUIS, March 12.—What might be considered a "dream" location area for the vending operator is the new \$15 million Hampton Village Shopping Center here.

An estimated 500 vending machines—not including several pin-ball games and a juke box—are installed in the huge shopping center operated by 11 local operating firms.

The center, which includes 210 retail stores, a medical center, sports center, several theaters, doctors' and dentists' offices, plus what is reputed to be the largest supermarket under one roof, the Bettendorf Hampton Village Supermarket, besides several taverns, offers an excellent location for vending equipment.

About 90 cigarette machines alone have been placed in the retail stores, taverns and entertainment centers, not including many candy machines and bulk confection and nut venders.

Cookie machines, along with candy and bulk nut equipment, have made their appearance in many of the retail shops. Cup drink machines are located in a bowling alley, in the theaters, many of the business offices, as well as the supermarket.

## Canteen Names Glockner V.-P.

NEW YORK, March 12.—Automatic Canteen Company of America this week named Maurice Glockner vice-president and director of purchasing.

Glockner joined Canteen in 1954 as general manager of the Manhattan Canteen. Before that he had been general manager of the ABC Vending Corporation's metropolitan divisions and the drink division. He is a 1929 graduate of New York University and a member of Phi Beta Kappa.

## VENDER STUMPS CITY OFFICIALS

JACKSON, Miss., March 12.—It took a vending operator to stump city officials here. The operator, with an oxygen vender which dispenses two minutes of the stuff for 25 cents, asked officials what taxes he should pay. He was trying to find out if the authorities had discovered a way to tax "the air you breathe."

## Mills Opens New Chi Qtrs., Hosts 400

CHICAGO, March 12.—Mills Industries, Inc., subsidiary of F. L. Jacobs Company, Detroit, hosted an estimated 400 visitors Wednesday at the opening of its new Chicago headquarters of its sales and service organization.

The new quarters, formerly occupied by Muntz Industries, contain 24,000 square feet in a newly remodeled and redecorated three-story building at 4235 West North Avenue.

Thomas J. Riggs Jr., Jacobs president, and H. F. (Pete) Maloy, new general sales manager of Mills, were in charge of the open house at which the Mills vending line was displayed—coffee and hot chocolate machines, candy and bottle drink venders and its ice cream freezers.

The new plant, in addition to serving as headquarters for Mills' service and sales divisions, will warehouse Mills units for West

(Continued on page 80)

## CONGRESS GETS FREE MILK VIA VENDING UNITS

WASHINGTON, March 12.—House members will drink free milk for two weeks via vending machines.

Representative Laird (R., Wis.) announced that the vending machines were unveiled Monday (7) in the Republican and Democratic cloakrooms.

Laird said he arranged for the machines in co-operation with the National Milk Producers' Federation. "We will take care of the milk supply the first two weeks," Laird said. "After that, we'll take the plugs out of the coin chutes and members will have to pay." Plain milk, chocolate and buttermilk are the selections.

## Variety: Soup Vending Must, Op Study Shows

WEST ALLIS, Wis., March 12.—If soup vending is to make an important impact in automatic merchandising, soup machine manufacturers should provide selectivity, supply firms should develop additional flavors.

So declared Nick Novasic, head of County Venders here, a diversified operator who has devoted over six months experimenting with soup vending in industrial locations.

The key to both volume and profit in soup vending, Novasic feels, is the early availability of concentrates (powder and liquid) to provide the essential product variety.

The big problem, says Novasic, is to achieve sustained volume. Another, which would be minimized cost-wise by a stable sales level, is the frequent and time-consuming sanitation procedure.

"But these problems are more than balanced by the soup vender's value as a convenience to factory workers," he declared.

Here's what Novasic has discovered after six months of serious effort promoting soups:

Ideally, a soup machine should do 100 sales a day.

It should have almost 1,000 persons as potential customers (10 times more than are needed to profitably vend from other types of equipment).

Operators should be able to change their soup menu at least every three days.

"Customers get weary of monotonous offerings of soups no matter how delicious they may be. People are accustomed to enjoying many different kinds of soup at home and in restaurants," he said.

# 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. "Visidome" 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.

**SPECIAL CLOSEOUT 50% OFF ON ALL CHARMS**

Rings—All Kinds	8.00
Tops	4.00
Gold Tooth	6.25
Books	6.25
Plastic Guns	1.50
Metal Color Plate	2.25
Toilet Bowls	7.50
"I Love You" Hearts—Nickel	3.50
Comic Lockets	2.50
Large Sport Series	7.50
Old Timers	6.25
Carries	6.25
Vacuum Bullets	6.00
Golf Balls—Copper & Silver	4.25
Skeleton in Closet	7.50
Electric Fan	6.25
Razors	5.00
8 Ball—Gold	5.50
Friendship Rings	7.50
Cones	7.50
Plastic Bullets	3.50
Metal Bullets	4.50
Light Bulbs	2.75
Cig Packs	1.50
Plastic Mix	1.00
Screwdriver	7.50
Imported Items—10 Gr. Ass'd	10.00

GET ON OUR MAILING LIST. MANY MORE SPECIALS TO FOLLOW.  
WRITE FOR CATALOG OF NEW AND USED VENDORS & 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 22, Pa.  
Lombard 3-2676

## Theater Concessionaires

Continued from page 78

drink sizes, and the vending machine can't handle these type sales.

He advised operators not to examine manual and vending operations as separate entities, but to consider them as a whole and look at over-all location profit.

### Koken Pinch Hits

Harold Newman, Andrews, Inc., New York, was to have taken up the cudgels for vending, but he was unable to appear. In his stead, Lee Koken, who also served as chairman and conference moderator, presented the case for automatic merchandising.

Koken advised operators to keep away from browns and reds in cabinet colors and paint drink vending equipment in cool colors—particularly in greens and chartreuses.

He stressed the importance of

selectivity, with a minimum of four selections on theater locations. Also he emphasized the importance of having one of the selections a non-carbonated flavor.

### Proper Carbonation

Of course, added Koken, cleanliness, proper carbonation and prompt servicing are essential for a successful drink operation in a theater.

When some of the operators complained that vended cup drink sales were falling off, Larry Goldmeyer, Philadelphia operator, warned the concessionaires that nothing will kill sales as swiftly as bad drinks. He admonished the operators to check their own drinks, make sure they use good sirups, and to make sure that the sirup content is sufficient.

Koken ventured that the pendulum is swinging the other way. He pointed out that automatic operation had been the vogue in theater drink locations, and now the operators are trying to strike a balance. He added that venders could dispense the six-ounce drink at 10 cents and the stand could dispense eight-ounce drinks for 15 cents.

### Point-of-Sale

A point-of-purchase device which could be utilized for food venders was explained by William M. Harris, of William M. Harris Associates. The device can give off any food aroma—coffee, orange, etc.—thru a timing device.

He said that the clock mechanism costs about \$10, while a three-day supply of the aroma concentrate costs about \$1.

The vending industry was well represented at the meeting. Sitting thru the session were Sam Kresberg, president, and Mel Rapp, executive vice-president, Apco, Inc.; Charles Brinkman, vice-president, Rowe Corporation; I. H. Houston, vice-president, Rowe-Spacarb Division; George Herald, Cantrell & Cochrane; Joe Tanzer, Jo-Lo Perfumatic; Tom Cassidy, Liberty Syrup; Fred Yoken, Modern Tobacco, and Al Glazebrook, Canada Dry.

### List of Speakers

The meeting was chaired by Bert Nathan. Speakers included William E. Smith, the Pop Corn Institute; Ben Kornfeld, ABC Vending Corporation of New England; Thomas J. Sullivan, IPA vice-president; Warren Young, Maryland Cup Company; Harvey Elliot, Long Island Family Drive-In Theaters; William Burke, Confection Cabinet Corporation; Phil Lowe, Theater Candy Corporation; Norton Jackson, Point-of-Purchase Advertising Institute, Inc.; Alex Haft, I. Haft & Son, and Irving Rosenblum, Savon Candy Company.

The Coca-Cola company was host at a roast beef luncheon, with Charles Okun, Coca-Cola special theater representative, in charge. Pepsi-Cola hosted at the evening cocktail party under the aegis of Peter Warren and Alan Finley, Pepsi-Cola theater sales division.

Apco, Inc., donated the grand prize, a 21-inch RCA color television console. Other prizes were a Royal portable typewriter, donated by Rex Specialty Bag Corporation; a Zenith AM-FM table radio, donated by the Banner Candy Manufacturing Company; a Philco portable record player, donated by the Bonomo-Korday Candy Company, and a set of matched wood and irons in leather golf bag, donated by the Maryland Cup Company.

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1¢ & 5¢ Comb.	\$12.00
N.W. #39 1¢ Porc.	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	4.50
Silver King 1¢ B.G. or Mds.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #2 1¢ B.G.	4.45
Advance #11 Mds.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	56
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, 48¢ 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)	40
Assorted Fruit Charms, 100 ct.	42

Rain Blo Ball Gum, 40 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound \$ .28  
100 ct. .38  
Adams Gum, all flavors, 100 ct. .45  
Wrigley's Gum, all flavors, 100 ct. .48  
Beech-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.  
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**"SOLID GOLD CADILLAC"**  
... almost!

If "Silence Is Golden" it isn't so from the many fine comments we've received about our charms in the Super Series. One example is our Gold Vacuum Plated Cadillac which adults as well as the small fry have jokingly referred to proudly as "My solid gold Cadillac." This is just one of the many typical values in this series that's sure to add the golden touch to your vending machines in repeat sales.

**Vacuum Plated Super Series**  
\$3.75 per thousand

**Karl Guggenheim**  
33 UNION SQUARE  
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**CHARACTER CHARMS**  
Makers of Outstanding Charms  
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The Best in Bubble & Ball Gum  
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"Bison" Locks for Vendors  
DISTRIBUTORS, WRITE OR WIRE  
**M. J. ABELSON** 2033 Fifth Ave.  
Pittsburgh, Pa.  
Atlantic 1-6478

**VICTOR'S TOPPER**  
1¢ BALL GUM MACHINE, \$12.50 each.  
\$12.00 100 or more.

**VICTOR'S FIVE STAR BABY GRAND**  
\$12.50 each

**FILLED CAPSULES**  
Assorted Mixture \$14.00 per box of 700  
Write for prices on gum and charms for 1¢ machines.

Per Box of 700  
Salt & Pepper Shakers in Capsules. \$12.60  
Top Hats With Earrings. 17.00

**GARDNER & LOSE**  
2611 Hale Ave., Louisville 10, Ky.

**CIGARETTE, CANDY and DRINK MACHINES!**

**ROWE CIGARETTE VENDORS**

Imperial, 4 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
Diplomat Electric, 8 Cols., 340 Cap.	175.00
DUGRENIER CHAMPION, 9-11 COLS., 420 CAP.	100.00

**UNEDA CIGARETTE VENDORS**

Model E, 4 Cols., 180 Cap.	\$ 75.00
Model E, 8 Cols., 240 Cap.	92.50
Model 500, 9 Cols., 350 Cap.	100.00

**CANDY MACHINES**

U-Select-It, 74 Cap., Wall Model	\$ 52.50
Stoner Candy, Pre-war, 160 Cap.	135.00
National Model 918, 162 Cap.	115.00

**UNEDA MODEL E**  
12 Cols., 300 Cap., \$87.50

**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.

**Uneda VENDING SERVICE, INC.**  
The Nation's Leading Distributor of Vending Machines  
250 Meserole Street • Brooklyn 6, N. Y. • HEGeman 3-6295

Ready for Immediate Delivery  
**THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD**  
**THE OAK "400" CAPSULE VENDOR**

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

EASY TO FILL; 400 CAPACITY  
WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

Eastern Office • National Sales Hdqtrs.  
**PENNY KING COMPANY**  
2538 Mission Street • Pittsburgh 3, Penn.  
Western Sales Offices  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 Grand Avenue • Los Angeles, Calif.

**oak manufacturing company, inc.**  
11421 knightsbridge ave. • culver city, calif.

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 and 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

**EXCLUSIVE DISTRIBUTORS WANTED**

Ideal vendor for PROMOTIONAL SELLING. A well-built 10¢ vendor dispensing an exclusive SMOKEHOUSE COCKTAIL ALMOND. Close FACTORY SUPPORT and a strong factual SELLING KIT plus a FINE MACHINE offer a rare opportunity.

PROTECTED TERRITORY given to men who can produce and are experienced in selling through Business Opportunities.

Write fully, giving experience, references to  
**AMERICAN PRODUCTS CORP.**  
P. O. BOX 2749, CLEVELAND 11, 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.

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Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20) 941

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WHOLESALE DISTRIBUTORS  
LINDSAY BROS. & CO. INC.  
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NEW YORK 17, N.Y.

**We**  
**Have Newer**  
**CHARMS!**

Send \$2.50  
and receive  
100 high  
quality filled  
capsules.  
Contains our  
complete  
assortment . . .  
or send 35¢ for regular  
sample kit of charms.

National  
Sales Agents  
for  
ACORN  
CHARM VENDOR  
parts and  
accessories

**PENNY KING  
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2538 Mission Street Pittsburgh 3, Pa.

**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

**VICTOR'S  
STANDARD  
TOPPER**  
100 or more  
\$12.00 ea.  
4 to 99  
\$12.50 ea.  
(packed 4 to case)  
1,000 Ass'd  
Victor Filled  
Capsules \$14.50

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Prices subject to change without notice. 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

**VICTOR'S  
5-STAR  
BABY GRAND**  
Convertible Vendor—Instant change-over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chicle Treats, 100-Count Ball Gum.  
\$12.50 each less than 25 cases;  
\$12.00 each 25 cases or more.

**CLEVELAND COIN MACH. EXCH.**  
3025 Prospect Ave. Cleveland 15, O.

**Baltimore NAMA**

Continued from page 78

moderate a "Profit Clinic" on reasons for failure or success in automatic merchandising.

George Callard, Coca-Cola Company, will sponsor the reception. Each of the meetings this year is held on a weekend with lunch on Sunday to permit operators to attend all sessions and return home in time for the start of the new work week.

Non-members are invited to attend the Saturday session; only NAMA members who are owners, partners, managers of vending firms are permitted to attend the Sunday morning session on employer-employee relations, which will again be moderated by Benjamin Werne, NAMA employer-employee relations counsel.

Plans are beginning to take shape for the NAMA Region II meet to be held at the Hotel Commodore, New York, April 2-3, Wayne Logue, chairman and host of the meet announced this week. Logue, Brady Vending Company, New York, is now making hotel reservations. Logue announced that Hedeman Products Company will sponsor the reception at the meet.

**Low-Cost Cup**

Continued from page 78

to Chevrolets, with the latter representing the smaller cup models." So declared William F. Courtney Jr., Automatic Refreshment Service, Youngstown, O.

**Favors New Models**  
J. Richard Howard, president of Howard Vending Service, Inc., Indianapolis, answered: "I definitely feel the new models figure in my operating plan. At the present time we have a certain high per machine sales volume that we are forced to maintain in order to make a profit due to the high cost of larger capacity machines."

Howard cited an example: In several plants where Howard Vending has cup venders there are also bottle machines. Plant management, he said, has requested that his firm replace the bottle-operated equipment with cup units. "With a smaller lower-priced cup machine we could accept less volume and still make our necessary margin."

According to Bernard J. Kiley Jr., head of Airport Vending Service, Inc., Cicero, Ill., "Amortization of (cup) equipment is one of the major costs of serving a drink and this cost can be reduced thru the use of a less expensive machine."

**Mills Opens**

Continued from page 78

Coast sales, as well as for dispensers made by the Selmix Dispensers, Inc., plant in Long Island City (also a Jacobs' subsidiary).

Headquartered in Chicago under Maloy's supervision are Jack Patten, chief of the coffee vender division; Martin Stiller, in charge of the ice cream machine division; Walter Babick, parts and service manager; Edward Howard, field service representative, and Jim O'Connor, in charge of the bottle machine division.

Mills was purchased by Jacobs, automotive parts manufacturer, last October. The building formerly occupied by Mills at 4100 Fullerton Avenue was sold to Teletypewriter Corporation.

**Dallas NAMA**

Continued from page 78

sales); Joseph Dobson, head of Dobson Vending Service, Inc., Dallas (automatic catering); Schmitt (how to teach a new man to do his job), and G. R. Schreiber, editor and publisher of Vend (current report on industry).

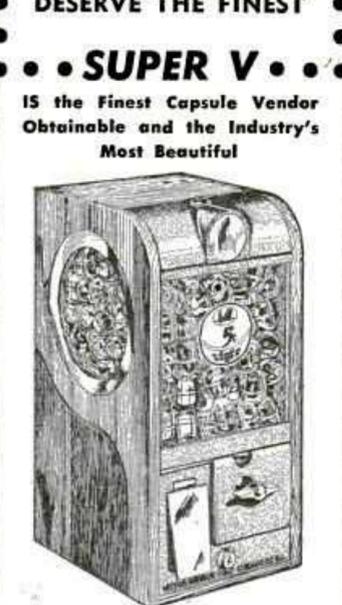
William S. Fishman, vice-president, Automatic Merchandising Company, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, conducted the "Profit Clinic" seminar; Benjamin Werne, employee-employer relations counsel for NAMA, moderated a Sunday panel on employee-employer relations.

**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 Vender . . . 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

**KEEP IN TOUCH**

With VICTOR for NEW and OUT-STANDING CHARMS for Bulk and Capsule Vending

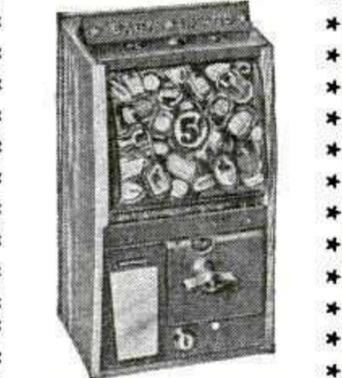
The World Famous  
**STANDARD TOPPER**

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 TREATS  
★ 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 Now!**

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

**Vendime Opens**

Continued from page 78

cally for automatic feeding. The battery, running more than 40 feet, is a single unit recessed into the wall. The wall housing the unit is floor to ceiling, with a storage alley in the rear.

The front itself is an Auto-Snak, also it resembles no Auto-Snak ever seen elsewhere. The entire front-floor to ceiling—is covered with a beige plasti-spray (a vinyl plastic material) picking up the motif of the room. Signs are bright orange, picking up the trim and drapery colors. Price signs and instructions—in 3-D—will be incorporated in the vending unit.

The Vendime menu would do credit to a lot of full-time restaurants: Chocolate cream, apple, coconut custard, cherry, blackberry, lemon meringue and cheese pies; hot cross buns, French crullers, apple strudel, napoleons, chocolate eclairs and cup cakes; triple-decker sandwiches of many sorts and jumbo heros; apples, pears and tangerines; milk and chocolate milk; coffee, hot chocolate and carbonated beverages.

**200-Seat Capacity**

The 71-foot long cafeteria on the sixth floor of the building contains 50 tables, with a seating capacity of 200. Lunch is currently served in two shifts, but the management soon plans to go to three shifts: 11:30, 12:30 and 1:30.

The entire area is air conditioned, with shelves, storage and refrigerator facilities in the rear of the feeding unit for two days' supplies on most items.

Equipment in the storage alley includes an upright refrigerator, a console freezer and storage space for 7,500 hot cups and 10,000 cold cups. About 1,200 ice cream bars may be stored in the freezer.

**Triple Deckers**

According to Loeffler, most popular item in the first week of operation was the triple-decker sandwich, vending at 40 cents. More than 200 of them were sold on Tuesday (8) alone. Due to unseasonably hot weather, hot drinks didn't do quite as well as expected, but the fruit and canned juice volume was unexpectedly high.

Gerry McClosky and Loeffler, partners in the operation, feel that an extra 50 per cent of the gross can be done outside the regular luncheon times. The Lowenstein workers have a strong employee organization, and the cafeteria room is used for meetings, movies and social events. It is also used as a sales meeting room.

No commission is paid the location. In most Vendime locations, machine stocking and cleaning up is handled by a location employee. However, at Lowenstein, the work must be performed by Vendime.

**Service Set-Up**

Currently, Loeffler and his brother, Art, service the location, with a Vendime woman employee taking care of the cleaning chores.

Coffee is served black, with the purchaser adding cream and sugar to suit his taste at one of the two condiment tables. These tables also contain salt, pepper, catsup and mustard. According to McClosky, next additions to the unit will be a fruit cup vended in the Wittenbourg refrigerated unit, and a hot plate in the Wittenbourg to enable Vendime to serve hot dishes.

Cigarette sales surprised the partners. First day's sales were 50 packs, and, with salesmen holding meetings in the room, it could turn out to be a pretty fair cigarette stop.

Bob McGregor, Rowe-Spacarb, and Jack Hobson, Rowe, aided Vendime in getting equipment to the location in time for the cafeteria opening. The Auto-Snak unit was flown in from Ohio.

**Weather Important**

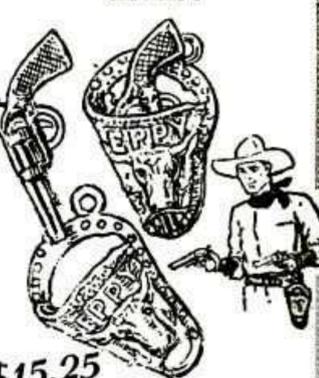
Weather makes a great difference in ordering supplies, particularly the weather before noon. The Vendime partners are planning to subscribe to a daily detailed weather service to guide them in their ordering.

Like other Vendime locations, supplies are delivered directly to the location, with each stop serving as a warehouse.

**HOTTEST GIMMICK**

We've EVER Made

**Gold Vacuum-Plated GUN-inside-HOLSTER CHARM**



\$15.25 per 1,000

Consists of 1,000 Guns, inside 1,000 Holsters, fully assembled, for perfect vending.

START the SPRING SEASON OFF with a GIMMICK that's HOT as a PISTOL-in-a-HOLSTER.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place  
Jamaica 35, L. I., N. Y.

**ADVANCE SANITARY VENDOR**

The Finest for Vending "Flat-Pack" Products

Here is a durable, reliable, sanitary vendor . . . with the many exclusive features which have made the Advance name a symbol for the best in vending. Accommodates flat packages up to 3/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin-detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today.  
**J. SCHOENBACH**  
Factory Distributor of Advance Vending Machines  
1645 Bedford Ave., Brooklyn 25, N. Y.  
President 2-2900

**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 ct. . . . . 40¢ lb.  
Chicle Chicks, 320 & 520 ct. . . . . 36¢ lb.  
Bubble Chicks, 320 & 520 ct. . . . . 30¢ lb.  
Tab (short stick), 100 ct. . . . . 38¢ box  
5-Stick Gum 100 packs . . . . . \$1.90  
F.O.B. Factory, 150 Lb. Lots

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

**Ready for Delivery Now!**

**OAK'S NEW TAB GUM VENDOR**

**R. R. WHITEHEAD**  
1075 Woodland Avenue S. E.  
Atlanta, Georgia

**VICTOR SAVES YOU \$\$\$\$\$**

and time by automatically sealing capsules. Also gives you better mdsr. 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.**

**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.

**CHARM DISTRIBUTORS**

Thanks for the response on our last week's ad which we are repeating

**NEW CHARM**  
**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.

**VICTOR'S TOPPER**  
16 BALL GUM MACHINE, \$12.50 each, \$12.00 100 or more.  
**VICTOR'S SUPER V CAPSULE VENDOR**  
**\$15.45** each  
**\$14.95** each in 100 lot  
Terms available.  
**ROY TORR**  
LANSDOWNE, PA.

**THEY'RE BACK**  
We sold out the first batch we imported and had to reorder. They're here now, in stock. Order now. These will go fast at these prices.  
**MAGNETS . . . \$.80 Gr.**  
(PACKED 5 GR. TO BOX)  
**FROG-CRICKET \$.85 Gr.**  
(PACKED 2 GR. TO BOX)  
Magnets paper wrapped. Both items vend in 14 machines—fit capsules, too. Write for free list. Prepaid shipment. Sample—get on our mailing.  
**OHIO GUM SUPPLY CORP.**  
WICKLIFFE, OHIO

**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

**THE BILLBOARD INDEX**  
**ADVERTISED USED MACHINE PRICES**  
**VENDING MACHINES**

	Issue of Mar. 12	Issue of March 5	Issue of Feb. 26	Issue of Feb. 19
Advance D 1c. BG.....	\$6.45			
Advance Model Ball Gum....		\$ 6.45	\$6.45	\$6.45
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.95
Asco Hot Nut, 5c.....			7.50	7.50
Atlas Bantam, 5c.....			5.95	5.95
Cadillac Jr., 5c.....	6.95	6.95	6.95	6.95
Comb Machine.....	13.95			
Columbus 1c Bulk.....	6.50	6.50	6.50	6.50
Columbus 5c Bulk.....			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	
DuGrenier Adams (4 col.), 1c	17.50	17.50	17.50	17.50
DuGrenier Champion (9 col.)	100.00	100.00	92.50 100.00	92.50 100.00
DuGrenier Champion (11 col.)	100.00	100.00	100.00	100.00
DuGrenier Model S (7 col.)...				45.00
DuGrenier Model W (9 col.)...	125.00	125.00	125.00	55.00 125.00
Exhibit Card Vendor, 2c....				19.50
Eastern Electric (8 col.)....	115.00	115.00	115.00	115.00(2)
Exhibit Card Vendor, 1c....	5.00	15.00	15.00	15.00
Hershey Candy.....	7.95			
Hupp Single Drink.....	110.00	110.00	110.00	110.00
Jewel Vendors, 5c.....			7.50	7.50
Keezey Electric (9 col.)....	145.00	145.00	145.00	145.00
Master 1c Ball Gum.....	6.95	6.95	6.95	7.50
Master 1c & 5c Bulk.....	6.50	6.50	5.95 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	12.00(2)	12.00(2)
Northwestern Model 39, 1c..			7.50	7.50
Northwestern 49, 5c.....	12.50	12.50	12.50	12.50
N. W. Standard, 1c & 5c....			7.50	7.50
Pop Corn Sez Vendor.....	55.00	55.00	55.00	55.00
PX (10 col.).....	110.00	110.00	110.00	110.00
Regal's, 5c.....			7.50	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
Rowe Crusader (8 col.).....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.).....		150.00	150.00	175.00
Rowe Imperial (8 col.).....	90.00	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 Mdse.....	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.....	10.00			19.50
Silver King Target.....				19.50
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.)...	200.00	200.00	200.00	99.00
Super-Vends (3 sel.).....	200.00	200.00	200.00	200.00
Uneeda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.)....	92.50	92.50	92.50	92.50
Uneeda Model E (12 col.)...	90.00	90.00	90.00	90.00
Uneeda Model 500 (9 col.)...	100.00	100.00	100.00	100.00
Uneedapak Model 500 (9 col.)...	135.00	135.00	135.00	52.50
U-Select-It.....	52.50	52.50	52.50	52.50

**General Vending Ups Output 50%**

PHILADELPHIA, March 12.—General Vending Machine Corporation this week increased its pre-season production schedules by 50 per cent over last year of its two selective bottle venders.

The machines, Bevmar and Vendmor, are cabinet-type machines.

E. A. Terhune, General Vending president, announced that the Vendmor model had been adapted for special use at motel locations, with one of the twin vending racks replaced by an ice storage compartment. Motel customers can thus get a cold bottle of pop from one rack and cracked ice from the other.

**Milk Venders for 44 Toledo Schools**

TOLEDO, March 12.—Milk vending machines will be installed gradually in 44 Toledo public elementary schools.

Pupils will pay a nickel for the half pints, E. L. Bowsher, superintendent, said. The four Toledo

**Dr. Pepper Ups 3 In Fountain Div.**

DALLAS, March 12.—Dr. Pepper Company this week announced the promotion of Lyman Kempton, William G. Rautenberg and Charles J. Hinckley Jr., to top posts in the fountain division.

Kempton, formerly assistant sales manager of the division, was named the division's sales manager; Rautenberg and Hinckley were appointed regional managers, newly created posts.

Kempton succeeds Robert L. Stone, recently named assistant general sales manager of the company. Kempton joined Dr. Pepper in 1937 as a route salesman for the Dr. Pepper Bottling Company of El Paso.

dairies that will supply and maintain the venders will receive a 3-cent federal subsidy on each half pint thru the Board of Education.

The program eventually is to include all public elementary schools not now participating in the federal subsidized milk distribution as part of the school lunch program.

**HOT IDEA**

**Fuel Firm Vends Coal —50c a Bag**

ELKHART, Ind., March 12.—Coin-operated coal sales have proven a sharp success at the Russell Package Coal Company here.

For the past several seasons the firm has featured a "vending center" at one end of its big plant on Highway 20 along the Michigan-Indiana line. Here the customer may simply drive in and use 50 cents in coins to purchase a well-wrapped sack of coal adequate for most home needs.

To date, the only problems in selling coal in this way have come from the mistaken insistence of customers who attempt to shove a 50-cent piece into the coin slot. Now, clearly marked signs at either side of the chute thru which the bags of coal drop warn customers "Do Not Use a Half Dollar —Use quarters, dimes, or nickels in any 50-cent combination.

The vender has proven particularly valuable in that it sells "fringe users," families who need only a small amount of coal for a grate fire, space heater or fireplace, or transients who use a single sack of coal for heating for only a short period.

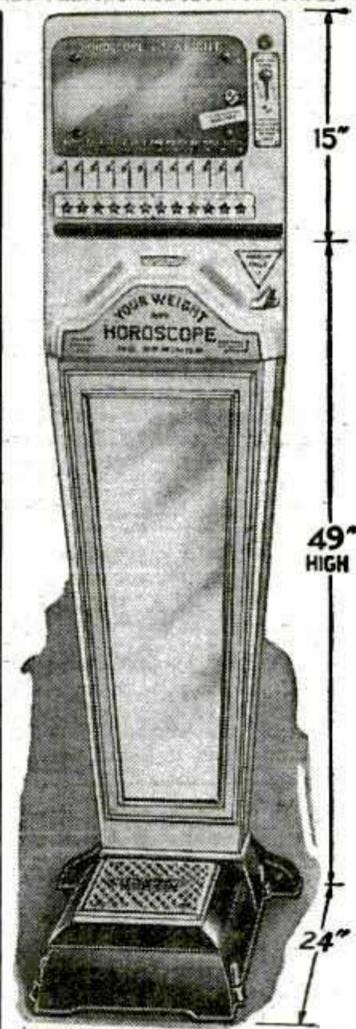
**Florida Cities Share \$1,311,826 Cig Tax**

TALLAHASSEE, Fla., March 12.—Florida municipalities will share \$1,311,826 in revenue from State cigarette tax collections in January, Beverage Director J. J. Williamson reported.

Williamson said collections for the month totaled \$1,778,557 of which \$466,740 will go into the general State revenue fund. Cities receive the proceeds from taxes on cigarettes sold within their borders.

Some of the larger distributions include: Miami, \$184,091; Miami Beach, \$54,871; Jacksonville, \$108,796; Tampa, \$102,745; St. Petersburg, \$61,700; Orlando, \$38,659; Clearwater, \$18,196; Daytona Beach, \$19,114; DeLand, \$5,800; Fort Lauderdale, \$46,951; Panama City, \$13,822; Pensacola, \$21,184, and West Palm Beach, \$34,228.

WASHINGTON, March 12.—Vending machine operators would be prohibited from vending postage stamps accompanied by advertising if Congress goes along with a bill introduced by Rep. Gerald R. Ford (R., Mich.). The proposed bill provides for a fine of less than \$500 for non-compliance.



**5c HOROSCOPE SCALE**  
TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.  
**\$25.00 DOWN**  
BALANCE \$10.00 PER MONTH  
**WATLING MFG. CO.**  
4450 W. Fulton St., Chicago 44, Ill.  
Est. 1889.  
Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**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

Better Buys From "Better Buy Bitterman"  
**Victor's "5-STAR" BABY GRAND CONVERTIBLE VENDOR**  
Get Instant Change-Over to: **\$12.00 EACH**  
IN 25 CASE LOTS  
\$12.50 Ea. Case Lots. All Models Packed and Sold 4 to Case.  
★ CAPSULE VENDING  
★ ROCKET CHARMS  
★ BALL GUM & CHARMS  
★ CHICLE TREATS  
★ 100-COUNT BALL GUM  
**TIME PAYMENTS AVAILABLE**  
**BERNARD K. BITTERMAN**  
4709 East 27th Street, Kansas City 27, Missouri

**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, \$8) 940  
Name .....,  
Address .....,  
City..... Zone.... State.....  
Occupation .....

## Nov. Exports Near \$1½ Mil.; Up 13.8%

Canada, Belgium Lead; Jukes Top \$1 Mil.; Games, Venders, Below Last Year's Level

CHICAGO, March 12.—November's exports of coin-operated games, juke boxes and vending machines hit \$1,459,778, an increase of 13.8 per cent over the same month in 1953.

According to U. S. Department of Commerce figures, juke box shipments again dominated coin machine shipments, accounting for \$1,096,476 of the total trade. Games tallied \$274,210, and venders totaled \$89,092, dipping slightly below last year's November level.

Compared to dollar volume of shipments, the number of games and juke boxes exported were in

equal proportion. Jukes led the field in number of units, hitting 2,453, but games were close behind with 2,140. Vending machines totaled 905.

### Canada Leads

Canada led all other countries in November as a coin-machine importer, with a total of \$291,711. Belgium was a close second with \$273,138.

Venezuela, Mexico, West Germany, the Netherlands, and Colombia followed, in that order, all topping the \$100,000 mark.

Belgium drew the spotlight as a juke box market, rising above Mexico, Venezuela, Canada and West Germany, and posting a sales volume of \$246,051 in this category. Canada captured top billing in both the game and vending machine markets, with totals of \$111,679 and \$74,892 respectively.

### 37 Countries

Coin machines from the United States went out to 37 different countries in November. Of these markets, 17 did better than a \$10,000 trade during the month, and seven passed the \$100,000 level.

For the first 11 months of 1954 exports totaled \$13,973,329. While the report for December, 1954, is not yet available, it can be safely said that total coin machine exports

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HOWARD FREER

## H. Freer Joins Simon Distrib As Co-Partner

CHICAGO, March 12.—Howard Freer, of the Empire Coin Machine Exchange sales staff, announced this week he was joining Simon Distributing Company, Los Angeles, as a co-partner with Jack Simon.

Freer is well known in the coin machine industry, with a background of more than 15 years' experience in the field. He joined Atlas Novelty Company, Chicago, in 1940, working three years on the sales staff.

After serving with the U. S.

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## SKEDS ROUTE MOVES

### Op Smooths Machine Hauling Problems

DAYTON, O., March 12.—The shifting of games and juke boxes from location to location is a big problem on a large multi-unit route, but can be eased considerably by scheduling the moves in advance.

This is what Al Dietz, partner in Air City Novelty Service here, has found. With partners Jim House and W. F. Zappe, Dietz operates one of the most complex route systems in Ohio, including phonographs, wired music, shuffleboards, pinballs, and other amusement games.

While the operation of several types of machines in each location has the advantage of better earning per "spot," there is likewise a corresponding increase in handling problems—the biggest of which is shifting of machines from one spot to another.

Because of the huge population increase which has come to Dayton, with development of the Air Force's Air Materiel Command base at Wright Patterson Field, the demand for machines has increased steadily since 1948, and Air City Novelty Service has met it by expanding equipment. Now, the majority of some 250 locations in the Dayton area feature three or four

machines, and often, in busy centers, Dietz has as many as six in operation.

### Primary Benefit

The primary benefit of such multiple unit locations, of course, is that one type of machine invariably gains popularity as another loses, either on a seasonal basis, or simply because the failing machine has overstayed its welcome.

Thru location space needs alone, Dietz finds it wisest to remove low-revenue machines at every spot as soon as the downward trend evinces itself. This keeps the machine from needlessly occupying valuable space, clears the way for new amusement machines, and equally important, keeps the location owner's good will.

Since trends which show up at one location are likely to similarly pop up thruout the entire territory, the result is usually a heavy haulage load on Air City Novelty's facilities at one time. Rather than contending with this, which means working far into the night, and obtaining extra vehicles, Dietz simply has set up an "automatic calendar" by which such pick-ups and moves are spread over a period of months.

After several years of operation,

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## Tannenbaum, Parker Quit N. Y. Coin Posts

Holtzman, Semel Named by Board As V.-P. and Treas.

NEW YORK, March 12.—The resignations of Barnet Tannenbaum as vice-president and Bill Parker as treasurer of the Associated Amusement Machine Operators of New York were announced this week.

The new officer roster is now Lou Rosenberg, president; George Holtzman, vice-president; Milton Green, secretary; Phil Greitzer, financial secretary; Jack Semel, treasurer, and Albert Kooddell, sergeant at arms.

The board consists of Wilbur Aaronson, Harry Berger, Lou Glatzer, Morris Peskin, Sanford Warner and Ira Zucker. The three vacancies on the board are expected to be filled soon. Officers are automatically board members.

### Named by Board

Holtzman and Semel were named by the board to their respective berths after Tannenbaum and Parker had resigned. All other officers are those elected at the annual meeting February 17.

The question of eligibility had been raised about the two officers who had resigned. Parker resigned after the board had upheld his eligibility.

Tannenbaum said the vote of the membership had upheld his eligibility, but that if his resignation could forestall any breaches in the membership, he would step down in the interest of harmony.

Both men said that they would continue to work for the organization and serve it in any capacity they could.

## BANNER SOLVES PARKING SEARCH

PHILADELPHIA, March 12.—Al Rodstein, head of the Banner Specialty Company, local game distributor, became weary of complaining about the parking situation in front of his Girard Street headquarters and decided to do something about it. Banner has launched a \$60,000 parking program, which includes buying six old buildings in the rear of the shop, tearing them down, building a 60-foot loading platform, and providing parking space for 35 cars. By early April customers will be able to visit Banner without double parking, cruising around for a spot, or getting a ticket.

## INSIDE-THE-PLANT

### How New Coin Game Is Born

By KEN KNAUF

Editor's Note: This is the second of two articles on the manufacture of a coin-operated game. The first article, "Design and Development," appeared in last week's issue. The following article covers "Production and Marketing."

CHICAGO, March 12.—How is a new coin-operated amusement game produced and marketed? Here's a behind-the-scenes report of how a representative game manufacturer—Genco Manufacturing & Sales Company—handles the job.

Before actual production of the new game can begin, work is done to facilitate the production process. The Genco experimental room, with the aid of key personnel of each department, makes jigs and fixtures which each department will use to carry out smooth production.

Among these are cable jigs—boards used to guide workers in constructing a wire harness composed of all the component wires necessary for the electrification of each particular part of the game.

### Jigs Used

Marking jigs—steel plates with pins in them—are made up and used to mark screw holes on particular pieces of wood used on the game and thus locate all the hardware that is to be used and keep it uniformly placed from game to game. Sub-panel boards, socket boards and other sections are laid

### Correction

In the first article on "How New Coin Game Is Born," the name of Avron Gensburg, Genco Manufacturing & Sales Company vice-president, was inadvertently omitted. When Genco plans a new game, Gensburg, together with Sam Lewis, vice-president; Ralph Sheffield, sales manager; and Steve Kordek, chief engineer, meet to work out all phases of the unit.

on these jigs, which are placed in a hydraulic press, marking the wood.

The tool department builds its own fixtures and assembly gauges.

More than a dozen different departments contribute to the manufacturing process at Genco. This includes the machine shop, with its punch press, drill press, spot-weld-

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## State Anti-Pin Bill Up To Indiana Governor

INDIANAPOLIS, March 12.—Indiana Gov. George N. Craig is to decide the fate of the Hasbrook anti-gaming bill under which possession of a pinball game awarding anything more than a replay, could be punishable by 10 years' imprisonment.

## Margaret Trippe To Run St. Louis Coin Distrib Co.

ST. LOUIS, March 12.—Mrs. Margaret Trippe has announced her intentions to operate Ideal Novelty Company here, following the recent death of her husband, Carl Trippe.

Appointed as manager for the big St. Louis distributorship is Clarence Kenyon, a veteran of many years of service with Ideal Novelty.

Dale Riemer, who was temporarily in charge of Ideal Novelty during Trippe's illness, has been transferred to the Chain of Rocks Amusement Park north of St. Louis, which was Ideal's major interest.

Mrs. Trippe will conduct operation of several Penny Arcades, roller rinks and associated enterprises thruout the St. Louis area.

## O. J. Jennings Estate Valued Over \$2 Mil

CHICAGO, March 12.—An inheritance tax return filed this week in County Court valued the estate of O. D. Jennings, coin machine manufacturer who died November 21, 1953, at \$2,211,222.

Jennings provided that the estate be placed in trust for the benefit of his widow, Jeanette, of Fort Lauderdale, Fla., and that at her death it go to charitable and educational institutions to be chosen by the trustees.

The will expressed the desire that the trustees, John R. Bacon, of Elmhurst, and the Continental Illinois National Bank and Trust Company, not overlook needs of the Passavant hospital, Chicago Osteopathic hospital, Peoples church, and the Red Cross.

## Automatic Cop Gets N. J. Test

RED BANK, N. J., March 12.—The nation's first coin-operated traffic cop went into operation at the Garden State Parkway's Raritan toll plaza near South Amboy Wednesday (9) after two weeks of tests.

The experimental device, developed by the Brooklyn firm of Taller & Cooper, has a coin chute which collects quarters from motorists and, instead of a slug rejector, has a complicated photographing and alarm system, when the motorist tries to get past the toll gate without inserting the proper amount in the chute.

The automatic toll collector flanks a row of manually operated toll booths. Only those motorists with the correct change handy—a quarter or a multiple of coins equalling 25 cents—are asked to use the device. It does not make change.

### Sets Alarm

When an erring motorist's car passes over a rubber treadle in the toll lane, it trips the shutter of the camera attachment, snapping a picture of the rear license plate. Then an alarm rings and a panel flashes red.

This is the second type of automatic toll collector tested on the Garden State Parkway. The first type, a development of the New Hampshire Turnpike authorities, was suspended after several weeks of operation due to repeated mechanical difficulties.

## ST. PATRICK TIES-IN WITH EXHIBIT SALES

CHICAGO, March 12.—Exhibit Supply distributors will be wearing the green this week—or at least looking at it.

The firm sent out the brightest of green shoestring-type St. Patrick Day ties, together with a green-colored sales circular, to all its gun game distributors.

"Tie in with that green," the circular reads, "there's plenty of it for you when you're selling Exhibit's exciting new '500' Shooting Gallery."

### Previous Proposals

Anti-gaming proposals offered by Hasbrook as a member of the House in 1951 and 1953 met with defeat. The 1951 bill died in committee. In 1953 the legislation was signed by the governor after approval by both houses only to succumb to an adverse decision by the State Supreme Court.

Largely because the more drastic features of earlier bills had been deleted, neither the governor nor the Supreme Court are expected to question the validity of the new statute.

In the session of 1953, Governor

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# How New Coin Game Is Born

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ing machines, riveting, press brake and power shears.

There is a maintenance department, tool shop, cabling department, where wire-cutting is also done, bakelite department, switch department, trip band and relay department, coil department and the final assembly departments.

### Assembly Work

Broken down, the final assembly departments consist of sub-panel assembly, back-rack assembly, gun-target-board assembly for gun games, cabinet and hardware assembly, and the assembly of the major components of the game into the finished unit.

With all these departments working as a team, a trial production of 25 games is made, conducted like a regular production run. The trial run is made alongside of the final run of the firm's previous game, or just after the end of this run. This sample run will indicate what other jigs, fixtures and parts will be needed for production. During this run "production bugs" are uncovered and the easiest way of producing the particular game is worked out.

At the same time that the trial run is made, the inspection department, with the aid of the experimental department, is building all of the necessary test apparatus which will be used in proving each of the component parts of the game.

### Fabricating Parts

While the test run is made and building of jigs and fixtures is going on, the machine shop is punching out all the fabricated parts needed for the production run.

Six to 10 weeks before production starts, the machine shop makes any new dies required for the components and tools needed in production. Die costs, as an example, may run as high as \$25,000, and at times over, for the production of one new model game. One progressive die could cost \$5,000.

The purchasing department, while other departments are busy with their chores, is ordering supplies—wire, motors, springs, screw machine parts, plastics, transformers, coin chutes and from 300 to 400 other items necessary for the new game. The cabinet for the game must be ordered well ahead of time.

### Crate Needs

Similarly, crates for packing each game are ordered, and these must be checked to see that the game will be packed correctly. The sample run of 25 games is packed in crates, with a representative of the crate manufacturer present.

Check points are where rubbing is likely to occur, thus showing where insulation is needed, where glass may break and where additional bracing is needed. Two crates are then nailed up with the game inside, and sent to the testing laboratory.

Here the crate undergoes a vigorous test: The crate, with game enclosed, is actually dropped five feet down a 45 degree incline against a stone wall. When the crate has been checked by dropping it on all six sides, it is given a one-hour vibration test, during which it is vibrated to such a degree that the machine and crate bounces a half-inch off the floor. This is a standardized test, called the "National Safe Transit Test." If this test is made, the railroad or trucking lines will pay for possible transportation damage more quickly.

The crates are then sent back and examined for scratches, abrasions, broken glass, damaged cabinet, machine damage and other damage. Usually, additional bracing and protection is added to the game. Then the crates are released for production and shipped in to the factory.

### Production Start

Production starts slowly, as each department gets used to its particular operations. Each has several samples of its different operations to refer to, such as fully soldered back-racks, sub-panels and individual small parts.

The first production run, as well as most additional runs, consists of 500 games per run, the games are run out on this job-lot basis, thus avoiding tie-ups in the shop.

The component parts of the game, as they are being assembled, move along on rollers and carriers thru the various departments of the plant. Little movement of parts is done by hand. Belt conveyors carry assemblies from floor to floor of the Genco plant. The finished assembly is again moved by roller conveyors.

With production begun, a crew of men from the experimental department keep an eye out for any "bugs" that may develop, and see that production workers understand the quality of work required. The inspection department is briefed on the quality control measures they will carry out. After the first four days of production, weak spots are weeded out and workers may be hired or shifted around where necessary.

### Build Output

By the end of the first week of production, the employees understand their operations and start pushing to build up output.

Meanwhile, the factory is still receiving daily reports which have been coming in for many weeks on games that are being tested on commercial locations. These reports, as they come in, serve as a basis for making additional corrections right along the production line.

Thruout the production process, the inspection department plays an important role in spotting weak points and keeping the product up to standards. Special inspection classes are held after work at which all of the inspectors and adjusters are given training in the different parts of the product with which they are yet unacquainted. Production standards are set so that all can readily distinguish between passable and non-passable work.

### Inspection Checks

Inspection posts are appointed and check sheets are distributed for all inspectors and adjusters, which show every item that must be checked. When an item is rejected by an inspector, a red tag with the name of the employee responsible, is tied at the place where a correction must be made. The employee is then called to the inspection department, is showed why the piece was rejected, and the correction is made by him.

The final inspector makes out a daily inspection report in which he lists all he finds wrong with each game he checks over. This report, made out on a check sheet, is handed in to the chief inspector daily. The chief inspector makes four copies of this report, sending one to production, one to the front office and one to the chief engineer.

In this way, all responsible authorities have a day-by-day knowledge of the quality of the product coming off the line. Says Avron Gensburg, "Genco has one of the most foolproof and complete inspection departments in the business."

Every part is inspected at least twice mechanically and twice electrically, before it leaves the factory. The finished game and all finished components are also given a visual inspection twice—once as a sub-assembly, once as a finished product. The visual inspection checks on loose wires, general neatness, point adjustments, screws and descriptive labels. The final inspector gives the game its last full electrical check, after which it is crated. Now the game is ready for shipment.

### Cost Fixing

Guided by a cost sheet made up by the engineering department, the game is priced by the purchasing department and plant superintendent and his staff. From these estimations, the final price of the game is determined by the top management, taking all factors of the market in view.

In the last 10 years sharp increases in the prices of new games

have occurred. This has been due to correspondingly higher manufacturing costs in labor, materials and improvement and increased complexity of the product.

Since World War II, labor pay scales and material costs have jumped about 50 per cent. Unskilled labor costs rose from a starting wage of 70-75 cents before the war to \$1.35-\$1.40. Due to the increased complexity of the modern amusement game, total cost of labor per game and material costs per game have rocketed 100 per cent, according to Gensburg, Genco vice-president. Twice as many coils and solder connections, for instance, are used on a 1955 game, compared to 1945.

With costs of most materials used to make up the game doubled, cabinet costs increased 75 per cent since World War II, because of the larger, more finished product required today.

### Order Procedure

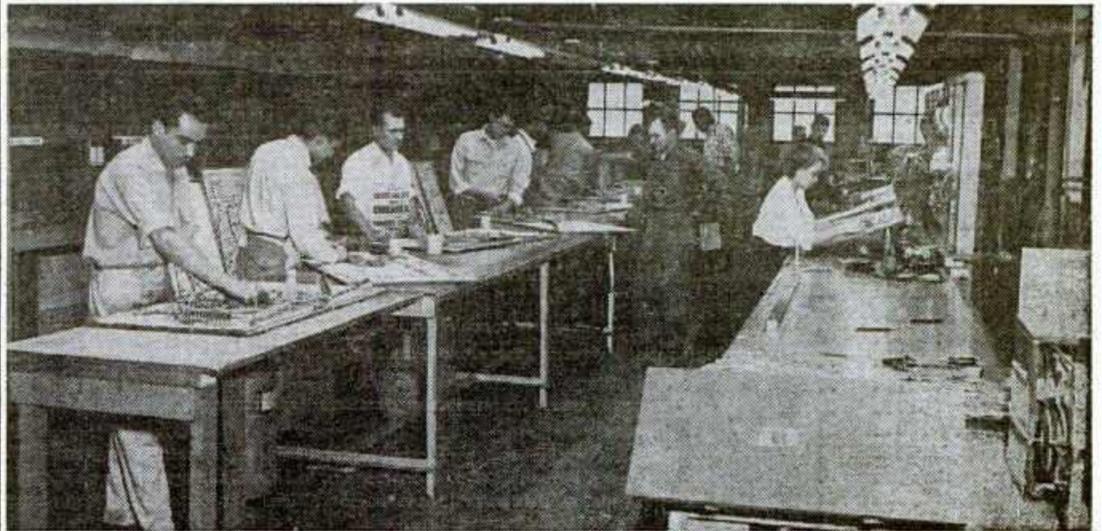
As the game is being priced, distributors phone in their initial orders. Distributors desiring a change in their usual sample shipment phone in, otherwise they are sent standardized sample shipments.

A letter is sent out from the sales department to all company distributors, describing the game, listing the price and detailing some of the new ideas incorporated. Full color slides are taken by a profes-

sional photographer, showing the aspects of the game. A sales circular is made up, promotional banners are prepared and advertising to run in coin machine periodicals is arranged.

Following initial shipments to distributors, shipments are made on a re-order basis. The territories farthest from Chicago receive sample games first—California before Chicago, for instance.

Production, operating in runs of 500 games, is advised from week to week by the sales department. Sales are always three weeks ahead of production. And all of this time, the experimental department is busy developing the game to follow.



One section of Genco cable-lacing department.



Section of Target assembly line and inspection.



Assembly and final inspection of the back-racks.



Final assembly line operations.

# Coin Machine Exports

November, 1954

Country	Phonographs		Amusement		Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value	No.	Value
Canada	249	\$ 105,140	374	\$111,679	863	\$74,892	1,486	\$ 291,711		
Belgium	609	246,051	696	28,087	..	..	1,305	273,138		
Venezuela	155	124,294	77	18,709	2	515	234	143,518		
Mexico	314	126,946	9	1,110	..	..	323	128,056		
W. Germany	197	101,361	205	26,175	..	..	402	127,536		
Netherlands	255	94,545	61	9,372	..	..	316	103,917		
Colombia	262	96,726	..	..	5	3,498	267	100,224		
Cuba	121	46,937	..	..	..	..	121	46,937		
Switzerland	32	19,879	34	10,622	..	..	66	30,501		
Japan	11	7,538	44	12,097	..	..	55	19,635		
Sweden	31	19,415	..	..	..	..	31	19,415		
Denmark	26	19,372	..	..	..	..	26	19,372		
Salvador	19	13,818	1	795	4	1,972	24	16,585		
Peru	26	12,726	24	1,558	..	..	50	14,284		
Nicaragua	22	14,169	..	..	..	..	22	14,169		
France	11	5,007	9	5,440	..	..	20	10,447		
N. Zealand	..	..	260	12,545	..	..	260	12,545		
Canal Zone	10	6,530	2	626	..	..	12	7,155		
Panama	10	4,000	7	2,225	2	930	19	7,155		
Fr. Mor'o	6	4,033	10	2,630	..	..	16	6,663		
Phil. Rep.	5	1,889	14	3,600	..	..	19	5,489		
Br. Malaya	15	3,302	8	1,643	..	..	23	4,945		
Italy	10	4,850	..	..	..	..	10	4,850		
Greece	6	3,332	..	..	..	..	6	3,332		
N. Antil.	4	2,748	..	..	..	..	4	2,748		
Finland	..	..	40	2,424	..	..	40	2,424		
Ethiopia	..	..	6	1,860	..	..	6	1,860		
Costa Rica	2	1,454	..	..	..	..	2	1,454		
Honduras	..	..	5	1,109	..	..	5	1,109		
Bahamas	..	..	..	..	5	1,005	5	1,005		
Iraq	..	..	..	..	4	860	4	860		
U. Kingdom	1	770	..	..	..	..	1	770		
Indonesia	1	758	..	..	..	..	1	758		
Tangier	..	..	4	695	..	..	4	695		
Australia	..	..	20	660	..	..	20	660		
Guatemala	1	686	..	..	..	..	1	686		
Bermuda	2	600	..	..	..	..	2	600		
Other Countries	120	17,190	230	19,550	20	5,420	370	42,160		
<b>Totals</b>	<b>2,453</b>	<b>\$1,096,476</b>	<b>2,140</b>	<b>\$274,210</b>	<b>905</b>	<b>\$89,092</b>	<b>5,498</b>	<b>\$1,459,778</b>		

	Issue of Mar. 12	Issue of Mar. 5	Issue of Feb. 26	Issue of Feb. 19
Fairway	65.00	65.00	87.00	
Floating Power (Genco)	49.50	49.50	49.50	49.50
400 (Genco)	59.50	75.00	59.50	59.50
Five Star (United)	35.00	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(2)	135.00	135.00	135.00(2)
	150.00	165.00	150.00(2)	150.00(2)
	175.00(2)	175.00(2)	175.00(2)	175.00(2)
Globe Trotter (Gottlieb)				89.50
Golden Nugget	85.00	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		
Guys & Dolls	75.00			
Handicap	95.00	95.00		
Havana	235.00	315.00	275.00	275.00
			245.00	315.00
				315.00
Hawaii (United)	295.00	325.00	295.00	315.00
	355.00	355.00	295.00	355.00
	75.00	75.00(2)	75.00(2)	65.00
Hayburner	325.00	345.00	345.00(2)	340.00
Hi-Fi (Bally)	335.00(2)	350.00(2)	350.00(3)	350.00(3)
	345.00(2)			375.00
	350.00			
Hit 'n' Run (Gottlieb)	49.50	109.50	109.50	109.50
Hong Kong	39.00			
Ice Frolics	285.00	300.00(2)	300.00(2)	300.00(2)
	300.00(3)	310.00	315.00	315.00(2)
	310.00(2)	325.00	335.00	310.00
	315.00	325.00		325.00
Jalopy		75.00		75.00
Jockey Specials (Bally)	54.50	54.50	54.50	54.50
Jumping Jacks	50.00			
King Arthur	24.00			
King Pin (Chicago Coin)	89.50	89.50	89.50	89.50
Knock Out (Gottlieb)	29.00	75.00	75.00	75.00
	79.50	79.50	79.50	79.50
	89.00	125.00	130.00	
Lazy Q				
Leader (United)		80.00		80.00
Lite-A-Line (Keeney)				35.00
Long Beach	35.00			
Lucky Inning (Williams)	59.50	59.50	59.50	59.50
Lu Lu	235.00			
Maryland (Williams)	569.50	569.50	569.50	569.50
Mexico (United)	345.00(2)	325.00	345.00	295.00
Nevada (United)	375.00(2)		345.00	345.00
Niagara	39.00			400.00
Nifty (Williams)		79.50	79.50	79.50
Nine Sisters	95.00	125.00		
Oklahoma (United)	69.50	69.50	69.50	69.50
Palisades		95.00		
Palm Beach (Bally)	90.00	115.00	115.00	95.00
	125.00(6)	125.00(3)	125.00(3)	125.00(2)
Palm Springs (Bally)	285.00	310.00	320.00	310.00
	310.00(4)	325.00(4)	325.00(4)	290.00
	325.00(3)			320.00(2)
	49.50	49.50	49.50	325.00(2)
Paradise (United)	49.50	49.50	49.50	49.50
Paratrooper	24.00			
Pennant Baseball (Williams)		215.00	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
Pinwheel		135.00		
Quarterback (Williams)	75.00	75.00	75.00	75.00
Rio (United)	215.00	225.00	275.00	275.00
	275.00			275.00
Rondeevoo (United)	49.50	49.50	49.50	49.50
Saddle & Turf (Evans)	295.00	175.00	275.00	175.00
		295.00	295.00	285.00
			295.00	325.00
Saddle & Turf, Club Model (Evans)	275.00	325.00	325.00	250.00
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
Show Boat		175.00	175.00	175.00
Silver Skates	54.00			
Singapore	450.00	475.00	475.00	475.00
Ski Way	135.00			
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)	60.00	65.00(2)	55.00	60.00
	69.50	70.00	65.00	70.00
	75.00	85.00(2)	75.00	75.00
	95.00	100.00	100.00	95.00
	95.00	100.00	100.00	100.00
Stars (United)	65.00	65.00	65.00	65.00
Snuggle Buggie	95.00			
Summertime (United)		49.50	49.50	49.50
Sunshine Park (Bally)		50.00	50.00	50.00
Super World Series (Williams)	95.00			75.00
Surf Club (Bally)	335.00	350.00	370.00	350.00
	350.00(3)	375.00(3)	375.00(3)	350.00
	375.00(3)			385.00
Tahiti	175.00	195.00		
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
Times Square		75.00		
Trinidad (Chicago Coin)	49.50	49.50	49.50	49.50
Tropics	175.00(3)	149.50	175.00	175.00
	225.00	195.00	225.00	225.00
Turf King (Bally)				35.00
Twenty Grand	49.50	75.00		
Varieties	515.00	525.00	525.00	510.00
		550.00(2)	550.00	550.00
Watch My Line	55.00	55.00	55.00	55.00
Yacht Club (Bally)	125.00(2)	125.00	125.00	115.00
	135.00(2)	135.00(2)	135.00(2)	135.00
	145.00(2)	145.00	145.00	159.50
	150.00	160.00(2)	160.00(2)	160.00
	175.00	175.00	175.00	175.00
Zingo	65.00	65.00	65.00	

## 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. 12	Issue of Mar. 5	Issue of Feb. 26	Issue of Feb. 19
ABC (United)	\$25.00	50.00	\$49.50	50.00
All Star (Gottlieb)	99.50	99.50	99.50	99.50
All Star Baseball (Williams)	325.00	325.00	375.00	
Army & Navy	60.00	95.00(2)		
Atlantic City (Bally)	95.00	110.00	95.00	100.00
	115.00(2)	115.00(3)	100.00(2)	115.00(3)
	125.00	130.00	125.00	130.00
			125.00	130.00
Baseball, 6 player (Chicago Coin)			395.00	
Basketball Champ (Chicago Coin)	195.00	95.00	145.00	195.00
		175.00	195.00	195.00(2)
Basketball (Genco)			200.00	250.00
Basketball Two Player (Genco)	225.00	225.00	300.00	235.00
			325.00	300.00
			325.00	300.00
Beach Club (Bally)	240.00	265.00	270.00	265.00
	250.00(2)	275.00(5)	275.00(4)	265.00
	260.00	265.00	285.00	270.00
	275.00(4)			275.00(3)
	285.00			285.00
Beauty (B				

	Issue of Mar. 12	Issue of Mar. 5	Issues of Feb. 26	Issue of Feb. 19
Carnival Bowler (Keeney)....	159.50	155.00	159.50	179.50
Carnival Deluxe (United)....	395.00	425.00	395.00	410.00
Cascade Shuffle Alley				
6 player (United).....	85.00	95.00(2)	95.00	100.00
	120.00(2)	120.00(2)	120.00(2)	125.00
	135.00	145.00(2)	145.00(2)	160.00
	145.00(2)	160.00	160.00	
Century Bowler (Keeney)....	340.00	340.00	340.00	
Champion Bowler (Bally)....	395.00	395.00	285.00	395.00
Chief Shuffle Alley (United)....	265.00	275.00	275.00	285.00
	285.00	295.00	295.00(3)	300.00
Classic Shuffle Alley				
6 player (United).....	150.00	145.00(2)	145.00	159.00
	165.00(2)	165.00(2)	165.00	175.00(2)
	180.00	175.00	180.00	185.00
			180.00	185.00
Clover Shuffle Alley, 6				
player (United).....	125.00	139.00	115.00	125.00
	155.00	160.00	155.00	159.00
	169.50	160.00	165.00	165.00(2)
		169.50	169.50	179.50
			474.00	
Comet Shuffle Alley (United)				
Cris-Cross Bowler				
(Chicago Coin).....	315.00	325.00	300.00	315.00
		325.00	300.00	315.00
		325.00	325.00	315.00
Crown Bowler (Chicago Coin)				
	145.00(2)	95.00	130.00	130.00
	160.00	165.00	145.00	155.00
		165.00	165.00	175.00
		60.00	60.00	60.00
		100.00	100.00	100.00
Deluxe Bowler (Chicago Coin)				
Deluxe Bowler (Keeney)....				
Deluxe Bowler (United)....				
Domino Bowler (Keeney)....	122.50	165.00	175.00	
Double Score Bowler				
(Chicago Coin).....	100.00	125.00(3)	125.00(2)	125.00(3)
	135.00(2)	135.00	145.00	140.00
Double Score Bowler,				
10th Frame (Chi. Coin)...		115.00		
Feature Bowler				
(Chicago Coin).....	350.00	315.00	315.00	395.00
Five Player Shuffle Alley				
(United).....	50.00	50.00		29.50
Flash Bowler (Chi. Coin)....	395.00	425.00	395.00(2)	395.00
Four Player Shuffle Alley				
(Keeney).....	125.00			
Four-Way Bowler (Keeney)...			75.00	109.50
Gold Cup Bowler				
(Chicago Coin).....	172.50	185.00	175.00(2)	175.00
	195.00	185.00	195.00(2)	175.00w/p
				250.00
High-Speed Crown Bowler				
(Chicago Coin).....				295.00
Holiday Match Bowler				
(Chicago Coin).....	495.00	515.00	495.00	525.00
	525.00	525.00(2)	525.00(2)	
Imperial Shuffle Alley				
(United).....	245.00	250.00	245.00	250.00
	252.50	265.00(3)	265.00(3)	265.00(2)
	265.00(2)	285.00	285.00	295.00
King Bowler (Chi. Coin)....	300.00	300.00	300.00	300.00
League Bowler, 6 player				
(Keeney).....	50.00	50.00	50.00	
League Bowler (United)....	265.00	275.00	285.00	295.00(3)
	295.00	295.00(2)	300.00	295.00(2)
		300.00	300.00	300.00(2)
Leader Shuffle Alley (United)				
	275.00	285.00	275.00	285.00
	295.00(2)	285.00(2)	295.00(3)	275.00
		295.00(2)		315.00
Liberty Shuffle Alley (United)				
Manhattans (United).....	135.00	100.00		
Match Bowler (Chi. Coin)...	75.00	75.00(2)	85.00	75.00(2)
Match Pool (Genco).....	250.00(2)	250.00(2)	265.00(2)	275.00
	265.00	265.00	275.00	
Mercury Shuffle Alley				
(United).....		425.00	425.00	425.00
			435.00(2)	435.00
Mercury Deluxe Shuffle Alley				
11th Frame (United)....	435.00	425.00	435.00	
Name Bowler (Chi. Coin)....	125.00	110.00	99.00	110.00
		125.00(2)	125.00(2)	
Official Shuffle Alley,				
4 player (United).....	60.00	85.00	60.00(2)	65.00
		85.00	60.00(2)	85.00
Olympics Shuffle Alley				
(United).....	145.00	150.00	150.00(2)	150.00
	155.00	169.00	169.00	170.00
	195.00	170.00	195.00	185.00
Pacemaker Bowler (Keeney)...				
Playtime (Chicago Coin)....		200.00	200.00	200.00
		395.00	395.00	395.00
Rainbow Shuffle Alley				
(United).....	350.00	325.00	350.00	350.00
Rocket (Bally).....				375.00
Royal Shuffle Alley (United)....	195.00	235.00	200.00(2)	200.00(2)
	245.00(2)	245.00(2)	245.00(2)	245.00
	269.50	255.00	269.50	255.00
Shuffle Alley Deluxe, 6 player				
(United).....	49.50	50.00	50.00(2)	65.00
	75.00(2)	89.50	75.00	89.50
Shuffle Alley, 6 player				
(Keeney).....	69.50w/p	69.50w/p	69.50w/p	69.50w/p
		75.00w/p	75.00w/p	
Shuffle Alley, 6 player				
(United).....	79.50	79.50	79.50	89.50
Shuffle Alley Deluxe,				
11th Frame (United)....		410.00		
Shuffle Alley Deluxe (Keeney)				
Shuffle Pool (Genco).....	100.00	95.00	145.00	100.00
	150.00	175.00(4)	175.00(2)	145.00
	175.00(4)		195.00	195.00
Six Player 10th Frame				
(United).....		75.00(2)	110.00	75.00(2)
Speedie (United).....	375.00(2)	365.00	365.00	375.00
		375.00(2)	375.00(2)	
Special Bowler, 10th Frame				
(Chicago Coin).....		110.00	110.00	110.00
Star Bowler, six frame....	75.00			
Special Double Score Bowler				
10th Frame (Chi. Coin)...		125.00	115.00	125.00
Star 6 Player (United)....	65.00	99.50	65.00	119.50
	110.00	119.50	65.00	119.50
Star 10 Frame, 6 player				
(United).....	95.00	115.00	95.00	99.00
		135.00	95.00	135.00
			135.00	135.00
Starlite Bowler (Chi. Coin)...	322.50	325.00(2)	325.00	335.00
	335.00(2)	335.00(2)	345.00	325.00
Super Bowler (Keeney)....		125.00	125.00	129.50
Super Frame Bowler				
(Chicago Coin).....	325.00	300.00	335.00	300.00
		300.00	335.00	300.00(2)
Super Match Bowler				
(Chi. Coin).....		100.00	100.00	100.00
Super Six Shuffle Alley				
(United).....	95.00	99.50	60.00	65.00
		95.00	109.50	60.00
			109.50	54.50
				60.00
Super Shuffle Alley (Keeney)				
Targette Deluxe (United)....	435.00	435.00	435.00(2)	435.00
Team Bowler (United).....	275.00	275.00	275.00	275.00
	295.00(2)	295.00(4)	295.00(3)	295.00(2)
	325.00	325.00	305.00	325.00
Tenth Frame Bowler				
(Chi. Coin).....		75.00	75.00	75.00
Triple Score Bowler, 10th				
Frame (Chi. Coin)....	165.00	150.00	150.00(2)	150.00
			175.00	189.50
10th Frame Super Shuffle				
Alley (United).....	115.00	125.00	125.00	125.00
Triple Score Bowler				
(Chicago Coin).....	165.00(2)	150.00	165.00	175.00
	175.00	189.50	165.00(2)	175.00
		175.00	189.50	195.00
Victory Bowler (Bally)....		345.00	345.00	345.00

# OPERATOR SURVEY PANEL

Continued from page 74

equipment on nickel play, proved how rapidly this transition to dime play is approaching. Nearly half of the 65 per cent of panel members still using nickel play only, stated that they would probably begin to convert their equipment to dime play before the year was out.

Since the first of the year, every passing week has ushered in another city going to dime play. Cities like Detroit, New York, Cleveland, Hartford, Des Moines and Akron have joined the dime ranks. Within the next two months, Boston, Minneapolis and Omaha will have added their support.

Since no two operators, associations or communities react to an increase in price in the same manner, how does an operator launch into dime play?

### Industry Co-Operation

Without exception, panel members reported that the first step toward dime play is securing inter-industry co-operation: The support of other music operators in a proposed dime play area.

The best method to secure other operator co-operation, explained Frank Sural, of Saginaw, Mich., is simply to sit down and start pointing out how costs have climbed in the past years. Then, point out examples of how other operators have increased collections after going to dime play, Sural said.

Another method, according to Sam Belotta, Richmond Music Company, Hamlet, N. C., is to concentrate on new equipment only. Other operators can readily see the possibilities of dime play moving in slowly on new equipment, rather than changing the whole route at one time.

How important is operator co-operation? Approximately 70 per cent of the operators on the panel not yet on dime play said that the only thing stopping them from making conversions was a few operators in the territory who were not yet convinced.

Richard Wenzel, Port Ewen, N. Y., summed up the major reason for lack of operator co-operation when he said, "One seems to be waiting for the other to try it."

But 100 per cent co-operation is a hard nut to crack and many op-

erators decided to by-pass this obstacle as best they could.

In Detroit, operator co-operation on dime play was about 75-25 when the move began. In the following weeks, the ratio improved but never hit the 100 per cent mark. The result: Conversions are still being made and collections are going up.

And not even an association is needed as Nels E. Nelson, of Alexandria, Minn., proved. Nelson experimented with two tunes for a dime, rather than straight dime play. He declared, "Just by knocking out the nickel chute and offering customers two tunes for a dime, my collections have increased nearly 25 per cent."

### Association Helps

Where there is an association and all operators fail to convert, the job is somewhat easier. Howard Barton, Walker Music Company, Norfolk, Va., represents one of the dime play pioneers. He began converting in 1951 and altho Norfolk is today a dime play town, some operators are still using nickels.

The next problem in converting juke boxes is determining what the new price will be. Contrary to general opinion, most operators took the complete plunge when introducing dime play—one tune for a dime, three-for-a-quarter.

Slightly over 65 per cent of all dime play is set for three-tunes-for-a-quarter, rather than four, five or six. Approximately 30 per cent are geared for four plays, 4 per cent for five plays and about 1 per cent for six.

The location owner is the next stepping stone, and according to M. W. McEntire, of Cleveland, no real problem when an operator explains his position—meeting rising costs—and shows the owner that dime play gives them a bigger profit from the juke box.

Another Ohio operator, Roy E. Fankhauser, of Elyria, agrees with McEntire, saying, "good will from location owners toward dime play is generally obtained with a simple schedule showing the increase in operating costs since 1939."

Operators in larger cities for the most part have the advantage of a pretty close-knit association, which makes a move to dime play easier with regard to operator co-operation. However, operators in smaller towns and in rural areas have the advantage of better location co-operation. Different problems but for the same objective: Increase juke box collections to meet higher costs.

The public reacts to dime play in about the same manner regardless of where it is tried. Its first reaction is negative, which usually lasts for about a week or two. However, the public has been conditioned to the vanishing nickel chute. The telephone, the cup of coffee, the ice cream cone and others have blazed the way.

Where operators can convert their equipment and know that all other operators in their town are doing the same thing, the public

presents far less of a problem. In Chicago, one of the first major cities to go completely to dime play, the public quickly accepted the move, and without being forewarned or treated with kid gloves. Recorded Music Service Association confined its dime move advertising to a Midwest tavern publication, reaching most of the Chicago taverns.

In other areas the story has been different. Adding EP disks to the juke boxes, advertising the move in newspapers, announcing it over radio and television, using stickers on phonographs, etc., were needed.

Editor's Note: Next week's article will blueprint the various methods used to accomplish dime play conversions. The third and last article will deal with collection patterns following a switch to dime play and also the arguments for and against various locations using dime play.

## Rosen Workers Home Again

PHILADELPHIA, March 12.—The 43 employees of David Rosen, local AMI and game distributors, came home this week. The Rosen headquarters, at 855 N. Broad Street, had been destroyed by fire November 9, 1954, and a \$100,000 renovation program went into effect almost immediately.

Employees have been quartered at another of Rosen's buildings at 818 Broad for the last four months. The renovated building includes an employee dining room and full kitchen facilities, with the dining room in a night club motif, an enlarged record department and more office space.

The firm occupies three floors and 15,000 square feet of space.

## FRANCE, ONCE DEBUSSY, NOW GOES FOR JUKES

PARIS, March 12.—France, once the land of soft music and Debussy, seems to be leaning toward the American juke box these days.

Here in Paris, the brightly lighted automatic phonograph can now be found in 1,250 locations and about 600 more machines are in the provinces.

Most of the juke boxes are American made and operate on a 20-franc coin, worth about 6 cents.

The only complaint here about the juke box business comes from music operators who say they can't get enough machines to keep the public happy.

## Dime Push in Hub

Continued from page 74

with operators, distributors and manufacturers joining for the first time in a concerted effort for a good cause that could bring only prestige to the business. Baker emphasized that dime play and the Cerebral Palsy Drive actually helped each other.

Baker said that 2,000 posters had been printed to display on locations. The posters are in two colors with a picture of a crippled child. The poster states, "Music helps Johnny. Your dime or quarter will bring happier children."

Dime play conversions already under way were reported to be meeting no public resistance. Shea, of the Mac Music Company, Worcester, first man in Massachusetts to instigate 10-cent play, said his area was about 30 per cent converted. Springfield ops were at about the same level with metropolitan Boston, both edging over 10 per cent. Shea also pointed out that the CP drive was only the beginning of the association's plans to help the ops and that many more ideas were in the offing. With meetings planned every Thursday, the group, which now has 75 per cent of the 125 Massachusetts operators, expects to make it 100 per cent by the May 1 kickoff.

Among the 50 in attendance were Ralph Lackey, Carrol Music Company, Boston; Irwin Margold, sales manager of Trimount; Jerry Golumb, Music and Television Corporation; Louis Blatt, Atlas Distributors, and Marion Sutcliff, Boston operator.

Dick Mitchell, of Dick's Records, and Jerry Flatto, of Boston Record Distributors, both one-stops, reported they had full stocks of extended plays with printed title strips all set for full conversion.

**IMPORTERS** **TRIMOUNT OFFERS**

**for Immediate Delivery**



# WE'RE BUYING HIGH!

**WE WANT . . .** Variety, Frolics, Bright Spots, Showboats, Late Shuffle Alleys.  
**\* CALL ASCME—BE 5-6770**  
**WE CARRY . . .** A full line of all makes late Bingos and Shuffle Alleys.  
**\* CALL ASCME—BE 5-6770**  
 COMPLETELY SHOPPED—QUICK DELIVERY

### NOTICE

WANT TO BUY . . . WANT TO SELL . . . WANT TO TRADE!  
 Get the lowdown on the "hottest" exchanges in the coin machine business.  
 CALL or WRITE for our new FREE MAILING SERVICE!  
 Gorgeous FREE get-acquainted GIFT to qualified operators.  
 LET'S HEAR FROM YOU!!!

\*(ASCME)

## ALL STATE COIN MACHINE EXCHANGE

2317 N. Western Ave. • Chicago 47, Illinois • Belmont 5-6770

## 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.

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 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 AT DISTRIBUTORS COST—Buckley's "Electronic Pointmakers" brand new in original crates, never uncrated. Box M-115, c/o Billboard, Cincinnati 22, O.

### 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

### Help Wanted

SALES REPRESENTATIVE WANTED—FOR California, Washington, Arizona, Oregon to sell coin machine parts and supplies. Salary plus commission. Established accounts. Must have car. Box 792, The Billboard, Chicago, Ill.

WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish references. Write Box 733, The Billboard, Chicago, Ill. my7

WANTED—VENDING MACHINE SALESMAN, of the \$25,000 caliber, for our 10-column tab gum machines, sold to and sponsored by civic and service organizations. We have more leads than we can handle. For personal interview write at once to Hughes Enterprises, Inc., 152 Market St., Paterson 1, New Jersey.

### 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, irons, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. ap9

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

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. ch-mh26

### Routes for Sale

URANIUM BOOM TERRITORY—STRIKE it rich while you operate one of these four coin machine routes. Music, Shuffle Bowlers, Bingos, etc. Routes priced from \$5,000 to \$49,000. No experience needed. Make money where sun shines every day. Advise amount you wish to invest, we supply the details. Box M-117, c/o Billboard, Cincinnati 22, Ohio.

### 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 Chicago 18, Ill.

CIGARETTE MACHINES — DuGRENIER 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 6 col., \$45; 8 col., \$50; Unedapak E, 6 col., \$45; 8 and 9 col., \$55. Quarter operation, refundable, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. EVERgreen 6-4244. ch

CIGARETTE MACHINES — REAL LOW prices DuGRENIER 7 col.; Unedapak 6 col.; Rowe, 8 col. quarter operation; candy machines, U Select 14, 74 bar; DuGRENIER, 72 bar, all machines \$25 each. Cookie machines, \$10 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa. mh19

FOR SALE—ONE 950 WURLITZER HIDE-away in metal cabinet, completely overhauled with new bearings, etc. Never been used since overhauled, \$100. Want to buy Seeburg 100C Hideaway or 100C floor model. Geo. Lind, 969 So. 55 St., Omaha 6, Neb.

FOR SALE—THREE COUNTER MODEL Ristaters Jukes, 12 records. Good playing condition. Fifty dollars each. J. D. Thompson, Hallettsville, Okla.

FOR SALE—USED PINBALLS OF ALL types and Free Play Consoles; Coney Island, \$35; Skipper Skill Game, like new, \$25; Wurlitzer 1015, \$50; AMI Model C, \$165. Both music in nice shape; will buy standard Draw Belis. Frank Guerrini, Burnham, Pa. mh26

NONE BOWLERS—ROCK-OLA, UNITED, Bally; one Skeeball; two Hook Bowlers; two Bally Shuffle Lines; Special Entry, Photofinish; seven Five Balls, extra parts, all for \$300. Sixty Belvend two-column Vendors, half new, half used, about twenty stands; eleven Master Vendors, two Variety Store four-column Vendors, all for \$750; thirty Jewel Aspirin Vendors, \$150; two Williams Horsefeathers, \$150; Bataclore, \$90; Six Shooter, \$90; Seeburg Bear, \$145. ABC Coin Machine Co., 2509 S. Presa St., San Antonio, Tex.

## Nov. Exports

Continued from page 82

for the year set a new record of over \$15 million, about 25 per cent above the previous year.

Amusement game totals for the year, it is estimated, reached \$3,285,986, a drop-off from 1953's record total of \$3,960,181. November game exports have remained at about the same level, \$262,611 in 1952, \$301,120 in 1953, and back to \$274,210 last year.

The average price per game shipped in November was \$128. Juke boxes averaged \$447, vending machines, \$98. In November, 1953, these averages were \$115 for games, \$425 for juke boxes, and \$198 for venders.

## THE BILLBOARD INDEX

# ADVERTISED USED MACHINE PRICES

## ARCADE EQUIPMENT

	Issue of Mar. 12	Issue of Mar. 5	Issue of Feb. 26	Issue of Feb. 19
ABT Challenger.....	\$20.00 25.00 75.00	\$20.00 25.00	\$20.00 75.00	\$19.50 20.00 75.00 325.00
Air Football, 2 player.....				325.00
Air Hockey, 2 player.....				325.00
Art Show .....			49.50	
Atom Jets .....				35.00
Barrel Roll (Jennings).....		79.50	79.50	125.00 79.50
Baseball (Scientific).....			75.00	75.00
Basketball (Scientific).....			75.00	125.00 165.00
Bat-a-Score (Evans).....	125.00 175.00	145.00 175.00	175.00	125.00 175.00 65.00
Bat-a-Score Sr. ....				125.00
Best Hand .....	19.00			
Big Inning (Bally).....	150.00	145.00 150.00		150.00 150.00
Big League (Williams).....	395.00	395.00		395.00
Big Top .....	475.00			
Carnival Rifle Gallery (United) .....	385.00	385.00		
Carnival Gun (United).....	395.00(2)	395.00(2)		395.00 425.00
Chicken Sam (Seeburg).....	99.50	99.50		99.50
Coon Gun (Seeburg).....	295.00			295.00
Coon Hunt (Seeburg).....	235.00 250.00		250.00	235.00 250.00 295.00 395.00
Dale Gun (Exhibit).....	50.00 65.00 89.50	50.00(2) 65.00 89.50	39.00 65.00 89.50	55.00 89.50
Deluxe Card Vender (Exhibit) .....				50.00
Derby, 4 Player (Chi. Coin).....	195.00	195.00		195.00 195.00
Deluxe Carnival Gun (United).....				399.50
Drivemobile (Mutoscope).....	165.00	165.00		165.00 165.00
Flash Hockey (Coinex).....	75.00	75.00	55.00 75.00	75.00
Flying Saucer (Mutoscope).....	149.50	149.50		149.50 149.50
Footcase (Exhibit).....			95.00	
Goalie (Chicago Coin).....	49.50 95.00 99.50	95.00 99.50 100.00	95.00 99.50	99.50 100.00
Grandma Fortune Teller.....				125.00
Gripper .....	19.00			
Gun Club .....		110.00		
Heavy Hitter (Bally).....			55.00	40.00
Hi-Ball (Exhibit).....	75.00		75.00(2)	75.00
Hockey Game (Exhibit).....			50.00	
Holly Cranes .....				175.00
Home Run, 6 player (Chicago Coin).....	195.00	195.00(2)		
Jet Gun (Exhibit).....	125.00(2) 135.00 145.00	125.00(2) 145.00	125.00(2) 145.00	100.00 145.00
Jet Fighter (Williams).....	285.00	285.00 295.00		285.00 295.00
Jungle Gun (United).....	295.00 350.00 365.00	295.00 365.00	275.00 295.00 365.00	285.00 395.00
Kicker & Catcher.....	365.00 49.50		49.50	49.50
Lite League .....				75.00
Mercury Counter Gripper.....	20.00	20.00		20.00 20.00
Metal Typer (Harvard).....			275.00	150.00
Metal Typer (Standard).....				275.00
Midget Movies .....			195.00	185.00 295.00
Midget Skee Ball (Chicago Coin).....			175.00	
Night Fighter (Genco).....			155.00	155.00
Panoram (Mills).....				350.00
Pee Wee (Genco).....	20.00	20.00		20.00
Photomatic Deluxe (Mutoscope).....				395.00
Photomatic (Mutoscope).....	545.00(late)	545.00(late) 595.00	545.00(late) 595.00(late)	545.00(late)
Pistol Pete (Chicago Coin).....	65.00 99.50	65.00 99.50	65.00 99.50	95.00 99.50
Pitch 'Em & Bat 'Em.....		145.00		185.00
Quizzer .....				95.00
Ray Gun (Seeburg).....	75.00	75.00		75.00
Rifle Gallery (Genco).....	325.00(2)	325.00(2)	295.00 345.00	365.00
Round the World Trainer.....	345.00 350.00 365.00 375.00	350.00 365.00 375.00	365.00(2) 375.00	375.00 395.00
Shocker (Acme).....	24.50	24.50		24.50
Shoot the Bear (Seeburg).....	150.00(2) 160.00 175.00	125.00 129.50 150.00(2)	150.00(2) 160.00	150.00(2)
Shipman Art Show.....	49.50	49.50		49.50
Shooting Gallery (Exhibit).....	195.00 250.00(2) 265.00	195.00 255.00 285.00(2)	225.00 265.00 285.00(2)	265.00 285.00 395.00
Silver Bullets .....		95.00		
Silver Chest (Genco).....	95.00			
Six Shooter (Exhibit).....	95.00 100.00	95.00 100.00	85.00 95.00 100.00	125.00
Skee Ball (Genco).....				175.00
Skee Ball (Wurlitzer).....				150.00
Ski Ball (Genco).....	195.00			
Ski Roll (Evans).....				95.00
Skill Gun (ABT).....	20.00	20.00		20.00
Skill Pool .....	47.00			
Skill Shooter (ABT).....				39.50
Sky Fighter (Mutoscope).....	145.00	145.00		150.00
Sky Gunner (Genco).....	125.00 135.00 195.00	135.00(2) 155.00 195.00	135.00 155.00 195.00	195.00
Space Gun (Exhibit).....	125.00	125.00		175.00
Space Invader .....				95.00
Star Series (Williams).....	89.50	89.50		89.50
Star Shooting Gallery (Exhibit).....	325.00(2)	325.00		325.00(2)
Strik-A-Lite (ABT) .....				29.50
Super Jet Fighter (Williams).....			225.00	
Telequiz .....	100.00 115.00(2)	100.00 115.00	99.00 100.00 115.00(2)	115.00
3-D Theater .....	199.50	199.50		199.50
Three Way Gripper (Gottlieb).....	18.50	18.50		18.50
13-Way Athletic Scale (Mercury) .....			89.50	89.50
Twin Shoe-Shine .....				150.00
Undersea Raider .....	125.00	125.00		125.00
Voice-a-Graph (Mutoscope).....	495.00	495.00(2)	495.00(2)	375.00 495.00
Wild West (Exhibit).....				175.00
Wizard 5c .....	18.50	18.50		18.50
You Shoot .....	345.00	345.00		345.00
Zipper (Blinks) .....	20.00 39.50	39.50	39.00 39.50	39.50

## USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.
2. 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

3. 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

4. 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 \_\_\_\_\_

# 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 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 22—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.
- 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.
- April 13—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.
- April 17—Music Guild of New Jersey, 18th annual banquet, Elizabethan Room, Hotel Essex House, Newark, N. J.
- April 19—Los Angeles Division, California Music Merchants' Association, monthly meeting, Hotel Gaylord, Los Angeles.
- 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.)

## Ross Rock-Ola Widens Lead in MOA League

MIAMI, March 12.—Ross Rock-Ola widened its lead in the AMOA bowling league here Monday to 11 games.

Advance Music, the second place team, lost its opportunity to pick up ground on the league-leading Ross Rock-Ola team when the squad forfeited four games to the leaders. This was the second time that a combination of illness and absenteeism cost the strong Advance aggregation four games.

In other contests, Music Makers swamped American Operating, 4 to 0; Radio Center humbled Marino Music, 3 to 1.

The standings:

	Won	Lost
Ross Rock-Ola	60	28
Advance Music	49	39
Music Makers	48½	39½
Acme Music	47	41
Marino Music	43	45
Radio Center	40½	42½
All-Coin	31½	53½
American Operating	29	59

Also deserted by some of his teammates who failed to show up, Hyman Cohen of All-Coin Amusements racked up individual game honors (211) and individual set (533). Music Makers captured team honors with a 743 for high team game and 2,180 for high team set.

Leon Guss, Advance Music, posted a one-game 183; Max Becker, Acme Music, 173; Eddie Dee, Acme Music, 181; Leon Falcon, Marino Music, 184; Ray Mitchell, Music Makers, 178; Jack Torrey, Music Makers, 187; Bernie Koganofsky, Music Makers, 167; and X. Zeverly, Radio Center, 155.

## AMI Service Schools Set For N. Y. Area

NEW YORK, March 12.—Juke box operators in the metropolitan area will have the opportunity to go to school during the next two weeks, courtesy of AMI and George Klersey, factory engineer.

Monday (14) and Tuesday (15) the sessions will be held in the Runyon Sales headquarters on 10th Avenue. Wednesday (16) and Thursday (17) the school shifts to Runyon's Newark, N. J., plant.

March 21 and 22 the sessions will be conducted at the Runyon Hartford, Conn., branch. March 25, Queens operators will be able to attend classes at Tri-Boro Maintenance, Richmond Hill, N. Y., and Thursday the school will be held at Suffolk and Nassau Amusements, Lidenhurst, L. L.

### ON-THE-SPOT

## Colorado Ops Ask Locations To Pick Disks

PUEBLO, Colo., March 12.—Encouraging location owner co-operation in selecting tunes for a phonograph has proven a powerful volume builder for Pueblo Music Company, according to William Haefner and Nick Pizzuti, owners of the firm.

The partners, who operate 110 juke boxes in this Southern Colorado steel capital, take along a copy of The Billboard's "Honor Roll of Hits" when making calls and encourage owners to choose the records they think most suited for their particular machines.

"We have found that standing by and waiting for the location owner to make his choice is 10 times more effective than asking him to mail his selections in after the call," Haefner said. "If we tried to use the latter method, the location would more than likely put the sheet in a drawer and forget about it."

The personal touch insures the kind of co-operation that helps a music operator build better relations with his location owners, the partners say.

When a location owner is making his selections, in most cases he is thinking of records he expects to be put on the machine the following week," Haefner asserted. "When we actually make some of the changes as soon as he checks them, he is even more pleased."

Pueblo Music Company has built up an outstanding route on the strength of "ability to please" and both Haefner and Pizzuti insist that "nothing has helped bring this about more than this on-the-spot co-operation from the location owner in making up the phonograph menu."

### S. A. Target

Continued from page 76

of the New York office. To help launch the Miami operation, Greenberg called upon William Chavarriaga and Jorge Chavarriaga, of Medellin, Colombia. Both are training other personnel in Miami in the proper methods of preparing shipments for export to Latin countries.

William Chavarriaga owns three stores in Medellin, catering to users of automatic phonographs and electronics equipment, while Jorge Chavarriaga is one of the top juke box mechanics in Colombia.

\$250,000 Volume

Last year, said Greenberg, his firm rolled up a \$250,000 volume in music machines shipped from New York. With the Miami re-

## 81 Ops Attend Wurlitzer Service School in Philly

PHILADELPHIA, March 12.—A record turnout of 81 operators attended the Wurlitzer service school, conducted at Joe Ash's Active Amusement Machines Company here Tuesday (8).

The sessions, supervised by Hank Pettit, Wurlitzer field engineer, are conducted every other Tuesday. They started February 22 and end April 5.

Operating firms represented at the last session included Appel Vending, Gary Amusement, Lee Weiner Vending, Empire Amusement, Model Vending, Automatic Phono Service, Elephant Vending, L.&C. Amusements, Bear & Greenstone, Moss Vending, Albee Amusements, Atlas Amusements, F. J. Music, Penn-Jersey Amusements, Stan Harris Amusements, Bluebird Amusements, Mida Music, Park Music, Charles Cohen, Tri-County Amusements, Douglas Amusements and Star Music, all of Philadelphia.

### Out-of-Towners

Out-of-town firms included Ralph Kuser, Bethelville, Pa.; Coronet Amusement, Kennett Square, Pa.; J. B. Novelty, Bonnet, Pa.; Ed's Amusement, Wilmington, Del.; Pla-Mor Music, Lebanon, Pa.; Sam Lazarchik, Tamaqua, Pa.; Max Galner, Bridgeton, N. J.; Andrew Schemella, Schuylkill Haven, Pa.; Jack Harley, Pottsville, Pa.; Sherlig Music, Audubon, N. J.; South Jersey

conditioning plant in operation and a resulting slash in shipping costs, he expects his company to do a half million dollar business in phonographs this year.

"We're also eying the European market in reconditioned phonographs," said Greenberg. "If we enter it, the shipping may be done out of Jacksonville instead of Miami. However, this is tentative and right now we're concentrating on building up a large volume to the Latin countries from our Miami base."

To build up a backlog of orders, Greenberg will leave in a week or two by plane on a swing of Spanish-speaking countries which include Venezuela, Colombia, Peru, Cuba and the Dominican Republic.

Amusements, Camden, N. J.; Lego Vending, Chester, Pa.; K. D. Montgomery Music, Norristown, Pa.

Also Jon Ray Vending, Riverside, N. J.; William Schwartz, Mount Ephriam, N. J.; Thomas Leek, Bridgetown, N. J.; Barry Amusements, Reading, Pa.; Allen Enterprises, York, Pa.; Baker Amusements, Lebanon, Pa.; Ralph Declementi, Egg Harbor, N. J.; Robert Declementi, Egg Harbor, N. J.; Vumbico Novelty, Shamkin, Pa.

## BRAND NEW

In Original Crates

- Munves Grandma Fortune ..... \$795.00
- Seeburg Coon Hunt ..... 395.00
- Williams Jet Fighter ..... 295.00
- Genco Basketball 2 Player ..... 300.00
- Set Shot Basketball ..... 325.00
- Air Hockey ..... 325.00
- Air Football ..... 175.00
- Exhibit Wild West ..... 175.00
- Exhibit Space Gun ..... 295.00
- Genco Invader, black lite ..... 295.00
- Midget Movies ..... 295.00

**MIKE MUNVES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
43 YEARS SERVICE • EST. 1912

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**



**Start the Season in FIRST Place with FIRST-Class Equipment!**

**SHUFFLE GAMES**

**NEW**  
Chicago Coin  
TRIPLE STRIKE  
ARROW BOWLER  
CRISS CROSS TARGET

**FIRST-Conditioned**  
**UNITED-Match**  
MERCURY, D.L. .... \$435  
BANNER ..... 395  
SCANNER ..... 395  
TEAM, 10/25c ..... 285  
LEADER ..... 285  
IMPERIAL ..... 255

**UNITED-High Score**  
SHUF. TARGETTE ..... \$385  
SPEEDY ..... 375  
CHIEF ..... 275  
ROYAL ..... 235  
SUPER 6 PLAYER ..... 95

**CHICAGO COIN**  
FLASH ..... \$395  
STARLIGHT ..... 325  
SUPER FRAME ..... 325  
TRIPLE SCORE ..... 155  
CROWN ..... 155  
DOUBLE SCORE ..... 125

**KEENEY**  
CARNIVAL ..... \$135  
6-PLAYER, Jumbo Pins with Formica ..... 75  
BIG LEAGUE BOWLER ..... 55

**GENCO**  
SHUFFLE MATCH POOL ..... \$245  
SHUFFLE POOL ..... 145  
FLE9 TRI PLEG3 AO

**TARGET GUNS**

**SPECIAL of the WEEK!**

Exhibit SHOOTING GALLERY  
**\$245**

Reconditioned Like New!

Exhibit MODEL 500  
Exhibit SPORTLAND  
Genco WILD WEST  
United BONUS GUN  
Keeney RANGER

**FIRST-Conditioned**  
DELUXE CARNIVAL \$385  
RIFLE GALLERY ... 335  
YOU SHOOT (Remington .22 with live ammo) 345  
SHOOTING GALLERY 245  
COON HUNT ..... 235  
SHOOT THE BEAR ... 150  
JET GUN ..... 115  
SIX SHOOTER ..... 95  
RAY GUN ..... 75  
PISTOL PETE ..... 65  
DALE GUN ..... 65

**COUNTER GAMES**

**NEW**  
M & T ZIG ZAG (Bingo), Reg. \$79.50 .. \$29  
BINK'S ZIPPER ..... 35  
KICKER & CATCHER 49

**FIRST-Conditioned**  
ABT CHALLENGER ..... \$25  
BEST HAND ..... 19  
Gottlieb GRIPPER ..... 19

**SPECIALS!**  
Ev. SADDLE & TURF, Club Mod. .. \$275  
Gen. 400 ..... 75  
Gen. GOLD'N NUGGET 85  
Gen. SILVER CHEST ..... 95

**ARCADE**

**BRAND-NEW CLOSEOUTS**  
Genco 2-PLAYER BASKETBALL ..... \$325  
Chicoin 6-PLAYER SUPER HOME RUN, 10/25c .. 395  
Wms. 6-PLAYER ALL-STAR BASEBALL ..... 375  
Chicoin 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**  
Joe Kline & Wally Finke  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

## GUNS --- GUNS --- GUNS!

EMPIRE HAS THEM ALL . . . !

### -BINGOS-

#### NEW: UNITED SINGAPORE

- Hi Fi ..... \$350
- Surf Club ..... 375
- Ice Frolics ..... 325
- Palm Springs .. 325
- Dude Ranch ..... 295
- Yacht Club ..... 190
- Beach Club ..... 285
- Beauty ..... 235
- Palm Beach ..... 125
- Frolics ..... 175
- Atlantic City .. 130
- Coney Island ... \$ 95
- Spot Lite ..... 95
- Havana ..... 315
- Rio ..... 275
- Circus ..... 175
- Cabana ..... 165
- Tropics ..... 225
- Hawaii ..... 235
- Mexico ..... 245
- Golden Nugget 99.50
- Genco 400 .... 89.50

### 5-BALLS

- GOTTILIES**  
Poker Face .. \$135.00  
4 Horsemen .. 99.50  
All Star ..... 99.50  
Knockout ..... 79.50  
Bowling Ch. .. 59.50  
Buffalo Bill .. 59.50  
Double Shuffle 59.50
- WILLIAMS**  
Daffy Derby F.S. .... \$275.00  
Pinky ..... 79.50  
Maryland ..... 69.50  
Freshie ..... 59.50  
Lucky Innings. 59.50
- GENCO**  
So. Pacific ... \$54.50  
Screwball ..... 49.50  
Floating Pwr. . 49.50
- UNITED**  
Tampico ..... \$49.50  
Oklahoma ..... 69.50  
Pinch Hitter .. 59.50  
Paradise ..... 49.50  
Rondeveo ..... 49.50  
Summertime .. 49.50  
Blue Skies ..... 49.50
- EXHIBIT**  
BeBop ..... \$84.50  
Gondola ..... 49.50  
Samba ..... 49.50
- CHICAGO COIN**  
King Pin ..... \$89.50  
Trinidad ..... 49.50

Evans Club Model SADDLE & TURF \$325

### New Standard-Rapid COIN-COUNTER

Counts and wraps Pennies to Halves. Rugged, Light, Accurate. Portable. Try One on \$189.50. Money-Back Guarantee . . .

### CHANGEMAKER

Dispenses 2 dimes, 1 nickel for 25¢. In stock, \$89.50.

### ARCADE

- 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**
- Goalee ..... 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 TARGETTE**
- 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 ..... 245.00
- 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 6 Player, Match Score ..... 110.00
- United Super 6 Player, S.A. .... 99.50
- United De Luxe S.A., 6 Player ..... 89.50
- United 6 Player w/Formica, 7-10 ..... 79.50
- Chi. Name Bowler ..... 75.00
- Chi. Criss Cross Match ..... 325.00
- Chi. Holiday, Match ..... 525.00
- Keeney 6 Player, Big Lighted Pins ..... 69.50
- Universal 18' Bowls-a-Matic ..... 325.00

**SUPER SPECIAL!** Genco Shuffle Pool .. \$149.50  
Genco Match Pool .. 199.50

### COUNTER GAMES

- KICKER & CATCHER, \$49.50**
- Acme Shocker ... 24.50**
- Binks Zipper ..... \$39.50
- Art Show & Film 49.50
- ABT Challenger ..... 75.00

### CIGARETTE VENDERS

- ROYAL "17" (17 Col.), Elec.—WRITE FOR CIRCULAR**
- Rowe President, 10 Col. or 8 Col., Fac. Reb. .. \$185
- National Model 950, 9 Col., Fac. Reb. .... 145
- National 990, 9 Col., Fac. Reb. .... 130
- Unedapak 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 ... 320**
- EXHIBIT SHOOTING GALLERY ... 310**
- GENCO 4 PLAYER SKEEBALL ..... 350**
- MIGHTY MIKE SPARRING PARTNER 895**
- GENCO SILVER CHEST ..... 125**
- WMS. JET FIGHTER ..... 350**

**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**WURLITZER**  
1015  
\$99.50

# WAKE-UP

**NOVELTY GAME PLAY!**

OPERATE *Williams* **SPITFIRE**

**new FAST SCORING ACTION!**

**new 2nd Coin STAR FEATURE**  
permits player to score from 5 to 200 replays!

Captive Ball in **YELLOW** Midget Playfield Builds Up Bonus and Scores Replay

Captive Ball in **GREEN** Midget Playfield Builds Up Bonus and Scores Replay

**5 BALLS IN SKILL HOLE SCORES REPLAY!**

1 SKILL HOLE!  
2 THUMPER BUMPERS!  
2 FLIPPERS!

See Your Distributor Now!

**Order Williams SPITFIRE for REAL PROFITS!**

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

## Indiana Pin Bill to Governor

Continued from page 82

Craig signed the bill even though the attorney general warned that it violated the State constitution at several points. The exemption, by which churches and fraternal and charitable organizations were allowed gaming privileges, was among the provisions which brought the bill into conflict with the State constitution which provides that all laws must be general in application.

If the governor signs the bill it will become effective in July or August when all the acts of the 1955 Legislature are promulgated. An emergency clause, which would have given immediate force to the statute, was deleted by the Senate's Public Policy Committee.

"Professional gambling," as defined by the Act, could mean "accepting or offering to accept, for profit, money, credits, deposits or other things of value risked in gambling, or any claims thereon or interest therein. Without limiting the generality of this definition, the following shall be included: maintaining slot machines, one-ball machines or variants thereof, pinball machines which award anything other than an immediate and unrecorded right of replay..."

### Cincy District Court Backs Anti-Pin Ruling

CINCINNATI—A master commissioner's recent finding that city pinball games are "gambling devices," was upheld this week by the First District Court of Appeals.

Attorney C. R. Beirne, a special commissioner of the court, held that both free-game and bingo-type pinball games violate Ohio law and are designed for gambling within meaning of city ordinance.

Westerhaus, Inc., city game distributors, made an effort to have the commissioner reconsider his finding, but lost when the District Court overruled the motion to recommit the case. The case will now be argued March 29 before the Eighth District Court of Appeals, sitting in Cincinnati.

The case dates back to 1953, when an injunction was obtained by Westerhaus, Inc., to prevent the city from seizing games owned by the firm. Common Pleas Judge Charles S. Bell ruled in 1953 that

the city could not seize "flipper" type pinballs because they were not gambling devices. Beirne was selected to hear the entire case after the city appealed Judge Bell's ruling.

### Ill. County Considers Game, Juke Licensing

CHICAGO—The licensing of pinball games, juke boxes and cigarette machines in unincorporated areas is under consideration by Cook County Commissioners.

Commissioner Christ Jensen introduced a resolution asking that the State's attorney look into the legality of licensing the machines.

### Minot, N. D., Ops Balk At Pin License Drive

MINOT, N. D.—Pinball operators here are reacting against a drive to license their games and prohibit anyone under 18 years of age from playing them.

Some operators are pulling the electric cords on their machines and one firm has announced it is going out of business.

The drive began when City Auditor Russell E. Barcus sought to enforce a 1949 city ordinance requiring a \$25 city sticker for each coin-operated amusement game.

Barcus sent out reminders to operators thru the mail, informing them that they were obligated to buy the stickers, but only three operators sent in their applications for the licenses.

### Gypsy Queen Sets Sales Mark At Gottlieb Co.

CHICAGO, March 12.—Gypsy Queen, latest D. Gottlieb & Company five-ball game, has set a sales record for the firm, it was announced this week.

According to Judd Weinberg, of the Gottlieb firm, Gypsy Queen has outsold all other games produced by the company in the past two years.

The game features 16 playing cards that light up on the backglass for in-line scores. Vertical rows of four aces, kings, queens and jacks light up to give in-line vertical and horizontal scores, or "four of a kind" and "straights." Cards are lighted by shooting balls thru roll-over lanes on the playfield.

Weinberg, who heads Judd Industries, export subsidiary of the Gottlieb organization, says he expects Gypsy Queen to prove the top export product for the firm as well.

### Freer to Simon

Continued from page 82

Army from 1943 to 1945, he joined Empire Coin Machine Exchange in October of that year. Continuing in sales work with the distributing firm, Freer also developed its sales promotion department, mailing lists, and handled advertising.

Starting in export work at a time when it was a new field, Freer also developed a good repeat order business for the firm in foreign trade.

Simon Distributing Company is one of the largest Arcade equipment dealers on the West Coast. It also handles pinballs, shuffle games, vending machines and coin-operated rides.

Freer will continue to work at the Empire headquarters until about March 17, after which date he and his wife will move to Los Angeles.

### "A BETTER DEAL ALWAYS"

<b>BINGOS</b> Atlantic City ..... \$115.00 ABC ..... 50.00 Beach Club ..... 250.00 Beauty ..... 225.00 Coney Island ..... 75.00 Cabana ..... 145.00 Frolic ..... 135.00 Palm Beach ..... 115.00 Rio ..... 225.00 Brite Lites ..... 95.00 Tropics ..... 175.00 Spot Lite ..... 75.00 Yacht Club ..... 125.00 Singapore ..... 450.00 Tropicana ..... 525.00	<b>UNITED BOWLERS</b> Cascades ..... \$120.00 10th Frame ..... 75.00 Olympic ..... 150.00 Royal ..... 195.00 Rainbows ..... 350.00 League Bowlers ..... 295.00 11th Frame ..... 365.00 Chief ..... 275.00 DeLuxe ..... 50.00 Official ..... 40.00 Stars ..... 65.00 10th Fr. Stars ..... 95.00	<b>ARCADE EQUIPMENT</b> Auto Photo ..... \$1850.00 Bally Big Inning ..... 125.00 C.C. Hockey ..... 75.00 C.C. Basketball ..... 150.00 Ex. Dale Gun ..... 65.00 Ex. Six Shooter ..... 125.00 Ex. Space Gun ..... 95.00 Goale ..... 100.00 Harvard Metal Typar ..... 350.00 Genco 2 Pl. Basketball ..... 150.00 Heavy Hitter ..... 40.00 Mut. Ace Bomber ..... 150.00 Mut. Voiceograph ..... 395.00 Mut. Postwar Photograph ..... 350.00 Mut. Drivemobile ..... 150.00 Mut. Latest Drivemobile, F.S. .... 450.00 Midget Movies ..... 185.00 Standard Metal Typar ..... 275.00 Telequiz ..... 110.00 Wurl. Skee Ball ..... 130.00
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One Sicum 300 Selection Seeburg continuous play Recorder 78 RPM, excellent condition, originally \$1,250.00; special \$475.00.

**DRINK MACHINES**

6 Supervends, 3 sel., 1000-cup capacity, with change makers \$200.00

6 Sneads, single 10-oz. cup, 1000 capacity... 125.00

3 Mills, single drink, 400-cup capacity, with change maker 150.00

6 Hups, single drink, 400-cup capacity... 110.00

6 Revco Ice Cream Cup, #400 Model... 125.00

2 Craig Ice Cream Bar 125.00

**ARCANE and PARK COIN MACHINE OPERATORS**—Write, wire or phone for our new Spring Price List of all types of ARCADE EQUIPMENT, both new and used, with list prices. If it is coin operated, we have or can get it for you.

**VENDORS**

58 Col. Eastern Elec. \$115.00

39 Col. Keeney Elec. 145.00

10 9 Col. National 50 95.00

10 9 Col. National 50 110.00

PX 10 Col. .... 110.00

All Factory Shopped—25¢ Chute—King Size

PX, 12 Col., New... \$225.00

Mercury, 9 Col., New 195.00

Mills 5 Col. Candy Machines, New... 60.00

Mills 5 Col. Candy Machines, Used... 40.00

**AMERICAN DISTRIBUTORS for Northern Ohio**

**NOW DELIVERING MODEL F**

## Cleveland Coin MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715

Terms: 1/3 deposit with all orders, balance C.O.D.

## WANT TO BUY!

**WILL PAY TOP \$ CASH or TRADE**

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.

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**THOROUGHLY RECONDITIONED**

Surf Club .....	\$375.00
Palm Springs .....	310.00
Ice Frolics .....	310.00
Dude Ranch .....	295.00
Beach Club .....	265.00
Beauty .....	210.00
Yacht Club .....	135.00
Frolics .....	150.00

**IMMEDIATE DELIVERY**  
Gottlieb Gypsy Queen  
Bally Big Time

**MORRIS NOVELTY CO.**  
3007 Olive St. St. Louis 3, Mo.  
(Phone: FRanklin 1-0757)

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

**COMPLETE LINE BALLY BINGO PARTS**

<b>SHUFFLE ALLEYS</b> Bally Magic Bowler...Write Chicago Coin Thunderbolt...Write Chicago Coin Triple Strike...Write Chicago Coin Criss Cross Target...Write Bally Champion...\$395.00 Bally Victory...\$345.00 Chicago Coin Criss Cross...300.00 Keeney Pacemaker...200.00 Keeney Bonus Bowler...250.00	<b>BINGOS</b> Bally Big Time...Write Spot Light ..... \$ 60.00 Coney Island ..... 75.00 United Circus ..... 150.00 Atlantic City ..... 95.00 Ice Frolic ..... 300.00 Variety (like new) ... 495.00 Palm Beach ..... 125.00 Hi-Fi ..... 345.00 Yacht Club ..... 175.00 Beach Club ..... 275.00 Beauty ..... 210.00 Frolics ..... 150.00 Surf Club ..... 350.00 Palm Springs ..... 325.00	<b>MUSIC</b> Rock-Ola Hi-Fi 1446 120 select. Write Rock-Ola Hi-Fi 1442 50 Select. Write AMI D-40 ..... \$300.00 Rock-Ola Comet, 120 selection ..... 725.00 Rock-Ola 1434 Rocket, 78 rpm, 50 Select... 325.00 Seeburg M-100-A ... 375.00 Seeburg M-100-B ... 525.00 Seeburg M-100-C ... 650.00 1015 Wurlitzer (while they last)... 75.00 1100 Wurlitzer ..... 185.00
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**ARCANE**

Exhibit Shooting Gallery ..... \$240.00

Exhibit Star Shooting Gallery ..... 300.00

Exhibit Sportland Gun ..... 350.00

## CALDERON DISTRIBUTING Co.

450 Massachusetts Avenue Indianapolis, Indiana  
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## 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 .....	189.50
Chi Coin Advance Bowler .....	285.00
Keeney Carnival Bowler .....	159.50
Keeney 10 Player .....	129.50
Keeney 4 Player Match .....	109.50
Chi Coin Hi-Speed Triple .....	295.00

Write, Wire, Phone  
**CENTRAL OHIO COIN MACHINE EXCH.**  
525 S. HIGH ST. COLUMBUS 15, OHIO  
CApitol 4-7254

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

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**Stop! CHICOIN 6-PL. SUPER HOME RUN...WRITE Look!**

Wms. DE LUXE BASEBALL...\$175

United DeL. Target ... \$435	United Classic ... \$160	Chicoin Crown ... \$145
United Banner ... 395	United Olympic ... 150	Chicoin Triple Score ... 165
United Speedie ... 375	United Clover ... 145	Chicoin Gold Cup ... 185
United Ace ... 345	United Deluxe 6-Player ... 75	Keeney Bonus ... 245
United Leader ... 275	United Cascade ... 135	Keeney Super ... 125
United League ... 265	United Del. Carnival ... 395	Keeney DeLuxe ... 100
United Team ... 275	Chicoin Starlite ... 335	Genco 2 Pl. Bsktball. ... 225
United Imperial ... 245	Chicoin Criss Cross ... 315	Genco Match Pool ... 250
United Royal ... 245	Chicoin King Bowler ... 300	Genco Rifle Gallery ... 345

**BRAND NEW! CLOSEOUTS!** Genco 2-Pl. Basketball ... \$325 Wms. All Star Baseball ... 375  
Chicoin 6-Pl. Baseball ... 395 Exh. Star Shooting Gallery ... 325

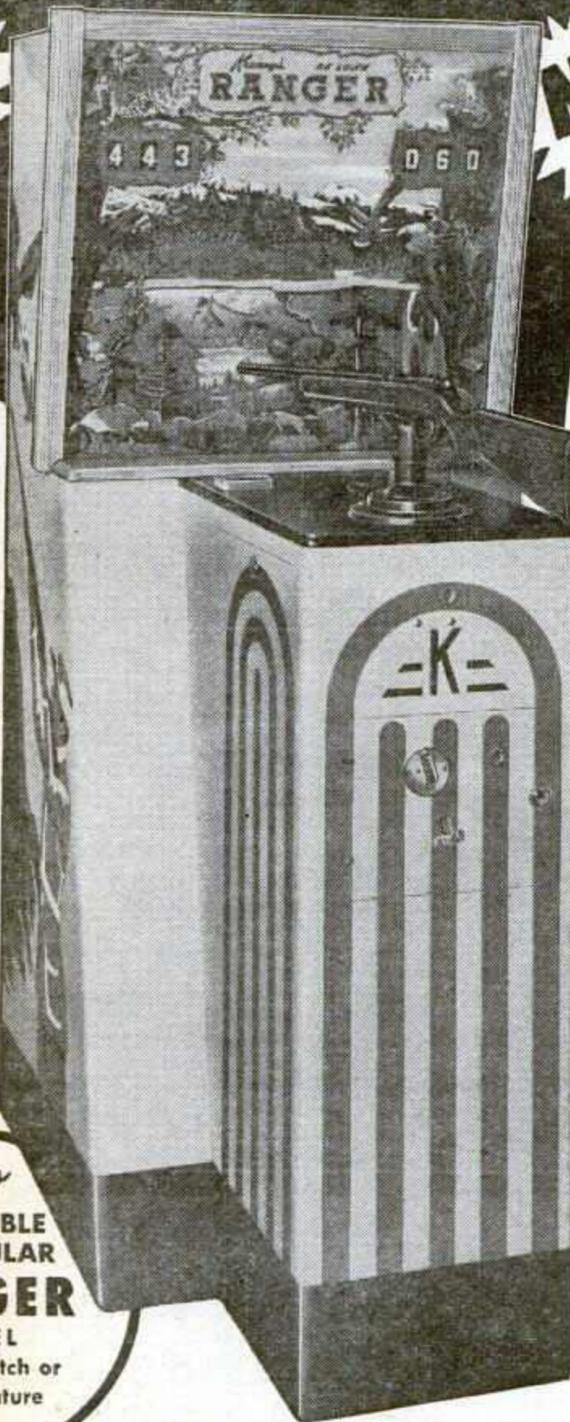
Write for Latest List  
**CLAYT NEMEROFF • CHARLEY PIERI**  
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2257-59 N. Lincoln, Chicago 14, Ill.  
Lincoln 9-3996-7-8

# The Gun that Shoots for Long-Range Earnings...

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**NEW**

## Keeney's DELUXE RANGER



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 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

LIBERAL • NORMAL • CONSERVATIVE  
**MATCH FEATURE**

**MAXIMUM SCORE 400**  
 plus TIME BONUS



**NEW BRILLIANT MULTI-COLOR CORK FINISH CABINET**



SINGLE KEY FITS ALL DOORS EXCEPT CASH BOX!

**J. H. Keeney & CO., INC.**  
 2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

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

Get IMMEDIATE DELIVERY! See YOUR KEENEY DISTRIBUTOR!

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 WE HAVE 20 YEARS' EXPERIENCE IN EXPORT SALES • EXPORT SHIPPING • EXPORT FINANCING

*Now Shipping:*

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- ★ AMI E 120, E 80
- ★ WURLITZER LATE MODELS
- ★ BALLY BINGO GAMES
- ★ GENCO, EXHIBIT RIFLE GAMES

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WE ARE DISTRIBUTORS FOR:  
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**BADGER SALES COMPANY, INC.**  
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**RECONDITIONED SPECIALS**

Keeney Century, Match	.....\$340
Keeney & Pl. League, F/T	.....50
United Mars	.....Write
United Team, Match	.....295
United Imperial, Match	.....250
United Classic, Match	.....165
United Clover, Match	.....150
United League	.....285
United Olympic	.....150
Chi. Coin Starlite	.....325
Chi. Coin Gold Cup	.....195
Chi. Coin Triple Score	.....160
Chi. Coin Double Score	.....135
Chi. Coin Crown	.....145
Genco Shuffle Pool	.....145
Genco Match Pool	.....245
Genco Rifle Gallery	.....325

Wanted—Bingos.  
**PURVEYOR DISTRIBUTING COMPANY**  
 4322-24 N. Western Ave., Chicago 18, Ill.  
 Phone: JUNiper 8-1814

**45 UNITED DELUXE CARNIVAL GUNS**  
 with Match Feature  
**LIKE NEW—**  
 Refinished—Reconditioned  
**\$364 EA.**

**ALLIED Coin Machine Co.**  
 786 Milwaukee Ave., Chicago 22, Ill.  
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**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

**IMPORTERS!—ATTENTION!**  
**ALL 100% GUARANTEED MUSIC NOW IN STOCK**

**SEEBURG—148, 100-A, 100-B, 100-BL, 100-C, 100-H**  
**WURLITZER—1015, 1100, 1250, 1400, 1500**  
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- Finance Your Kiddie Rides
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TRADES ACCEPTED!

HORSES  
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Exclusive Distributors for **WURLITZER—BALLY—UNITED**

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  
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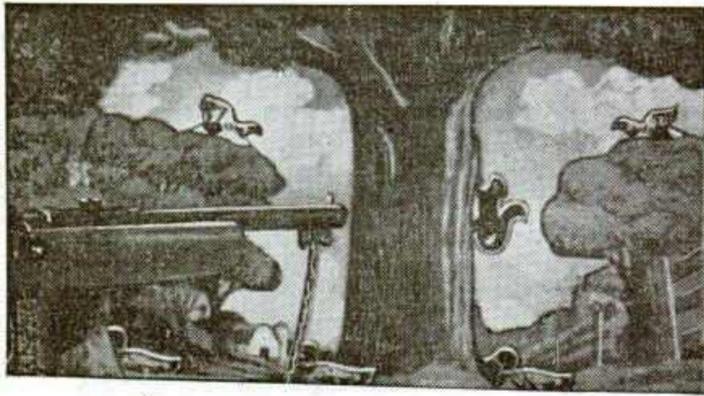
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 Generally useful in arcade of amusement. Reliable and steady.  
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**Panoram Operators! FOR SALE**  
 Overhauled Projectors for Spares. We carry a full line of Panoram Parts.  
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# REAL MOVING TARGETS! ON EXHIBIT'S



MODEL  
**"500"**

## SHOOTING GALLERY

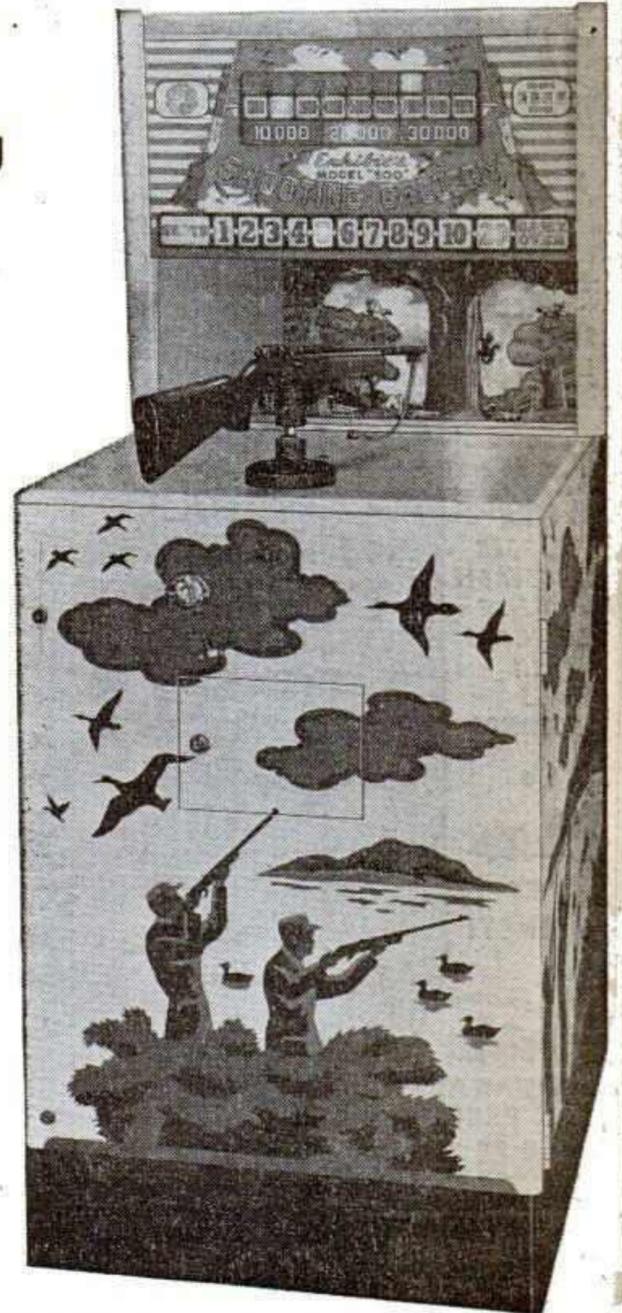
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CLIMBING SQUIRREL

They **ALL MOVE!**

FASTEST MONEY MAKER ANYWHERE!

CABINET ONLY 28½" WIDE

GOES THRU ANY DOOR



ESTABLISHED SINCE 1901  
**EXHIBIT SUPPLY**  
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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	<b>BINGOS</b>
FEATURE FRAME ..... 315.00	YACHT CLUB ..... \$140.00
FLASH ..... 395.00	BEAUTY ..... 225.00
	PROLOGS ..... 150.00
<b>MISCELLANEOUS</b>	CONEY ISLAND ..... 75.00
GENCO RIFLE GALLERY ..... \$350.00	SPOT LITE ..... 100.00
GENCO SCORING UNIT	ATLANTIC CITY ..... 115.00
(for shuffleboard) ..... 75.00	TROPICS ..... 149.50
HAYBURNER ..... 75.00	A.B.C. ..... 49.50
JALOPY ..... 75.00	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.: 5Uperior 1-4600)

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.  
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**HELP!!**  
Yourselves To Our Bargains

**Guns**  
Genco Big Top (Brand New) ... \$450.00  
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Exhibit Shooting Gallery ..... 195.00

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Wms. All Star Baseball, 6-Player Match (Like New) ..... \$325.00  
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Genco Shuffle Pool ..... \$175.00  
United 5-Player, 7-10 Split, Formica Top ..... 50.00

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**GUNS!**  
Genco WILD WEST GALLERY... NEW  
Exhibit 500 SHOOTING GALLERY... NEW  
Keeney DELUXE RANGER GUN... NEW  
Genco RIFLE GALLERY .... \$325.00  
Genco BIG TOP ..... 395.00  
Genco NIGHT FIGHTER .... 150.00  
Genco SKY GUNNER ..... 150.00  
Exhibit SHOOTING GALLERY. 195.00  
Exhibit SPORTLAND ..... 325.00

**UNIVERSITY COIN MACHINE EXCHANGE**  
858 N. High St. Columbus 8, Ohio  
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**Joe Ash Says . . .**  
FOREIGN and DOMESTIC BUYERS will find TROUBLE-FREE machines at LOWER PRICES here.

CALL, WIRE OR WRITE FOR OUR **LOW PRICES** ON RECONDITIONED **MUSIC MACHINES**

**ACTIVE**  
AMUSEMENT MACHINES CO.  
"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

666 N. Broad St. Phila. 30  
FRemont 7-4495 Write or wire for prices

**FOREIGN BUYERS**  
Immediate Delivery  
INTERNATIONAL RECONDITIONED  
**MUSIC • GAMES KIDDIE RIDES**

We stock the most complete line of thoroughly reconditioned Wurlitzer, Seeburg, AMI, Rock-Ola and Evans music machines. Also the finest line of reconditioned pin games, arcade equipment, shuffle alleys and kiddie rides.

**Cable for Special Price List**  
Parts and Service Manual Available

**INTERNATIONAL AMUSEMENT CO.**  
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**SCOTT-CROSSE COMPANY**  
PHILADELPHIA 30, PA.

DYNAMIC EARNING POWER FROM THE MAGNETIC APPEAL OF  
PLAYING CARDS!



A GRAND TOTAL OF 9 WAYS TO WIN!

# GOTTLIEB'S GYPSY QUEEN

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!

## 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

### NEW GAMES

Williams SPITFIRE  
Williams SAFARI  
Bally BIG TIME  
United LIGHTNING  
Gottlieb GYPSY QUEEN

### 5-BALLS

LAZY 9 ..... \$125  
SCREAMO ..... 165  
THUNDERBIRD ..... 175  
8 BALL ..... 50  
FAIRWAY ..... 65  
STAR POOL ..... 225  
SHOOT THE MOON ..... 50

WANT TO BUY CASH OR TRADE Gottlieb 5-BALL GAMES

### QUALITY and BIG SAVINGS—WORLD WIDE

#### GUNS—LATEST TYPE

United CARNIVAL GUN ..... \$395  
Genco RIFLE GALLERY ..... 325  
Seeburg SHOOTING GALLERY ..... 245  
Seeburg SHOOT THE BEAR ..... 175  
Exhibit JET GUN ..... 135  
Exhibit DALE GUN ..... 50

### BINGO GAMES

SURF CLUB ..... \$365  
HI-FI ..... 335  
PALM SPRINGS ..... 310  
ICE FROLICS ..... 310  
DUDE RANCH ..... 295  
BEACH CLUB ..... 275  
YACHT CLUB ..... 145  
SPOTLITE ..... 85  
PALM BEACH ..... 125  
CONEY ISLAND ..... 85

TERMS: 1/3 Deposit, Balance Sight Draft.



Phone: Everglade 4-2300

Chicago 47  
2330 N. Western Ave

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 \$10.942

(Foreign rate, one year, \$20)

Name .....

Address .....

City ..... Zone ..... State .....

Occupation .....

**WANTED**  
Wurlitzer Model 1100, 1400, 1500, 1500A, 1600, 1700  
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**ARCADE EQUIPMENT FOR SALE**  
Ex. Rifle ..... Mut. Old Drive-mobile  
Ex. Gun Patrol ..... Mut. New Drive-mobile  
Ex. Six Shooter ..... Mut. New Drive-mobile  
Ex. Dale Gun ..... Munves Set Shot  
Chi. Coin Hockey ..... Munves Air Hockey  
Chi. Coin 4 Pl. ..... Old Grandmother  
Derby ..... Genco Guns  
Chi. Coin Basket-ball ..... Seeburg Bear Guns

Wms. Super Pennant  
We will be at Morrison Hotel, Chicago, for MOA Convention, March 28-30, or contact

**VIKING EXPORT CO.**  
418 S.W. 8th Ave. Miami, Florida

GIVE TO DAMON RUNYON CANCER FUND

### SHUFFLEBOARDS

1-22 Fl. American  
1-22 Fl. Rock-Ola  
Refinished playfield and cabinet. New pucks. Crated.  
Each ..... \$199.50  
16 Fl. and 18 Fl.  
National. Refinished playfield and cabinet. New pucks, crated. Each ..... \$149.50

### ELECTRIC SCOREBOARDS

Overhead, 15-21 pts. Horsecollar, \$125 ea.  
15-21-50 pts. .... \$125 ea.  
Wall Model, 15-21 pts. and 15-21-50 pts. .... \$95.00 ea.  
PLA-POOL, New, Belgian Type Pool Game, packed ..... \$275.00  
Circus ..... \$150.00  
Bally Beauty ..... 215.00  
United Cabana ..... 165.00

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.  
**MID-STATE COMPANY**  
2369 Milwaukee Ave. Chicago 47, Ill.  
Tel.: Dickens 2-3444

### SCOREBOARDS

1 Monarch Overhead Model 15-21 ..... \$75.00  
1 Keeney Wall Model 15-21 ..... 59.50

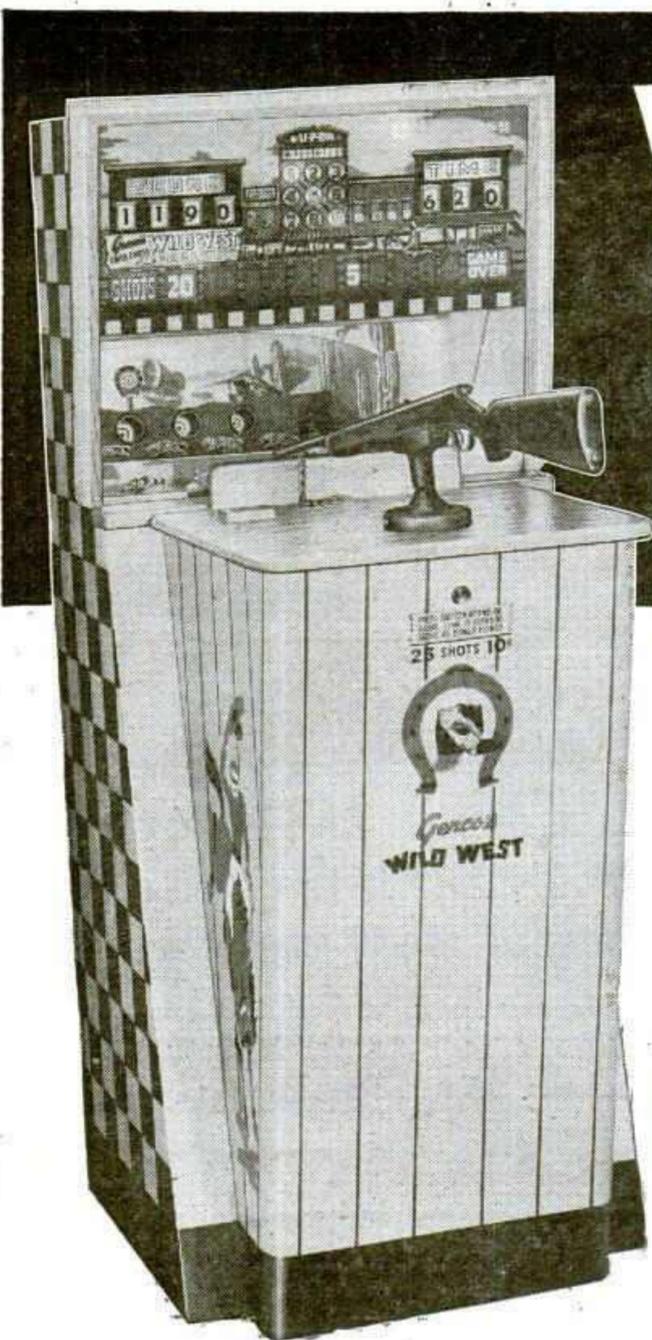
**ZIG-ZAG (New) Counter Game** .. \$29.50

United Tropics ..... \$175.00  
Palm Beach ..... 125.00  
Atlantic City ..... 110.00

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!





# 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

**3rd Dimension CINERAMA EFFECT!**  
A panorama of brilliance and color. New depths of illusion never before attained.

**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!

**NEW TYPES of TARGETS**  
More action than any other game

**COMPACT CABINET**  
Fits thru any door only 29½" wide

ALSO AVAILABLE without MATCH OR REPLAY

# 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

**WANTED TO BUY**

WURLITZER	1400
WURLITZER	1450
WURLITZER	1500 A
WURLITZER	1550 A

And other late model phonographs.  
**WRITE OR CALL US FOR PRICES**

**EXPORT & AMERICAN BUYERS! DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED**

Telephone—Wire—or Write us your order:  
The following models are available for prompt shipment.

SEEBURG	WURLITZER
148ML	1500
M100B	1550
M100BL	
H146 HIDEAWAY	
H147 HIDEAWAY	
H148 HIDEAWAY	

Prices: \$159, \$75, \$600, \$35, \$50, \$65

**ROCK-OLA**  
1428 .....\$150

**AMI**  
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

PRIVATE WESTERN UNION WIRE • Cable Address: "DAVDIS"

**WORLD EXPORT Corp.**  
WESTERN EXPORT DISTRIBUTING  
Exclusive Seeburg Factory Distributors  
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## SHAFFER SPECIALS

From Our New Illustrated Catalog

SEEBURG	WURLITZER
M-100A (78 r.p.m.)	1500 (104 Sel.)
M-100B (45 r.p.m.)	1250 (48 Sel.)

Prices: \$349.50, \$395.00, \$69.50, \$199.50

ROCK-OLA	MISCELLANEOUS
1432 (51-50)	COON HUNT
	SHOOT THE BEAR
	WURLITZER 5204 WALL BOX

Prices: \$219.50, \$179.50, \$129.50, \$39.50

**AMI**  
MODEL "A" .....\$99.50

**FREE NEW CATALOG**  
SEND FOR A COPY OF OUR NEW ILLUSTRATED CATALOG OF RECENT MODEL PHONOGRAPHS.

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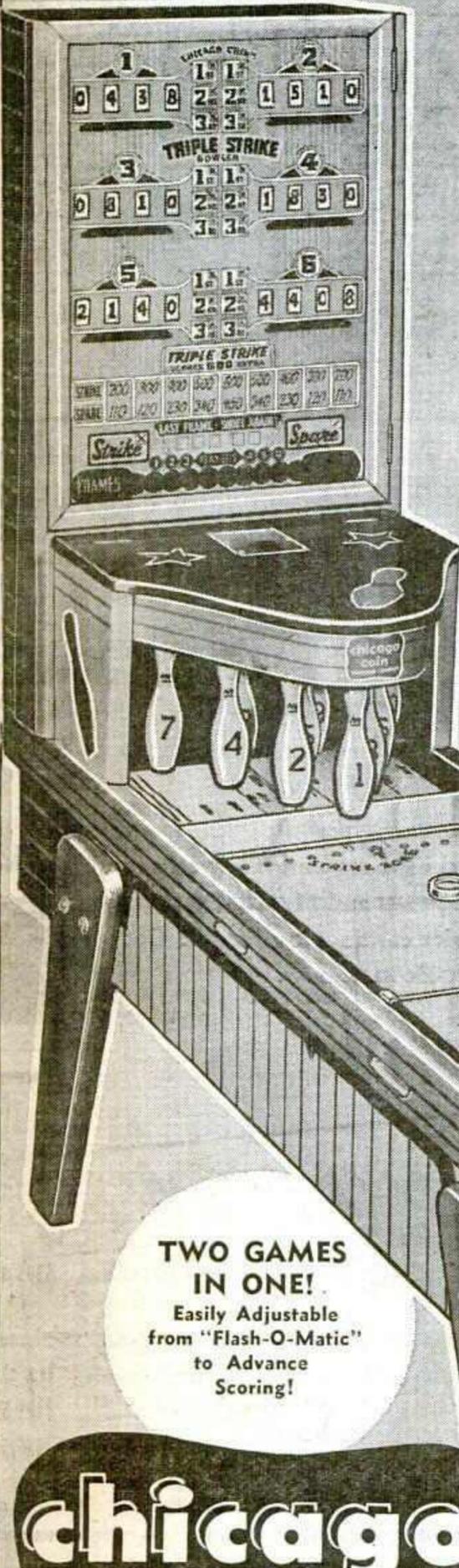


NEVER BEFORE  
A Bowler  
With So Many  
Exciting Features!...

chicago coin's

# TRIPLE STRIKE BOWLER

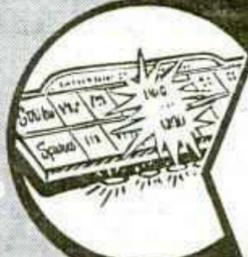
*Features Galore...*



## 1 TRIPLE STRIKE BONUS SCORING!

Any time during the game when player scores 3 strikes he gets an "Extra Bonus of 600" added to his score. Each of 6 players has an independent "Triple Strike Panel" along side his score.

*Plus...*



## 2 FLASH-O-MATIC SCORING!

Player by timing his shot to strike pins when highest score is lit on "Flash-O-Matic" panel receives 600 for strike and 450 for spare.

*Plus...*



## 3 FOUR DRUM SCORING!

All 4 drums operate to score

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!

TWO GAMES  
IN ONE!  
Easily Adjustable  
from "Flash-O-Matic"  
to Advance  
Scoring!

# chicago coin

MACHINE COMPANY

• FAST PLAY! • FAST ACTION!

1725 W. DIVERSEY BLVD. • CHICAGO 14

## chicago coin's CRISS-CROSS TARGET

The 100% SKILL SKEE - TYPE GAME!  
Also available as "De-Luxe"  
Criss Cross (Match and  
Free play)

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.

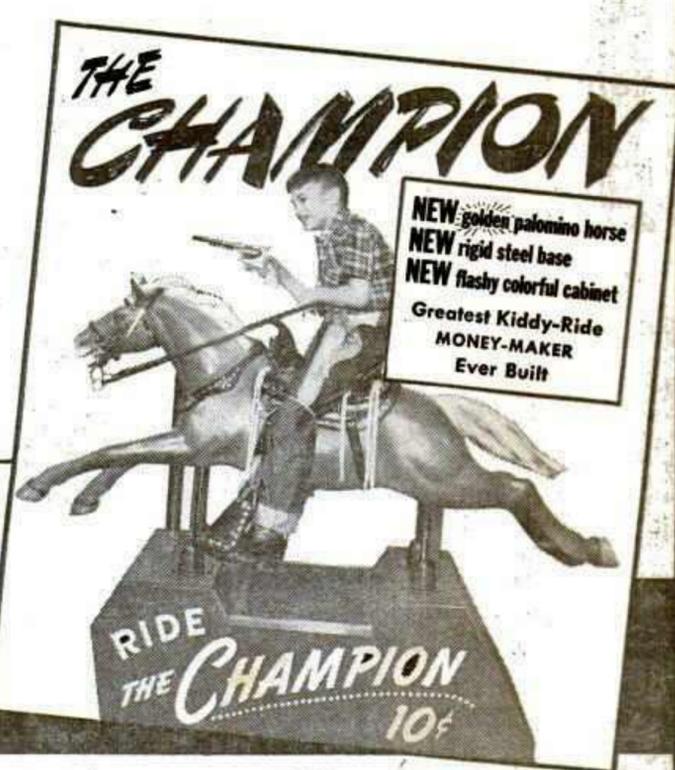
**POPULAR Speed-Control SCORE-BOOSTER**  
Player controls speed of shot—not too fast, not too slow—to ring up highest scores for Spares, Strikes and the new thrilling Super-Strikes.

*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.



**NEW golden palomino horse**  
**NEW rigid steel base**  
**NEW flashy colorful cabinet**  
Greatest Kiddy-Ride MONEY-MAKER Ever Built

RIDE THE CHAMPION 10¢

**BALLY MANUFACTURING COMPANY-2640 Belmont Avenue, Chicago 18, Illinois**

# UNITED'S MANHATTAN

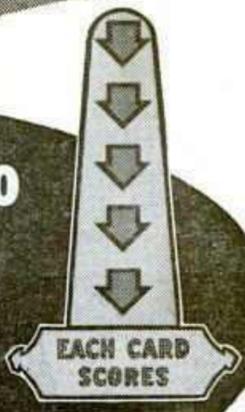
WITH SENSATIONAL NEW BIG PROFIT FEATURES



**1ST COIN LITES FIRST CARD**

**2ND COIN LITES SECOND CARD**  
 PLUS  
**GUARANTEED ADVANCE SCORE**

**CENTER ARROWS ADVANCE TO EACH CARD SCORES PANEL**



THERE IS A UNITED GAME FOR EVERY TYPE OF LOCATION

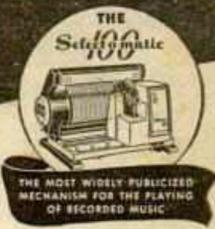
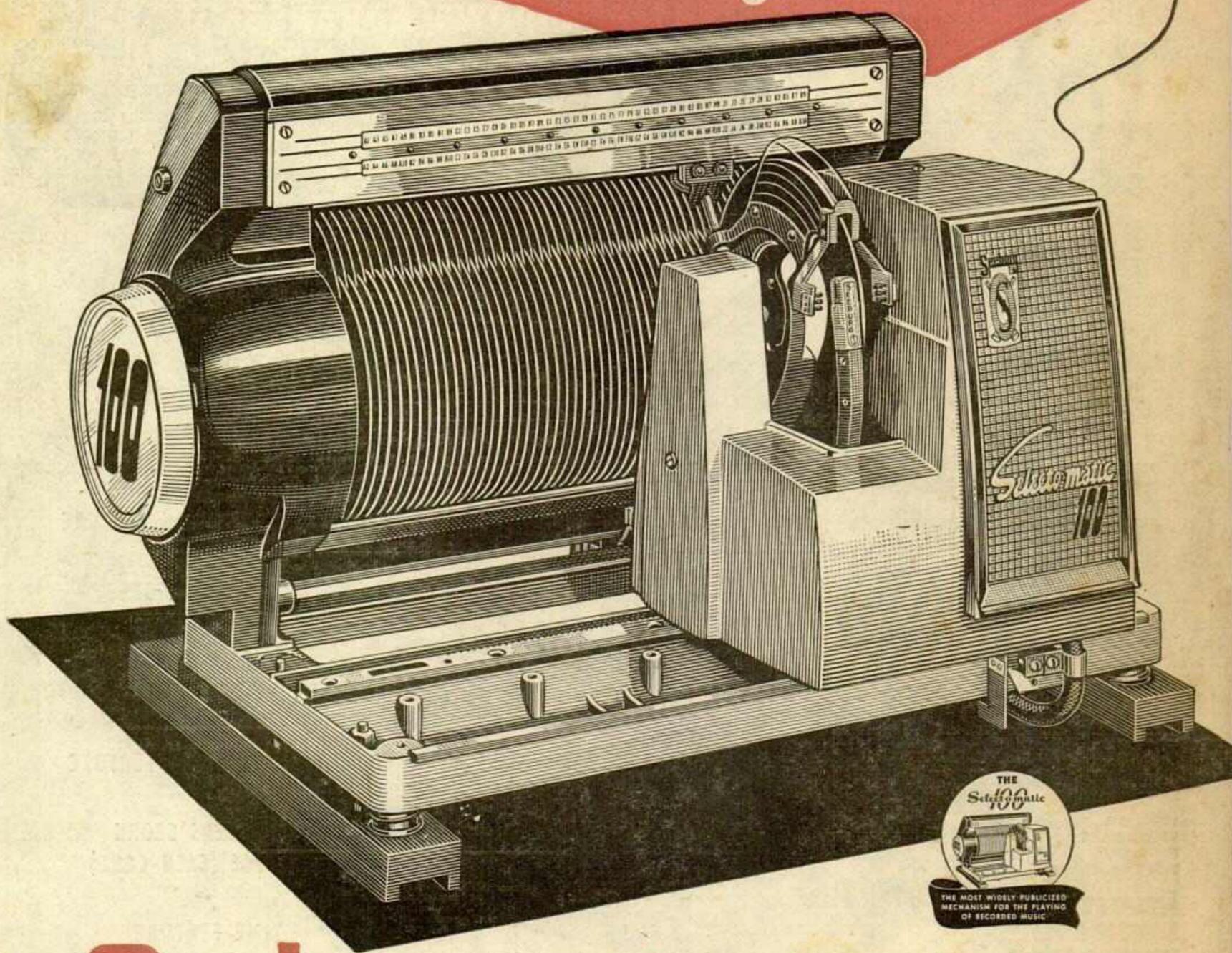
- **6-PLAYER SHUFFLE ALLEY BOWLING GAMES**
- **COMET SHUFFLE-TARGETTE** WITH OR WITHOUT MATCH-A-SCORE EXTREMELY QUIET PLAY
- **BONUS GUN** FLASHY, FAST-PLAY SHOOTING GALLERY WITH TIME BONUS SCORE

NOW AT YOUR DISTRIBUTOR

- NUMBER SELECTION FEATURE
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- ADVANCING SCORES
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- LITE-A-NAME CARRY-OVER FEATURE
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- U. M. C. PENNANT FEATURE
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- 4-CORNERS SCORE 5-IN-LINE (EACH CARD)
- 
- TIME FEATURE
- 
- EXTRA BALLS FEATURE

**SEE YOUR DISTRIBUTOR**

THE *Select-o-matic* MECHANISM  
**100**  
**ONLY SEEBURG**  
**HAS IT!**



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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
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*America's finest and most  
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