

The Billboard

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Capitol Sale Would Stiffen Disk Battle

EMI's Proposed Buy of U. S. Firm Casts Shadows of New World Competition Era

By IS HOROWITZ

NEW YORK, Jan. 15. — The forthcoming sale of Capitol Records to Electric & Musical Industries, Ltd., of England, this week threw into new relief the worldwide competition for record sales among giant manufacturing firms on both sides of the Atlantic.

While no early change is contemplated in the management or policies of Capitol Records in the United States, the implications of the EMI move are certain to be felt within the next few years in many areas of the Western world and Asia where phonograph records are sold.

In at least one important respect the transaction is viewed as portending an eventual change here in the distribution of some EMI recordings pressed and marketed by RCA Victor. It is also expected to effect British Decca (parent company of London Records here) which now presses and distributes Capitol Records in England.

Dramatic Move

News of EMI's move to take over Capitol hit the industry with dramatic suddenness Wednesday (12), even the rumors of the plan circulated in the trade as early as three months ago.

The news broke with a statement by Glenn E. Wallichs, Capitol president, that he, Johnny Mercer and the estate of Buddy DeSylva had contracted to sell their Capitol holdings to EMI. Between the three are held 248,435 common shares, or the controlling interest out of a total of 476,230 shares outstanding. The selling price is \$17.50 per share.

Consummation of the sale is conditioned upon EMI's ability to acquire two-thirds of all outstanding Capitol stock by March 14. This is not expected to cause EMI too many difficulties. The British firm will offer to buy all outstanding shares at \$17.50 each.

Quoted at \$13

A few days before news of the sale circulated, Capitol stock was quoted at about \$13 a share. All parties to the transaction stress that Capitol will continue to be operated by present management, with Wallichs remaining in the top executive post. He is understood to have signed a four-year employment contract with

EMI that includes options for subsequent services.

Other executives of the company, including officers of Capitol Records Distributing Corporation, will continue in their present positions. No changes in any departments are contemplated.

Wallichs' Statement

In Wallichs' formal statement, he said:

"We feel that the new majority ownership will substantially increase Capitol's ability to operate effectively in the United States and the rest of the world. It will offer our artists a strong and well-organized distribution system and will make available important additions to Capitol's catalog from abroad, with the result that we will become a more effective and expanding force in the record market."

The transfer of ownership will not have any effect on the operation here of Angel Records. The latter firm was set up here in September, 1953, primarily as an outlet for British Columbia classical recordings after British Columbia's reciprocal pact with American Columbia was terminated the previ-

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DINAH SHORE, AUDIENCE HAVE LOVE AFFAIR

By PAUL ACKERMAN

Gracious and radiant, Dinah Shore is playing to capacity business at the Waldorf's Empire Room. The vocalist has never appeared to better advantage, and her chief difficulty stems from a happy dilemma: How to leave the floor when the audience refuses to cease requesting encores.

This condition prevailed at the debut performance Thursday night (13), before a trade-wise audience including executives of the recording, TV and music publisher fields. Friday (24), with a more general audience in attendance, an identical scene was enacted—and it is likely this mutual infatuation will prevail for the run of the show. For there is no doubt that Miss Shore loves her listeners as much as they dote on her.

The show is simply, though artfully, constructed. There are The Skylarks, Miss Shore's TV companions, to lend spark and a production value to special material numbers; there's Harry Zimmerman, Miss Shore's TV musical director, to lend superb orchestral backing and Ticker Freeman, her accompanist, whose

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Kefauver Airs Slant Of Senate Probe on TV Crime Influence

An Exclusive Preview of Upcoming Juvenile Delinquency Report on TV

By BEN ATLAS

Chief, Washington Bureau

Editor's Note: Because of unusual interest shown by the television industry and the general public in upcoming reports by the Senate Juvenile Delinquency Subcommittee, The Billboard presents here an exclusive interview with Sen. Estes Kefauver, of Tennessee, ranking Democrat on the subcommittee, on how TV is being appraised. Senator Kefauver is mentioned as likely to head either the Senate Juvenile Delinquency Subcommittee if the subcommittee's life is extended, or the Senate Anti-Monopoly Subcommittee. The Senate Juvenile Delinquency Subcommittee's investigation touched on many things, including TV "crime and horror" shows. The subcommittee soon will issue an interim report on TV and a final report covering all areas of its studies.

Q. Senator, why did your subcommittee investigate the television industry?

A. We did not investigate the television industry as an industry. Our investigation was limited to determining what effect, if any, some children's programs on television have in relation to our rising juvenile delinquency problem.

Q. Did the subcommittee try to determine what specific programming and what amount of program-

ing was "good" or "bad" for television viewers?

A. We did not try to define what was good, bad or indifferent in the way of programs. We were looking at the volume and type of presentations made of programs featuring crime and violence. To the extent that these exert a detrimental influence upon children, they are, of course, objectionable.

Q. Of the shows reviewed by the subcommittee what percentage did it find dealt with crime and violence?

A. Let's take an example of one station in a certain large city. Our subcommittee staff monitored seven hours a day, seven days a week, totaling 49 hours a week, and, of that, approximately 35 per cent of those 49 hours contained films showing in one form or another crime, violence and brutality.

Q. Does the subcommittee regard this as typical of your findings?

A. A second station in that same city was pretty close to that in its percentage of crime and violence. A check across the country indicates that the situation in many other communities is not too different.

Q. Does the subcommittee think that television shows were an actual cause of juvenile delinquency?

A. There is no single cause for juvenile delinquency. The causes are many and complex. Let's say there are many contributing factors.

Q. And you believe that a horror and crime film show during the children's hour can be a contributing factor?

A. I don't think that watching crime and violence on television is going to make a delinquent out of a stable and normally law-abiding child. I do think that certain kinds of criminal acts could serve as a

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NEWS OF THE WEEK

Disk Price Changes Confusing, Say Chains; Yet Okay Basic Principle . . .

The recent price and discount changes effected by most of the record companies has created much confusion for the syndicate and chain store outlets, most executives of these firms say they agree with the basic principle of adjusting prices and profit spreads. . . .Page 13

Ziv-TV's Eddie Cantor Sales Jump With 18-Market Jax Beer Deal . . .

Ziv-TV picked up another big regional sale on its "Eddie Cantor Comedy Theater," this one to Jax Beer for 18 Southern markets. This ties up the show in a total of 180 markets even a week before debut. Baltimore, meanwhile, decided to push up its debut of the show eight weeks in its major markets. . . .Page 9

Columbia Records' Conkling Sees Phono Sales Aiding Disk Business . . .

Jim Conkling, head of Columbia Records, stated this week that the expansion of the record business depends upon an increase in phono sales, and would not be increased very much via the recent price slashes in LP disks. He predicted a booming record year in 1955 due to upped phono sales. . . .Page 13

Big Centennial Fair Planned for Oregon in '59 . . .

The State of Oregon's Centennial Celebration Commission votes to go ahead with plans for a big celebration in 1959. Event will be highlighted by a large scale fair and exhibition. . . .Page 46

Minnesota State Fair Eyes 1,000,000 Gate . . .

A \$159,000 profit was turned in by the 1954 Minnesota State Fair. Attendance of 1,000,000 in the near future is labeled possible by Doug Baldwin, fair secretary. . . .Page 52

Beer Sponsors Re-examine Film Shows; Aim at Female Audience . . .

Beer sponsors appear to be re-directing their thinking about the type of syndicated TV film show to bankroll. While brews have heretofore tended toward sports and mystery, they are now looking more to drama and music in

an endeavor to get more interest among the ladies, who are found to be responsible for most of the package beer sales. . . .Page 5

Record 17,000 Juke Boxes Shipped Around World in '54 . . .

The automatic phonograph export market nearly doubled in size for the sixth consecutive year; exceeds \$10,000,000 in 1954. West Germany, a newcomer among juke importers, outstrips all others; far outdistances perennial leaders, Canada and Venezuela. . . .Page 66

Wurlitzer Company to Unveil '55 Juke Box Line in 42 Cities . . .

In nation-wide event, known as "National Wurlitzer Days," the nation's juke box operators will see the Rudolph Wurlitzer Company's 1955 line. . . .Page 66

Godfrey's Sponsors Uneasy Over Rumor He'll Quit TV . . .

Reports that Arthur Godfrey is getting ready to quit TV have caused concern among his sponsors. Talk snowballed to such an extent that the Leo Burnett agency met with a highly placed CBS-TV official to get reassurances that he would remain in the medium. . . .Page 2

20th-Fox to Create Separate Sales Org for TV Film Product . . .

Twentieth-Century-Fox will set up a separate sales organization to handle the distribution of product produced by the film company for TV. Sales unit will most likely concentrate on finding clients for network type film packages. . . .Page 5

DEPARTMENTS AND FEATURES

Amusement Games . . .	76	Magic . . .	45
Burlesque . . .	45	Merchandise . . .	62
Carnival . . .	54	Music . . .	11
Circus . . .	60	Music Charts . . .	26
Classified Ads . . .	64	Music Machines . . .	66
Coin Machine Market . . .	77	Parks & Pools . . .	51
Coming Events . . .	65	Pipes . . .	62
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Final Curtain . . .	45	Rinks . . .	59
General Outdoor . . .	46	Roadshow Repertoire . . .	59
Honor Roll of Hits . . .	26	Routes . . .	50
Legitimate . . .	10	Television . . .	2
Legit Roles . . .	10	TV-Film . . .	5
Letter Lites . . .	63	Vending Machines . . .	72

British Ties Bind 'Em All

NEW YORK, Jan. 15. — The arrangement for Electric & Musical Industries, Ltd., to buy Capitol Records points up the fact that each of the four largest American record firms would be closely allied with England. RCA Victor's trademark, the dog known as "Little Nipper," came from EMI's His Masters Voice label. Columbia as a trade name belongs to EMI, too, tho it can not use it here.

Decca here was originally founded thru the aid of English Decca. The British firm lent it's name to the American label and had to switch to the London name when it established that label here in 1947. Capitol, incidentally, will keep it's label name thruout the world under the new arrangement.

No Video, Kids Get Delinquent

DENVER, Jan. 15.—The television industry has been blamed for juvenile delinquency by some sources in the past, but a Denver mother put a different slant on it this week. While defending her two youngsters, 10 and 12, who were charged with vandalism for breaking into schools and stores, she claimed that "they are being led against society, because they don't have a television set."

Quick Cancellations May Be Monkey on TV Filmer Back

Series Can't Get Fair Appraisal 'Cause Clients Must Halt Shooting

By SAM CHASE

NEW YORK, Jan. 15. — The growing trend to film in television has birthed a new monster which may prove the monkey on the back of film producers seeking a national sale. This is the shortened period in which the bankroller must make up his mind about continuing sponsorship. The fate of "Father Knows Best," which was canceled by Kent cigarettes last week, has caused great concern among all segments of the industry, including bankrollers, as a horrible example of the new confusion.

The situation boils down to the plain fact that, in film, it takes the experience of a season to judge the results of a season. In the case of "Father Knows Best" so little time was involved for a show of so much promise to be dropped that even the most hardened execs were jolted.

The show bowed on October 3, airing 10-10:30 p.m. EST via CBS-TV. When the decision of the sponsoring P. Lorillard Company to cancel became public knowledge, the show had only had 12 outings. It's not known exactly how many segments had been aired when the decision actually was reached.

Quick Action

From the sponsor's viewpoint, an immediate decision was mandatory on "Father." The contract with Screen Gems, which produced the show in conjunction with Rodney-Young Enterprises, called for a minimum of 26 films. In order to get the cancellation in under the wire, inasmuch as production was

approaching the 26 mark, the bankroller had to cancel at the early date on which the decision was made.

The result is that the series will run two-thirds of the season for Kent, but it had a trial of less than one-third of the season. A maximum of three regular ratings could have been seen by the sponsor. A new series, universally regarded as a solid commercial property with great promise, was felled before it really could develop any substantial following.

High exec sources in the industry, on the heels of this debacle, have expressed the firm conviction that it proves that national sales

(Continued on page 9)

Wanger Joins BOTV Board

NEW YORK, Jan. 15.—Walter Wanger has become a member of the board of directors of Box Office Television. It's understood he will act in an advisory capacity in the field of programing and production.

Wanger's entry into the closed circuit TV medium via his part time association with BOTV will provide that firm with his services both for sales meeting and entertainment event telecasts.

BRISTOL-MYERS EYES HITCHCOCK

Asks MCA for Director, May Put 1/2 Hour Melo on CBS-TV in Fall; Price High

NEW YORK, Jan. 15.—A new kind of TV deal was made this week when Bristol-Myers placed an order for the services of Alfred Hitchcock contingent upon his delivery by Music Corporation of America, his agent. Should Hitchcock finally become available, he would produce and probably emcee a half-hour filmed melodrama in the 9:30-10 p.m. Sunday spot on CBS-TV next season.

Hitchcock is the strongest kind of name based on his recent feature film successes, the latest being "Rear Window." He would un-

doubtedly be able to attract the top stars in the business. MCA evidently submitted his name to the advertiser, reasonably assured that it would be able to deliver him, but there is no lack of bidding for his services, and his other commitments will be a determining factor in whether he accepts the Bristol-Myers offer.

Price Unknown

The price being offered to Hitchcock is not known, but it is expected that it will be somewhere between \$40,000 and \$50,000 weekly for the package to tempt him. Enough dough will certainly have to be pushed under his nose to make Hitchcock think twice before he refuses the heady cabbage.

The Bristol-Myers bid marks a distinct departure in that firm's advertising emphasis. Prior to this season, the sponsor preferred low budget panel shows, but in 1954-'55, first with "Honestly Celeste" and now with its Don Sharpe dramas, it is flashing a fat bankroll. Playing a part in this change of heart are the results achieved by General Electric with its Sunday night drama which has moved into the top 10 on the Nielsen charts. Young & Rubicam is the agency.

SULDS & AM. HERITAGE

Fund-Raising Test Set On Closed-Circuit TV

NEW YORK, Jan. 15.—Telecom Systems, Inc., the new closed-circuit TV firm recently formed by Irvin Sulds, has latched onto an important slice of closed circuit business in the form of a 50-city show for American Heritage Foundation on February 8.

The purpose of the closed-circuit show, which will be picked up in hotels and fraternal clubs on small-screen TV monitors, is to help raise funds for and promote interest in the anti-Communist activities of Crusade for Freedom and Radio Free Europe. Participating in the show will be President Eisenhower and other important national figures.

The American Heritage Foundation telecast will be the first closed-circuit show directly aimed at raising funds. If successful it could pave the way for similar use of the medium by political parties, whose \$100-a-plate dinners could be easily made into a national affair via closed-circuit hook-ups in hotels thruout the country.

On March 28 closed-circuit television will get another test as a

fund-raising medium when American National Theater and Academy joins with CARE in putting on a theater telecast of "ANTA Album," the ticket sale proceeds of which would be split between ANTA and CARE.

MURAL HANDWRITINGS POINT TO GODFREY'S QUITTING TV

Concern Felt Among Sponsors That, Ill, He May Chuck Medium for Radio

By LEON MORSE

NEW YORK, Jan. 15. — Grave concern has been manifested among the TV sponsors of Arthur Godfrey over reports that he is getting ready to quit the medium. Indicative of such concern was a recent meeting with the Leo Burnett Agency, acting for its client, Pillsbury, and a high-placed executive of the CBS-TV network.

The agency is reported to have stated that Godfrey was displaying a lackadaisical attitude on his shows and asked whether it was true that Godfrey was fed up with TV. The reply of the network topner was that as far as the web knew Godfrey had no intention of leaving video. The agency then asked for reassurances from CBS-TV that regardless of what Godfrey did in the future its client would have the time period. The network, of course, was only too glad to accede to the sponsor's request.

Godfrey is said to have made

remarks to members of his troupe that he was tired of working in TV. His health in general has been poor and his schedule continues to be a heavy burden. Also not calculated to reassure his sponsors is the interview he had in "TV Guide" which told how near death he came during his operation.

Mad at Press

Godfrey is also said to have railed at "press sniping" as another good reason for leaving TV. The redhead has been under fire in the newspapers for several years, the latest publicity flare-up being his firing of Chet O'Brien and the removal of Larry Puck from the Wednesday night show.

Some of the trade takes as an indication that Godfrey may be quitting the medium, Frank Parker's formation of a TV film company with Roy Stecker. And The Mariners are said to be considering offers from other TV programs.

Godfrey, of course, is independently wealthy and has more money

EDITORIAL

Curse Also Blessing

While Kent's cancellation of the highly praised "Father Knows Best" after only 12 airings (see separate story) points up an important difficulty in the sponsorship of film series, it appears unlikely that there will be any cut-back of the trend toward film among national sponsors. For, tho the advanced production necessary in film was a curse in this instance, it is usually a blessing.

One of the basic motives in the growing predilection for film is the very fact that the bankroller can screen each week's show well before it is aired. Sponsors generally realize that the cost of this convenience is the risk that they may have to make a too hasty decision whether to stick with the show or dump it. In recent deals the inclination has been to study the show carefully in advance of buying and then take the producer's offer on a long-term basis or turn it down completely.

Hence, the Leo Burnett agency's deal on "Buffalo Bill Jr." for Mars Candy and Brown Shoes calls for a minimum of 66 segments with options up to 10 years. This one was bought on a pilot film. H. J. Heinz' deal on "Captain Gallant of the Foreign Legion" with Television Programs of America is understood to be for a firm 52 weeks, but may even be for 78. TPA already has 39 segments in the can.

To sponsors who are debating, in the light of Kent's experience, whether national film sponsorship is still a safe buy, we say emphatically yes. Remember, Kent still has some 13 weeks left to calmly select the low-budget live replacement it is seeking. However, Bristol-Meyers, which precedes the Kent time slot, recently axed its live "Honestly Celeste" show with far more confusion resulting. Needing another airer quickly, B-M had to grab four "Authors' Playhouse" films to fill until a regular series could tee off.

To sponsors who wonder whether to ride along with or drop a film series about which he has doubts, there is, of course, no simple reply. But a hasty cancellation can mean dumping of a long-range merchandising program which, with more patience, can prove a major factor in pushing a series over the top.

P&G Tallies 5 Split Buys With 'Line-Up'

NEW YORK, Jan. 15.—Procter & Gamble bought its fourth alternate week sponsorship within the last two months when it purchased half of "The Line-Up" from Brown & Williamson, its current sponsor. The program is on Fridays 10-10:30 p.m. on CBS-TV.

Other recent alternate week P.&G. buys are "I Love Lucy," "Topper" and "My Favorite Husband," all of which are telecast on the CBS-TV network. Early in the season it acquired half of "This Is Your Life" on NBC-TV. And the advertiser began the season as the sponsor of "Letter to Loretta" and "Fireside Theater," both on NBC-TV.

P.&G. consequently will have a total of five alternate week shows and two fully sponsored stanzas which will make it the largest single purchaser of network time in the business.

Interestingly enough, two of the P.&G. shows will be telecast on Fridays at CBS-TV, where "Top-

per" is telecast 8:30-9, just an hour and a half before "The Line-Up." In order to avoid conflicts, the probability is that P.&G. will not sponsor each show on the same week.

The acquisition of all these CBS-TV shows may also mean that P.&G. will eventually give up half of "Letter to Loretta" and "Fireside Theater" in order to have its advertising commitments.

WINCHELL

Reported He Will Host New 'Runyon' Seg

HOLLYWOOD, Jan. 15.—Negotiations reportedly were in progress this week for commentator Walter Winchell to host the new "Damon Runyon Theater," Screen Gems production recently bought by Anheuser-Bush for telecasting in 56 markets (The Billboard, January 8).

Tho the brewery was thinking of spotbooking the show, it's understood it was also interested in web airing if the time could be found, and the Winchell negotiations lead to speculation that ABC may carry the show.

Even should this not prove so, however, it's understood that Winchell's contract with the net would permit him to host the series. The commentator has been the leading figure in the Damon Runyon Cancer Fund drive.

Agency Plans Test Circuit

NEW YORK, Jan. 15.—J. Walter Thompson is setting up its own closed-circuit TV facilities at its headquarters here for testing of live shows, commercials and talent. This is the first time an ad agency has made such a move. Ordinarily an agency has to rent a network's facilities for such purposes.

Thompson apparently believes the cost of its own camera and studio will be offset by the amount it will save in such rentals.

'Stranger' OK For Geritol

NEW YORK, Jan. 15.—Du Mont this week denied the published report that Geritol was canceling "The Stranger," which runs Fridays, 9-9:30 p.m.

The reason reported for the supposed cancellation was that Du Mont could not clear enough station time for the sponsor's purposes, the network said there was no

French TV Firm Likes Rapid-Film Technique

NEW YORK, Jan. 15. — The leading independent program packager in France has already begun to use a version of the rapid-film technique that Du Mont is reported to be developing here for networking purposes. Jean-Paul Blondeau, partner in the firm, Air-Production & Idee-Radio, says they get finished prints ready for shipment within three hours after the show goes off the TV monitor.

The French firm began using this system a couple of weeks ago. Blondeau, here this week, said he found the results perfectly satisfactory. However, the Tolana Company, which developed the technique and holds French patents on it, claims that it still needs polishing.

The advantage of the system to Blondeau is that it enables him to produce his shows in Paris, where, because of the legalities of French broadcasting, it is impossible for him to originate the shows. The French broadcasting system is government operated, and therefore has no truck with independent packagers. Blondeau, therefore, originates out of the commercial stations in the principalities of Monaco, Luxembourg and the Saar. Air-Production & Idee-Radio has all of 43 shows on the air, according to Blondeau, six of these on TV.

Blondeau, for the past year, has been promoting a co-operative arrangement with U. S. producers, whereby he produces American properties in Europe while his best properties are sold here. The usual offer is a 10 per cent royalty. Actually, there is no legal block to the stealing of a format for European airing. But Blondeau claims the results are far superior if he takes the guidance and experience of the original producer.

Blondeau now has one show on U. S. TV, "Dollar a Second," which was originally his "100 Francs par Seconde." Blondeau comes here every few months to deliver new stunts and gimmicks. That show was sold to Mogan-David Wine by the William Morris office. Blondeau now has another format, "It's All Yours," in the hands of Don Davis. And still an-

other is being agented by the Ashley-Steiner office. Blondeau said he has a deal with Jean-Louis Guerin, owner of four major niteries in Paris, including the Lido and Bal Tabarin, to film a half-hour series of Continental night club acts for sale here. Shooting is due to begin in September.

NEW DEAL

SG May Get Colbert Pilot For 'Ford'

NEW YORK, Jan. 15. — That situation-comedy pilot that Rockhill Productions made, with Claudette Colbert will probably land up in the hands of Screen Gems, which will include it in the "Ford Theater." Gross-Krasne, which had previously made a deal for the film, has acknowledged that the party with whom it made its deal was not authorized to represent Rockhill.

G-K is understood to have agreed to return the film, but wants its money back. G-K put up \$17,500. Screen Gems is reported to be offering around \$30,000 for it.

WABC-TV to Drop Amsterdam, Craig And McNellis Segs

NEW YORK, Jan. 15. — A major revamping of its daytime programming line-up is being undertaken by WABC-TV here in a move that will tighten its partnership with its sister station in Chicago, WBKB. Among the changes made is the dropping of three of its star personalities, Morey Amsterdam, Nancy Craig and Magi McNellis. What future plans, if any, the station has for these performers have not been revealed.

One of the new shows the outlet will launch is a two and a half hour across-the-board straight variety stanza, which bows February 28, 12:30-3 p.m. The show will be aired both in New York and in Chicago. It's expected that ABC's Chicago outlet will originate morning programming that will be picked up in New York. Sales policies on the new two-station programing have not been revealed.

CBS, Falstaff Near Game of the Week

NEW YORK, Jan. 15. — The CBS-TV network this week was close to signing a deal with Falstaff Beer for "Game of the Week," which for the past two years has been carried by the ABC-TV network.

Falstaff will probably acquire rights to baseball to games played by the Brooklyn Dodgers, Chicago

RESTLESS PEOPLE

Lester J. Blumenthal has been elected a vice-president of William H. Weintraub & Company, effective at once. . . . Ashley-Steiner, Inc., has been named exclusive sales rep for all new TV properties by Walt Framer Productions. . . . William A. Chalmers, formerly vice-president and director of TV and radio at Kenyon & Eckhardt, New York, and the Campbell-Ewald Company, Detroit, has joined J. P. Shelley & Associates, in Los Angeles, as director of TV and radio and an account exec.

Robert W. Samoff, exec veepee of NBC, will address the Allentown-Bethlehem Sales Executives Club on Monday (17). . . . William R. McAndrew, director of news for NBC, has been reappointed to membership in President Eisenhower's "Committee on Employment of the Physically Handicapped." . . . Edward R. Murrow, CBS-TV and radio news analyst, will be the principal speaker at the U. S. Junior Chamber of Commerce banquet in Louisville.

Al Freedman, former scripter for Groucho Marx, has joined Barry, Enright & Friendly, packagers, as a script writer.

Don McGannon, general manager of Du Mont's o&o stations, has resigned to accept another exec position in broadcasting. . . . Franklin Jay Wiener has been upped to assistant advertising and sales promotion manager of WCBS-TV, New York. . . . Ernest Chambers, formerly of Product Services Advertising, and Daniel H. Detwiler, ex-space buyer at Compton Advertising, have joined Anderson & Cairns as copywriter and space buyer respectively. . . . R. E. Dunville, Crosley Broadcasting's prexy, has been elected to membership on the board of trustees of the Greater Cincinnati Television Educational Foundation.

Robert C. Jarvis and his son, Robert B. Jarvis, will head up a new agency, Jarvis & Jarvis, which will specialize in publicity for its advertising clients. The new agency is located in Los Angeles. . . . Herbert W. Hobler has been named veepee of Teleprompter National Sales Corporation. . . . David A. Traylor, former account exec at Mutual Broadcasting System, has joined A. C. Nielsen Company as sales service exec handling the Nielsen Station Index.

Joan Carol King has moved up from assistant to the advertising and promotion manager at WRC and WRC-TV, Washington, to manager of the department, NBC Vice-President and WRC Station Manager Carelton D. Smith announced last week. . . . Paul Niven, of CBS News' London staff, has been transferred to Washington. His first assignment: Making a CBS newsfilm on how a new senator goes about getting settled in his new office.

White Sox and Cleveland Indians from ABC-TV, which owns them, and then seek to buy rights from other teams.

CRAIG & KAUFMAN

Weintraub TV Tills \$5,000,000 Bills

NEW YORK, Jan. 15. — In less than a month since the new management team of Elkin Kaufman and Walter Craig have taken over, the Weintraub agency has begun to fly in TV and has come up with about \$5,000,000 billings from its Revlon account.

The latest Revlon buy was half of "Public Defender," Thursday's 10-10:30 p.m. on CBS-TV, which it will share with Philip Morris, Ltd., the current client. Previously, Weintraub bought half of "Danger" for Revlon and bought "Pantomime Quiz" to replace "What Goes On?" in the Sunday 9:30-10 spot on ABC-TV.

In at least two situations, Revlon is doing nothing more than staking

out a franchise, and in the third, it is playing with a low-budget show in the hope it will catch the fancy of viewers. Neither of the CBS-TV programs seems to have futures extend beyond this season. Because of the low cost of "Pantomime Quiz," Revlon is playing with the property to see whether, if given sufficient push, it can attract an audience.

Revlon this week also unceremoniously dumped Sullivan, Stauffer, Colwell & Bayles as the agency for its Silken Net Hair Spray, Acqua-Marine Shampoo and other hair products for women. Batten, Barton, Durstine & Osborn was given the account. SSC&B undoubtedly got the ax because of the "What Goes On?" debacle. The high-budgeted stanza was an immediate flop.

ON CRITICS

Preminger Calls Them 'Arrogant'

HOLLYWOOD, Jan. 15. — "Self-appointed censors" are stifling creative production, Otto Preminger angrily declared during a brief visit to Hollywood in referring to the recent crime-in-TV hearings before the Senate.

To denounce a program merely because it may, assertedly, have bad influence on children is ridiculous, Preminger said. "For an inexperienced person to arise and appoint himself or herself the final judge, arbiter, prosecuting attorney and spokesman for millions of TV listeners is almost unbelievable arrogance."

Preminger, who produced the "Tonight at 8:30" spectacular in which one of the plays dealt with an illicit love affair, pointed out that his "The Moon Is Blue" theatrical feature proved a smash hit at the box office despite the fact that it failed to gain censorship approval.

As far as violence and crime are concerned, he went on, you can find them anywhere, fairy tales, Shakespeare, and even the Bible.

'Queen for a Day' To ABC Western

HOLLYWOOD, Jan. 15. — First show to be aired over ABC-TV's new Western regional net, inauguration of which was announced last month, will be Mutual's "Queen for a Day," at present telecast only locally in the Los Angeles area.

KHJ-TV, nominally a Du Mont affiliate but for practical purposes an independent station, will continue to carry the program in Los Angeles. ABC will beam the program into six Western markets at first but hopes to expand this, with the possibility that the show will eventually be seen on a national hook-up.

NBC-TV Plays Cupid With Berle, Texaco

NEW YORK, Jan. 15. — NBC-TV is trying to pull a switch and reunite Milton Berle and Texaco next season. Texaco, of course, sponsors Donald O'Connor and Jimmy Durante, but was the sponsor of Berle for many years, before it bowed out of video for two seasons.

Berle, of course, is without a sponsor since Buick decided to pay the bills for Jackie Gleason. He has been talking about going on film in a half-hour format, but has been told that he would be moved out of Tuesday's 8-9 p.m. Texaco might be interested in that half-hour show.

It also might like to move back to Tuesdays where it did very well for many seasons, and would be a likely prospect for at least half of the Berle show, if it remains in that time period. Should Texaco dump O'Connor and Durante, the network feels that it would have little trouble peddling them elsewhere.

Bowman's 5th Liberace Buy

NEW YORK, Jan. 15. — Guild Films this week received its fifth renewal on Liberace from the Bowman Biscuit Company on a regional buy encompassing 12 cities. The deal is for 26 more weeks and runs thru the summer.

The cities are Temple, San Antonio, Lubbock, Amarillo, Austin, Wichita Falls and Fort Worth, all in Texas; Albuquerque and Roswell, N. M.; Colorado Springs and Denver, Colo., and Abilene, Kan.

Delinquency Group May Live 2d Year

WASHINGTON, Jan. 15. — Word on Capitol Hill right now is that the Senate Juvenile Delinquency Subcommittee is likely to be voted a year's extension by Congress. The subcommittee will request the additional lease of life in its report to Congress at the end of this month.

The question of who'll be chairman of the committee will be decided by Sen. Harley Kilgore (D., W. Va.), head of the Senate Judiciary Committee, the parent committee. If Sen. Estes Kefauver (D., Tenn.) turns it down, the chairmanship will go to Sen. Thomas C. Hennings Jr. (D., Mo.).

NEWS IN BRIEF

Manufacturers' sales of television picture tubes in November totaled 1,157,866 units valued at \$27,140,693, a 67 per cent jump from November, 1953, according to the Radio-Electronics-Television Manufacturers' Association.

In an effort to encourage television in small and isolated communities, the Federal Communications Commission last week authorized the Manson Community Television Company to test low-cost TV operation at Manson, Wash. Manson will convert signals from distant VHF stations, amplify them and rebroadcast them over UHF Channel 16. Commissioner Frieda B. Henneck, who has consistently opposed "satellite" TV broadcast stations, dissented from the Commission's decision.

The Federal Communications Commission issued one TV grant last week, bringing total authorizations to 726, of which 618 are post-freeze grants, including 33 non-commercial, educational grants. With 118 grants canceled, outstanding authorizations now

number 610. This week's grants went to Regional Broadcasting Company, Channel 8, Jonesboro, Ark. The FCC also issued a grant to WOAY-TV, Oak Hill, W. Va., for a private intercity relay between Charleston and Oak Hill.

CBS acquired its first UHF television outlet last week when the Federal Communications Commission approved the transfer of WOKY-TV, Channel 19, Milwaukee, from Bartell Broadcasters, Inc., to CBS. The price was \$335,000. CBS also is seeking to buy WSTV-TV, Channel 9, Steubenville, O., and is in a competitive hearing for Channel 11, St. Louis. With the new UHF outlet in Milwaukee, CBS now owns four TV outlets—three VHF and one UHF.

Retail sales of television receivers set a new all-time record in the first 11 months of 1954, according to the Radio-Electronics-Television Manufacturers' Association. Sales totaled 6,223,332 units compared with 5,600,423 TV sets sold in the same period in 1953.

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Vol. 67

Kefauver Gives Preview of Senate Report on TV and Juvenile Crime

• Continued from page 1

trigger for the child who is inclined toward delinquency. Furthermore, repeated exposure to crime and brutality may have a certain kind of callousing effect upon a child during his developing years.

Q. Did you find too much killing and bad scenes on kids' shows?
A. We found more than we hoped we would find.

Q. Roughly how many programs did the subcommittee staff review?
A. I believe they monitored programs in about 10 cities during a particular week and they came up with some pretty violent stuff.

Q. Would you say that any evil influence they might have would be felt mostly by unstable children?
A. In terms of any immediate and discernible effects—yes. An unstable and delinquency-prone boy or girl may act out illegal acts suggested by television programs or from any other source.

Q. Was it mostly "film" shows, rather than live, which the subcommittee has found most objectionable?
A. I believe that films predominated in presentations of crime and violence.

Q. What has been generally found, then, from the study of TV programming?
A. I personally am inclined to believe that television is the most effective vehicle ever devised by man in its effects on people's thinking for good or evil. With that little box in your living room, you have both sight and sound casting an influence on your mind. Therefore, I believe the responsibility of the television industry is perhaps greater than any other mass media.

Q. In your judgment, is the television industry meeting that responsibility?
A. Let's put it this way. Television has contributed immeasurably to the education of both young and old. I have noticed in my own children the beneficial effects of the travelogues. Today our people are better informed about the problems facing our country than ever before in history. And no small part of the credit is due TV. On the other hand, television like any other of the media can offer a wrong kind as well as a right kind of education and stimulation, and this is a particularly important consideration in relation to youngsters in their formative years.

Q. Does the subcommittee in any sense want to censor any of the kid programs?
A. Definitely not. We are not a Senate committee of cultural vigilantes. Censorship is not our business. We do recognize the tremendous impact 34,000,000 television sets now in the American living room have upon the thinking processes of our people, particularly our children. We wanted to discover what kind of diet is being fed to our children during the children's hours.

Q. Wasn't there widespread juvenile delinquency before television was invented?
A. Yes. Juvenile delinquency has been a problem as far back as the written word. Society has always known conditions and influences which result in juvenile delinquency. This is not to say, however, that certain new developments cannot in turn become such an influence. We cannot say, for example, that the uncertainty which youngsters feel about the future because of our strained international situation is not a factor in juvenile delinquency simply because some children became delinquent before such a situation developed.

Q. Haven't broken homes, slums, adult crime waves and corruption, sensational press and movies contributed heavily to making juvenile delinquents?
A. All of those things are contributing factors. Our investigation into crime and violence on television represented but a very small part of the subcommittee's total inquiry into the causes of and solutions for the present distressing juvenile delinquency problem. The quality of home and neighborhood life, for example, have been of prime concern to the subcommittee. I'm sure that if the television industry finds that it is in any way exercising a questionable influence, however small, upon America's future citizens, it will take appropriate remedial action.

Q. And do what?
A. Look at itself with a long, hard look. Study its programming for kids. Spend money for research. And perhaps change the accent of some of the programming.

Q. Do you have any definite ideas, Senator, about what the accent of programming should be?
A. I was impressed during our hearings by a lady who represented the British Broadcasting Company. She was telling us about the type of programming the BBC is offering its youth. She said that she thought that radio and television should be employed to create what she called "whole citizens," that children should be taught not in a dry pedagogic manner, but in an entertaining way, to think clearly and feel justly.

She pointed out that quite apart from moral consideration, BBC feels it artistically unsound to portray violence in detail or to emphasize vice and violence. She gave us an example that when they portrayed "Hamlet," "King Lear," or "Macbeth," that Shakespeare's emphasis is not on the death agonies, wounds, and blood, but on the human endeavors and emotions that surround these tragedies. In British thrillers, she said, even for adult audiences, they emphasize not so much the violence but the skill in detection; in their historical reconstructions for children, not so much the bloodshed in battle but the loyalties and sympathies of which mankind is capable.

Q. And you think that BBC's programming sets a model?
A. In making these remarks about BBC, I do not want anyone to think that I favor government controlled television along the British or any similar lines. I only mention the emphasis given by them to careful handling of programs for children as the kind of handling which I believe the vast majority of American broadcasters would firmly like to bring to their own programming.

Q. In respect to the program

DELINQUENCY FACET

Did NAFBRAT Sow Sen. Probe Seed?

By BOB SPIELMAN

HOLLYWOOD, Jan. 15.—Much of the to-do over TV's influence, if any, in the alarming growth of juvenile delinquency, has stemmed from loud noises made by an organization which has spoken with an assumed authority hardly consonant with its actual size or power. Many persons in the TV industry believe that the furore of NAFBRAT (National Association for Better Radio and Television) actually led to the recent Senate hearings on the subject (see other story in adjoining columns).

An investigation of NAFBRAT reveals it to be an organization with a small membership, miniscule finances and an amateurish approach.

Reorganized on a national basis in 1951 after several years as a Southern California organization its membership has risen from 100 to 300 during the past three years. The group is made up mostly of educators and representatives of church women and a limited number of civic groups. Members of the broadcasting and telecasting industry are specifically barred.

The association's aims, in a nutshell, are to raise the standards of TV and radio by "encouraging the presentation of radio and television programs which will maintain the high standards of the American people," by creating and maintaining "patronage for sponsors who broadcast programs meeting with the standards recommended," by protesting programs considered objectionable, and by acting as a focal point around which similar organizations can gather.

NAFBRAT's budget is minuscule. It is officially set at \$3,000 but, according to the group's president, Clara S. Logan, operations are actually conducted on about \$1,500. Derived from membership dues—\$5 for individuals and \$10 for organizations—the sum is stretched out thru volunteer labor. For special purposes, such as Mrs. Logan's recent trip to Washington to testify at the Senate hearings, donations from members are solicited.

Californians Dominate

National headquarters is in Los Angeles, and it is the Southern California membership which appears to dominate the association. Programs are rated by a board of 12 to 15 persons which meets periodically in Los Angeles.

The board is self-limited by the fact that its members must have the time to watch television programs assigned. Many working people are thereby automatically eliminated. It is not representative as far as population groups are concerned, altho Mrs. Logan declares that the organization is working toward this end. All the board members are college educated.

Criteria used to evaluate programs seems to a great degree vague and arbitrary, altho Mrs. Logan says the association has been criticized for not being critical enough. Some of the criteria

ideas such as you have just been describing, do you think the industry in the United States just as emphatically is on the right track?

A. I have no doubts about the U. S. television industry's vast capabilities. Neither do I have any question about the integrity or good intentions of those responsible for America's television. I have already mentioned the great and positive contribution which I believe television has made to public education. This improved education will in turn better prepare our young people for the responsibilities of adult citizenship.

No one is interested in any form of government censorship. I am utterly convinced that our television industry will rise to the challenge presented by the growing delinquency problems just as it has so capably risen to the challenge of other civic problems which it has helped to meet.

for undesirable programs, for instance, are: "Dull, boring, not related to experience of interests; exaggerated beyond believability . . . one-sided; propaganda; arouse prejudice; plays on emotions and lack of knowledge . . . poorly done job; confusing; hard to follow; action too fast, too slow; sound too loud, too low, unreal; hurts the eyes; poor art work . . . lengthy, disturbing or annoying."

Albeit some of the programs listed undoubtedly deserve the tag of objectionable, also included are such shows as "Joe Palooka," "The Pinky Lee Show," "Gene Autry," "Annie Oakley," "Cisco Kid," "Hopalong Cassidy," "Kit Carson," "The Lone Ranger," "Rocky Jones, Space Ranger," "Roy Rogers" and "Space Patrol." The radio program, "Gunsmoke," draws the appellation "most objectionable" because it is in a time slot the organization considers the children's hour.

The membership of 300, Mrs. Logan states, is not a true indication of the association's strength because many persons are representatives of organizations with large memberships of their own.

These organizations run the gamut from the American Institute for Family Relations to St. Barnabas Parish Council, from New York University to Dolores School PTA, and from Catholic Daughters of America to the Veterans' Administration Library in Boise.

Altho the association has had speakers from the broadcasting and telecasting industry, there appear to have been little actual liaison between the group and the industry. As a result NAFBRAT does not seem to have a solid background as to what broadcasting and telecasting consist of and what its problems are. Some of the group's conceptions seem painfully naive.

There can be little doubt as to the association's high aims and good purpose, and assuredly the standards of TV and radio need raising. NAFBRAT's method of evaluation, however, is dubious. It is uncomfortably reminiscent of a recent statement by a PTA leader who said her standards for movies were "anything that's fit for 12-year-old consumption."

By making annual awards, by publicity releases, statements, and the like, NAFBRAT has propelled itself into the national TV-radio picture. It may prove to be the listener organization whose opinion and criticism will be a valuable guidepost to the industry.

At the moment, however, it represents only a small fraction of a small segment of the American people. Its approach is amateurish, and, in some ways, is probably unintentionally prejudiced. Its voice, therefore, altho certainly not one that can be ignored, for the time being cannot be taken any more seriously than that of dozens of other organizations.

Nielsen Station Index Due Soon

NEW YORK, Jan. 15.—The first Nielsen Station Index is due to be issued in another couple of weeks. The studies are now going on in six markets, each study covering a two-month period. An NSI survey starts in two new markets each month, according to the following schedule: November—Los Angeles and Philadelphia; December—San Francisco and Boston; January—Chicago and Seattle; February—New York and Cleveland; March—Pittsburgh and St. Louis.

'Stage 7' Series Ready for Camera

HOLLYWOOD, Jan. 15.—"Stage 7," anthology series bought by Bristol-Myers to replace the Celeste Holm show (The Billboard, January 1), goes before the cameras at RKO-Pathé Studio next week. The Don Sharpe series will stress story line rather than name performers.

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THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm Series, and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Viewers Per 100 Homes	December Rating
1.	Gene Autry (CBS Film)	234	17.5
2.	Superman (Flamingo Films)	170	17.3
3.	Stories of the Century (Hollywood TV Service)	199	16.2
4.	Badge 714 (NBC Film)	253	16.1
5.	I Led Three Lives (Ziv-TV)	220	15.6
6.	Douglas Fairbanks Presents (Interstate TV)	192	15.4
7.	Wild Bill Hickok (Flamingo Films)	190	15.2
8.	Range Ride (CBS Film)	214	13.9
9.	Mr. District Attorney (Ziv-TV)	193	13.7
10.	Annie Oakley (CBS Film)	208	13.5
11.	The Whistler (CBS Film)	200	13.4
12.	Liberace (Guild Films)	187	13.3
13.	Cisco Kid (Ziv-TV)	208	12.8
14.	The Falcon (NBC Film)	190	12.7
15.	Kit Carson (Coca-Cola)	216	12.6
16.	Meet Corliss Archer (Ziv-TV)	196	12.2
17.	City Detective (MCA-TV)	190	12.1
18.	Racket Squad (ABC Film)	185	12.0
19.	Waterfront (MCA-TV)	193	11.9
20.	Favorite Story (Ziv-TV)	205	11.8
21.	Amos 'n' Andy (CBS Film)	205	11.5
22.	Foreign Intrigue (Sheldon Reynolds)	210	11.4
23.	Ellery Queen (TPA)	192	11.3
24.	Boston Blackie (Ziv-TV)	220	10.8
25.	Hopalong Cassidy (NBC Film)	234	10.7

THE BILLBOARD SCOREBOARD

Top Ten Network Film Shows

and comparative rank among all web shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standing of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly finding of the American Research Bureau.

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	Dec. ARR Rating
1.	1.	Dragnet	NBC	51.9
2.	2.	Yet Bet Your Life	CBS	50.4
3.	4.	I Love Lucy	CBS	49.6
4.	9.	Disneyland	ABC	39.3
5.	12.	Pireside Theater	NBC	37.9
6.	15.	G. E. Theater	CBS	35.3
7.	17.	Burns and Allen	CBS	33.9
8.	18.	Life of Riley	NBC	33.4
9.	20.	Ford Theater	NBC	31.9
10.	21.	Our Miss Brooks	CBS	30.6

SELF DESTRUCTION

Uncontrolled Reruns Real Danger—Sharpe

HOLLYWOOD, Jan. 15.—There is great danger of a successful TV film program killing itself off thru indiscriminate and uncontrolled reruns, Don Sharpe, executive producer of Four Star Productions, declared this week.

Sharpe believes that a rerun cannot compete with a first-run of the same program without hurting the latter, and points to "Badge 714," which has been outdrawing "Dragnet" in some areas, as an example. He thinks that when a series is placed in syndication for its second run too many favors are uncontrolled, and favors reissue, defined as a second run on a national basis. Such reissues should be designed

to capture an entirely different audience from the first run. Sharpe continues. An example is "I Love Lucy," of which Sharpe is the packager, which is being slotted Sunday afternoon following "Omnibus" for its second run on CBS starting April 17.

(Continued on page 9)

100G Ad Campaign For 'Annie' Mdse.

HOLLYWOOD, Jan. 15.—A \$100,000 ad campaign to kick off a new "Annie Oakley" merchandising program was announced this week by Eli Leslie, president of Annie Oakley Enterprises, Inc.

The Mitch Hamillburg Agency will continue to handle the merchandising promotion, expected to net \$1 million during the next five years.

Will Others Open to Telefilm Now That 20th-Fox Has Let Down Bars?

HOLLYWOOD, Jan. 15.—Announcement by 20th Century-Fox this week that it would devote part of its facilities to television film production is posing a double-barreled question. Will the move pressure the remaining holdouts among major theatrical film producers to release their excess space to vidfilm producers; or, barring that, will the 13 additional stages being made available by the Fox move be enough to take care of all Hollywood's vidpix activity?

At the same time, it was revealed this week that Fox will set up its own TV distribution and sales organization in addition to a separate TV production arm. It is not

Brewers Undergo Revolution In Program Tastes, Spending

Looking for New Types of TV Film Shows to Broaden Advertising Base

NEW YORK, Jan. 15.—Beer sponsors, who have been closely and almost exclusively associated with the bankrolling of sports and mystery shows over the years, are undergoing a revolution in their thinking—and, as a result, in their spending.

The trend became most evident recently when Ballantine bought Ziv-TV's "Eddie Cantor Comedy Theater" for its 21-market spread, replacing "Foreign Intrigue," with which it had been riding for over three years. Beyond that, beer companies have been heavily predominant among sponsors picking up the Cantor series, the first full-scale music-comedy-variety show to be placed in syndication.

Most of the film distributors report that their brewery clients, for some time now, have been saying they want something different in programming, tho often they don't know quite what.

One reason for this shift is said

'INTRIGUE'

Delivers High % Of Women

NEW YORK, Jan. 15.—While Ballantine's recent cancellation of "Foreign Intrigue" is undoubtedly the clearest symptom of the breweries' search for new formats in the hope of reaching more women viewers, an ironical fact is that "Intrigue" has always delivered a high percentage of women, as well as being one of the top-rated syndicated shows generally. This is evident in Pulse charts recently published by The Billboard.

Besides being the top syndicated show among men, with 89 males per 100 homes, "Intrigue" was tied for sixth in its female rating in November. But actually its coverages of the ladies was better than even that indicates, since only one of the six shows above it had a better over-all rating. That was Liberace, who reached 99 women per 100, with an average weighted Pulse rating of 13.1. One of the shows that ran ahead of "Intrigue" in last week's "Women" chart was "Counterpoint," which, however, had a rating of only 2.0. "Intrigue," with 90 women per 100, was only one less than "Counterpoint" on that score, but with an average rating of 12.0.

Obviously, Ballantine and its agency, J. Walter Thompson, believe that with a veteran like Eddie Cantor they can get better audience figures than these.

to be the natural desire to leave the kind of stand-out vehicle that will assure sponsor identification. With every beer riding a mystery or sports show, each begins to feel he's getting lost in the crowd. Hence, the shift is not only to new types of formats, but also to high-quality shows. On this basis is explained Falstaff's buy of Screen Gems' forthcoming high-budget dramatic series and Budweiser's

buy of Official's "Star and the Story."

But an even more fundamental reason is said to be the re-orientation of the beer industry's thinking on who buys the brew. Studies made by the beer foundation have shown that almost 75 per cent of all package beer sale, are now made in the supermarkets. And even if the husband goes along to

(Continued on page 9)

Cinepix Set Up to Handle 125 Astra Cartoons, Other Films

NEW YORK, Jan. 15.—Another big bundle of cartoons is going into active TV distribution. It is the group of 125 in the hands of Astra Films, which is owned by motion picture veteran Morris Kleinerman. Kleinerman is putting his 16mm. subsidiary, Cinepix, Inc., into the TV field with Frank Smith at the helm as general sales manager.

The firm has a good deal more than the cartoons. Included in its catalog are 50 feature films made in the 1930's with such stars as Jack Oakie, Richard Talmadge and Regis Toomey; 75 Westerns with Ken Maynard, Tom Tyler, Wally Wales and others; 13 silent pictures with Ronald Colman, Wallace Beery, Clara Bow, Bill Boyd and Joseph Schildkraut; 35 Charlie Chaplin comedies, and 300 one and two-reel comedies.

Smith has been setting up Cinepix for TV since leaving Guild Films a month ago. Before that he was a principal in Cinema-Vue with his brother, Joe Smith. Before that he worked for his brother in Tele-Pictures, which distributed Robert Lippert's features to TV.

The 125 cartoons come from a variety of production sources and are all sound. Smith said he may shortly have still another group of first-run cartoons.

Cinepix has five sales representatives in the field.

Guild-Vitapix Adds WDTV To Combine

NEW YORK, Jan. 15.—The Guild Films-Vitapix combine scored its most impressive gain this week when WDTV, Pittsburgh, the new Westinghouse station, joined the Vitapix Corporation and the growing list of stations which have agreed to furnish time to the film distributor. The inclusion of the Pittsburgh outlet brings to 48 the number of Vitapix stations, with

(Continued on page 9)

Sponsors Mob ABC For Slice of Disney

NEW YORK, Jan. 15.—With a host of would-be sponsors storming the gates, ABC-TV execs this week were feverishly finalizing a sales plan for next fall's Walt Disney afternoon kiddie show. The hour-long strip is expected to bring into the web between 11 and 14 million dollars in revenue, depending upon discounts, etc.

Premiere date for the new series, titled "Mickey Mouse Club," has been set for October 3. It will air across the board 5-6 p.m. in all time zones.

Production plans call for the stanza to consist almost entirely of new product. Use of Disney the-

atrical footage, it's understood, will be held to a minimum.

Among the changes in the programming and sales picture at the web this week was the demise of the projected Saturday daytime do-it-yourself participation show; the bow-out of "Space Patrol" on February 26 as a result of a price hike in the cost of the outside package; a decision by Sheaffer Pen to bankroll "Who Said That?" on an every week basis rather than alternate weeks starting February 2 in the Wednesday 9:30-10 p.m. time slot; the shelving of plans for a new half-hour dramatic series based on Pulitzer Prize stories, to

(Continued on page 9)

WOR-TV Gets Fulton Lewis

NEW YORK, Jan. 15.—General Teleradio's new 15-minute Fulton Lewis Jr. TV film news series this week was sold in New York to Harris Upham brokerage house for dual exposure on WOR-TV. The New York sale hikes the total number of markets in which the show has been sold thus far to 12. A 7:15-7:30 p.m. time slot has been set aside for the stanza on Saturday and Sunday nights, starting January 29.

General Teleradio has launched an all-out drive to sell the stanza in additional markets so that it can cover production costs before the show hits the air the end of this month. The stanza, of course, because of its topical nature, has no residual value.

(Continued on page 9)

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, teen-agers, and children.

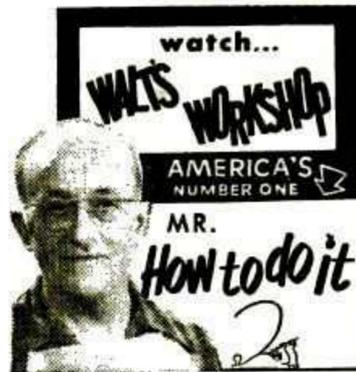
For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor	Children Per 100 Homes	Avg. Nov. Rtg.
1.....	Gene Autry (CBS Film).....	99	18.0
2.....	Cisco Kid (Ziv-TV).....	98	13.7
2.....	Hopalong Cassidy (NBC Film).....	98	10.5
2.....	Time for Beany (Consolidated TV).....	98	7.1
5.....	Wild Bill Hickok (Flamingo Films).....	96	13.6
6.....	Dick Tracy (Combined TV).....	95	4.6
7.....	Superman (Flamingo Films).....	94	15.6
8.....	Annie Oakley (CBS Film).....	93	14.0
9.....	Ramar of the Jungle (TPA).....	91	8.9
9.....	Rocky Jones, Space Ranger (UTP).....	91	7.1
11.....	Range Rider (CBS Film).....	90	10.0
11.....	Terry and the Pirates (Official Films).....	90	5.7
13.....	Kit Carson (Coca-Cola).....	89	11.5
14.....	Flash Gordon (UM&M).....	88	6.6
14.....	Joe Palooka (Guild Films).....	88	6.0
16.....	Badge 714 (NBC Film).....	83	16.5
17.....	The Ruggles (UTP).....	66	3.2
18.....	Death Valley Days (Pacific Borax).....	50	8.0
19.....	Meet Corliss Archer (Ziv-TV).....	44	10.5
20.....	All Star Theater (Screen Gems).....	41	5.5
21.....	I Led Three Lives (Ziv-TV).....	40	15.0
22.....	My Hero (Official Films).....	38	6.4
22.....	The Visitor (NBC Film).....	38	4.2
24.....	Hollywood Half Hour (Consolidated TV).....	37	5.1
25.....	Stories of the Century (Hollywood TV Service).....	35	15.9

Reynolds Co. Buys 'Feather Your Nest'

NEW YORK, Jan. 15.—Reynolds this week bought a quarter hour of the new NBC-TV daytime program, "Feather Your Nest," which runs 12:30-1 p.m. across the board. Colgate already sponsors a substantial portion of the show. William Esty is the agency for R. J. Reynolds.

TV audiences from Maine to Washington—Minnesota to Florida—



The TV film show with a COMPLETE merchandising package! Write for FACTS.

Reid H. Ray Film Industries 2269 Ford Pkwy. St. Paul, Minn.

A Quality Film Show for Every Product, Every Market, Every Budget. MCA-TV FILM SYNDICATION

THE Acknowledged LEADER

- MEET CORLISS ARCHER
- MR. DISTRICT ATTORNEY
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- YESTERDAY'S NEWSREEL
- I LED 3 LIVES
- SPORTS ALBUM
- FAVORITE STORY
- STORY THEATRE
- BOSTON BLACKIE
- THE LIVING BOOK
- THE CISCO KID
- YOUR TV THEATRE

1529 MADISON ROAD, CINCINNATI, OHIO NEW YORK HOLLYWOOD

Erko Mapping 'Taxi' Series

HOLLYWOOD, Jan. 15.—Production plans for a new series, "Hey Taxi," based on stories and exploits sent in by the nation's taxi drivers, were announced by Erko Productions this week.

Robert Erlik, president of the company, is running a contest for stories in co-operation with the Teamsters' Union. Prizes of from \$50 to \$100 will be paid for stories accepted. Erlik says he hopes to obtain 117 from which to pick up the final 39 for a series. Taxi driver will be the central figure of the series. Erlik, who headquarters at Kling Studios, says he has financing arranged.

'Pepe Lemoko' Film Series to Be Shot Abroad by Gruskin

NEW YORK, Jan. 15.—Edward Gruskin planned in from Paris this week to work out distribution arrangements and select a star and director for his forthcoming European vidpix series, "Pepe Lemoko," based on the Ashlebe stories. Series is already in the scripting stage in Paris, with stories being written by script editor Lou Morheim, who has worked on Sheldon Reynolds' "Foreign Intrigue" and "Sherlock Holmes" scripts.

The series will be produced by newly formed company, Edward Gruskin TV Films, Ltd., in partnership with French production organization Pramata, an affiliate of Tavel & Marouani, the William Morris reps in France. Newly formed company is an outgrowth of Intercontinental Television, which was recently dissolved after the split between Gruskin and partner Martin Poll.

Series, which will go before the cameras between April 1 and 15, will be shot in France and on location in North Africa.

REVOLVING DOOR

WOR, New York is going all-out to celebrate the 30th year on the air of John B. Gambling. The outlet has rented Madison Square Garden for a special four hour morning show March 8 in honor of the event.

Wilding Picture Productions will have delivered its 103d commercial for the Aluminum Company of America when "See It Now" is viewed on January 18... The NBC-TV film story of the development of atomic energy, "Three, Two, One—Zero," produced by Henry Salomon, has been named the winner of the sixth annual competition for the College of the City of New York's Robert J. Flaherty Award for "outstanding creative achievement" in the production of documentary film.

Zac Schwartz, Transfilm writer-director, has left New York for Amsterdam, Holland, where he will supervise Transfilm activities at the Dollywood studios in that city. Schwartz will establish residence in the Hague for one year and return frequently to New York... Marc Daniels is directing a new three-reel color film produced by George Blake Enterprises for Con Edison... David N. Laux was elected vice-president of Studio Films... Norris West has been named assistant general manager of Sportsvision, Inc., of San Francisco, which is branching out into the general TV film distribution field.

A complete directory of all Southern California newsreel and TV news directors and news editors is now being distributed as a promotional piece to public relations and advertising firms by Spotlight News, Los Angeles newsfilm service. Lew Keller, who designed the amusing Bardahl Oil TV commercials which won the award for the best over-all commercial and best original commercial in The Billboard TV Film Awards last year, has joined UPA as an animation director. Keller will direct TV spots for Rainier Ale, Seven-Up, and the Southern California Tuberculosis Association.

TV MACBETH

Drew More Than Past 350 Years

NEW YORK, Jan. 15.—Shakespeare is now making a bigger smash on TV than he has in the past 350 years put together. A. C. Nielsen Company reveals that the November 28 telecast of "Macbeth" on "Hallmark Playhouse," starring Maurice Evans and Judith Anderson, drew a rating of 25.5. This means it was seen in 6,449,000 homes, and probably by twice that number of viewers.

If a stage version were to play in a theater seating 1,000 (a relatively large house, as Broadway goes), it would have to run for over 32 years to be seen by that many persons. Come to think of it, the November 28 audience was probably larger than all the English-speaking audience that has seen the play in all its stage productions since its debut in 1605.

MACY'S BOOSTS TV 'MARIETTA'

NEW YORK, Jan. 15.—NBC-TV's "Naughty Marietta" spectacular, which airs tonight (15), got itself a generous amount of free publicity when Macy's department store here took whole pages in local newspapers to advertise the fact that Patrice Munsel will appear in it wearing baubles from the store's costume jewelry collection. The advertisement used almost as much space to drumbeat the spectaculars as for copy on the jewels.

PRODUCTION NOTES

By BOB SPIELMAN

Hardest thing in his life he's ever done, opines "Mayor of the Town" star Tom Mitchell, is commercials. Reason is that material is foreign, with lines much more difficult to learn than for straight entertainment.

Lois Collier, shapely star of the "Boston Blackie" series, is having trouble finding film work because sponsors won't okay her if she's in competition with herself. Miss Collier says she'd rather do half an hour on film than one minute live, it's that nerve-racking.

Speaking of commercials, Volcano exec Jim Bank reveals it sometimes takes more than three hours just to find a girl who can smoke a cigarette for a one-minute spot, the puffing of weeds has become so scientific on TV.

Altho Mickey Rooney is having his troubles with "Hey, Mulligan," pilots for two other series shot by his production company, "Dateline Tokyo" and "Daniel Boone," are reported near sale.

Too many cooks who've never baked a pie are getting their fingers into it, Lee Blevins, vice-president of Kling Studios, believes. Reference is in connection to ad agencies and sponsors dictating production of TV film series. Film production is a science, just as engineering. Blevins contends, and should be left to those with training and experience.

Roland-Reed Productions is aiming for 18 industrial films in 1955, double the 1954 figure, according to Executive V-P Guy Thayer. Reason is that industrials provide quick revenue, thereby providing a producer with bankrolling for his TV entertainment series.

Family Films is producing a one-hour religious film to be aired over 350 stations by the National Council of Churches of Christ at Easter.

New York Giant shortstop Al Dark will appear in a number of commercials to be filmed by Gross-Krasne for BBD&O.

"GE Theater" will do a biography, "Love Is Eternal," based on the lives of Abraham Lincoln and Mary Todd, on February 13.

"Dr. Hudson's Secret Journal" producers Eugene Solow and Brewster Morgan are writing some of their own scripts, will have 13 of them ready before series goes into production January 31 at Goldwyn Studios.

One of the D. R. stories selected for the "Damon Runyon Theater" is "Tobias the Terrible," which Albert Mannheimer will script for producer Lou Breslow.

TV FILM PURCHASES

CBS TV Film Sales sold "Amos 'n' Andy" to WJBF, Augusta, Ga., for sponsorship by Castalberry Foods; KBTU, Denver; WFBC, Greenville, S. C., for Texize Chemical Company and Orders Mattress, and KIMA, Yakima, Wash., for Schultz Furniture Company. WABC, New York, purchased the "Gene Autry" series and KSWB, Roswell, N. M., contracted for "Annie Oakley."

Other CBS sales include: "Range Rider" to WTTG, Bloomington, Ind., and WKJG, Fort Wayne, Ind., both markets to be sponsored by Tiptoe Foods and E-Z Popcorn, and WMCT, Memphis, for Clover Farm Dairy. "The Whistler" was sold to KOTV, Tulsa, Okla., for Safeway Stores and to KWFT, Wichita Falls, Tex.

Screen Gems sold "All Star Theater" to WFMJ, Youngstown, O., on a library deal; KRCV, West Waco, Tex., for H.E.D. Food Store, and KPHO, Phoenix. "Top Plays" was sold to KGNC, Amarillo, Tex., and "Rin Tin Tin" to WSLB, Roanoke, Va., for Green Hill Meat Company, and KVTU, Sioux City, Ia., for Pille's Dairy.

"The Conrad Nagel Theater," Guild Films' property, has been sold to WABD, New York, for 26 weeks, and to KOMU, Columbia, Mo. "The Florian ZaBach Show" has been sold to KGMB, Honolulu, for the Hawaiian Telephone Company; CMS, Havan; WOAI, San Antonio, for Jack Mitchell, Nash dealer; and WSUM, St. Petersburg, Fla., for Citizen's Bank and Perma Finish.

Other Guild sales include: "Frankie Laine" to KOMU, Columbia, Mo., and KENS, San Antonio, for Jack Mitchell, Nash Dealer; "Life with Elizabeth" to KOMU, Columbia, Mo.; "Liberace" to KLN, Denver, for Bowman Biscuit Company, and "Championship Wrestling" to KWFT, Wichita Falls, Tex., and WMCT, Greenville, N. C.

NBC Film Division sold "News Review" to WBTV, Charlotte, N. C., and KTVH, Hutchinson, Kan. "Badge 714," Series B, was sold to KANG, Temple-Waco, Tex., and "Victory at Sea" to KSTP, Minneapolis, and WLBT, Jackson, Miss. "Hopalong Cassidy," Series A, was purchased by KTXL, San Angelo, Tex., for First Savings & Loan Association, and "Dangerous Assignment" was sold to WFBM, Indianapolis.

WFIL, Philadelphia, purchased "Famous Playhouse" from MCA-TV; "Captured" and "Dangerous Assignment" from NBC Film Division and "Life with Elizabeth" from Guild Films, to be programed in a block called "4-Bell Theater." The four series will provide two hours of drama, adventure, mystery and comedy for Sunday afternoon viewers.

"View the Clue," distributed by Medallion Productions, began its second year of sponsorship January 17 for Johnson's Wax in Canada. The program is carried in five markets on CBS stations.

"Captain Z-Ro," distributed by Atlas Television Corporation, will premiere on KTBC, Austin, Tex., where it will be sponsored by the Carnation Milk Company thru the Exchange Stamp Company Premium Campaign. The moppet show will be launched in five new markets following its debut on WRCA, New York.

WPIX, New York, sold half sponsorship of MCA-TV's "City Detective" to Paul Masson Wines thru Geyer Advertising. The other half is sponsored by Tintair. WPIX runs "Detective" in a Sunday night mystery block.

Mercury-Int'l To Roll Soon On Musicals

HOLLYWOOD, Jan. 15.—Full-scale production on three new musical series is expected to get under way at Mercury-International Studios in the near future following announcement that Studio Films, Inc., will provide a major part of the \$1.5 million budgeted for the shows.

Series are Margaret Whiting's "Holiday in Rhythm," of which 26 segments are scheduled; "Musical Chairs," a panel show seen live in the Los Angeles area over KTTV, with 39 segments set, and "Show-time Musical Varieties," of which 39 half hours are on the agenda.

Pilots on former two of the shows were previously shot by M-I. Budget breaks down to about \$15,000 per pic.

The studio, which is headed by Sam Costello and Ben Grye, is going into theatrical release with 12 featurettes it has made with top Negro recording talent. The films run 36 minutes and have such stars as Count Basie, King Cole, Duke Ellington and Lionel Hampton. The studio is now preparing special exploitation material for disk jockies, and a distribution deal is said to be in the works.

Irked at Dearth Of Receivers, Ford Drops Color Segs

NEW YORK, Jan. 15.—The first TV film series to be lensed in color on a regular basis, "Ford Theater," has reverted back to black and white only, following a decision by Ford not to shoot any more episodes in color.

A total of 15 segments have been produced in color by Screen Gems. To date 12 of the color shows have been aired.

Ford originally had planned to produce the entire year's supply of "Ford Theater" films in color as part of a plan that included the purchase of 25,000 color receivers to be placed in Ford showrooms throughout the nation. Ford's inability to obtain anywhere near that many color sets resulted in the plan being abandoned. As a result, Ford also lost interest in having its drama TV film series aired in color.

HTP Makes Golf Pix With Bauers

NEW YORK, Jan. 15.—Hollywood Television Productions is making a series of 15-minute sponsored films on golf starring the Bauer sisters. Titled "The Golden Girls of Golf," the 13 films are being underwritten by a golfing equipment manufacturer, who was not identified. The prints will be distributed to TV stations on a public service basis.

HTP does most of its production at the former studios of radio station WFMO in Jersey City, N. J.

GOOD-WILL ADVERTISING

Chattanooga Bank Utilizes Execs in TV Commercials

CHATTANOOGA, Jan. 15.—Marketing and merchandising products thru the use of gimmicks has long been a technique used on television, but use of the same technique to sell good will is not only new, but highly successful as reported by the Pioneer Bank of Chattanooga.

The Pioneer Bank, a local sponsor for the "Mr. District Attorney" series, learned from the producers of the show's commercials, Continental Productions Corporation of Chattanooga, that bank officers appearing in the commercials received floods of requests for pictures, autographs, etc.

With this in mind, Pioneer, with the co-operation of some of its customers, had name plates made and a big star cut out and placed on the office doors to simulate dressing rooms. Each officer then had his picture taken entering the

KXLY-TV NEAR SRO ON FILMS

SPOKANE, Jan. 15.—KXLY-TV here attained sell-out status for nighttime this week, and a large portion of the sales was on syndicated film shows. In a 10-day period the station, which is managed by Dick Jones, formerly of WABD, New York, picked up bankrollers for seven film series.

"I Am the Law" was sold to Sleep-Ex Mattress, "Inner Sanctum" to Bell Furniture, the Frankie Laine show to Hamm's Beer, "I Search for Adventure" to Dennison's, "Meet Corliss Archer" to Western Builders, "Badge 714" to White King Soap and "The Visitor" to John Eisen Company.

Goodson-Todman Deserts Live TV For Film Stanzas

HOLLYWOOD, Jan. 15.—Goodson-Todman, radio and TV packager which to date has produced its TV shows live, will, in the future, film all of them, Harris Kettleman, program director of G-T, said this week.

Only the nine shows which G-T now has on the air in New York will be continued live, Kettleman declared. Switch to film results in part from economic factors, such as rerun values accruing, and from wider scope possible with the celluloid technique.

First filmed program will be "The Web," on which work begins next week, with Desilu, Inc., handling production. Two more pilots, one a situation comedy called "Buckley," with Reginald Gardner, are set to follow. G-T shows will not be filmed by one company exclusively but will be farmed out to various vidpix producers.

Live-Audience Filming Space Sought by Nets

HOLLYWOOD, Jan. 15.—In what presages a compromise between immediacy and quality, network execs are searching the film capital for stage space suitable to the live audience filming technique brought into prominence during the past several years by Desilu Productions.

The technique combines the advantages of film while at the same time permitting retention of an audience. The program is first filmed in its entirety before the spectators, then whatever parts need retakes are shot over later.

To date, use of this technique has been confined almost entirely to CBS, but with Milton Berle already having announced his inten-

Gen. Teleradio May Get New Bergman and Keaton Features

NEW YORK, Jan. 15.—General Teleradio Film Division's build-up of its feature properties continued this week. The firm reportedly is near acquisition of two brand new features and is in negotiations for several other packages, including a group of 15 "A" pictures being peddled by Arthur Lyons.

One of the pictures General Teleradio is understood to be acquiring stars Ingrid Bergman and George Sanders. It was made re-

cently in Europe by Roberto Rossellini and has not been released theatrically in the U. S. It's understood that General Teleradio would take over both theatrical and TV rights to the picture and probably would release it theatrically before selling it to TV stations. The firm already is engaged in theatrical distribution of its "Gangbusters" feature film.

The second feature, produced recently in Mexico, stars Buster

Keaton. Both films are in English and are being acquired from a source which was not disclosed. The Rossellini film is understood to be a bone of contention between the source selling it to TV and Italian Film Export, which reportedly wants to keep it from falling into General Teleradio's hands.

Other Titles
Among the titles understood to be part of the 15-feature package that Arthur Lyons is offering are "The Bowery," with Wallace Beery; "Disraeli" and "The House of Rothschild," with George Arliss, and "The Call of the Wild," with Clark Gable. Other stars appearing in the Lyons package are Spencer Tracy and Loretta Young. The 15 features are said to be part of a group of 45 for which Lyons is selling TV rights.

General Teleradio this week was close to a deal for 10 top grade features owned by Moulin Productions (The Billboard, January 15). The firm's first feature package, the 30 Bank of America films, is now sold in over 75 markets.

RETURN TO FU MANCHU

Republic to Shoot 78 of Film Series

NEW YORK, Jan. 15.—Republic Pictures will stage the return of Fu Manchu on TV, radio and pictures by a deal it was on the verge of closing at the end of this week. Republic's TV subsidiary, Hollywood Television Service, will make a series of 78 half-hour TV films on the property, with production due to begin in Hollywood within two months.

It seems that Hollywood TV is planning to follow the precedent of Guild Films with Liberace in going from TV film to radio transcription distribution. The firm is planning to tape a separate half-hour radio series, and the likelihood is that it will do its own distribution.

In addition, Republic is expected to make three movies based on three of the novels on this character, "The Insidious Dr. Fu Manchu," "The Return of Dr. Fu Manchu" and "The Hand of Dr. Fu Manchu."

The author, Sax Rohmer, now

lives in White Plains near here. Rohmer penned his first Fu Manchu story in 1913. His stories ran in Collier's Magazine from that time until 1947. Rohmer is now writing a series of new "Fu Manchu" stories, and will serve as consultant on the TV series. He is due to go to Hollywood in another week or so for story and casting conferences.

Hollywood TV until now has been principally concerned with distribution of Republic's feature films to TV. It has one half-hour made-for-TV series, "Stories of the Century." Its production arm, Studio City TV Productions, is understood to have about three half-hour pilots under wraps.

WABC Buys 78 Autrys

NEW YORK, Jan. 15.—WABC-TV has purchased 78 episodes of the Gene Autry show from CBS-TV Film Sales for across-the-board airing next fall. The half-hour stanza is currently on CBS-TV for Wrigley. WABC-TV plans to run a different episode each day during the week and when all 78 are shown to start repeating. No time slot has yet been set.

Current plans call for the show to be sold on a participation basis. The series is produced by Flying A Productions.

Schedule First 13 Mae Williams Segs

HOLLYWOOD, Jan. 15.—Filming of the first 13 of a scheduled 39 segments of the "Mae Williams Show" will begin next week. Format will follow that of Miss Williams' local live show which was interrupted last summer when the performer was injured in a fall. Featured will be biographical sketches and success stories of show business personalities.

Arthur B. Weber Productions will film the program, with Martyn E. Schiff acting as executive producer. Charles King will direct and compose the music.

HE'LL MAKE 'EM OVER ON ORDER

HOLLYWOOD, Jan. 15.—On the theory that nearly everyone, and especially women, would like to be what they're not, packager Tom Sonlyo this week announced a filmed TV panel show, "Made to Order," which will transform its contestants on the screen.

Apparently aimed at a daytime audience, the program is looking for persons who want to have their faces changed, need to lose a hundred pounds, or the like.

Persons will be filmed in "before" and "after" appearances, with advice, surgery and treatment provided free. Still-unconfirmed is a rumor that the opening segment will feature a Christine Jorgensen-type transformation.

NBC Inks Rapf For 'Inside'

HOLLYWOOD, Jan. 15.—NBC, continuing its development of new filmed programs, this week signed Mathew Rapf, who just completed production on the "My Man Sing" pilot for the net, to produce "The Inside Dope," pilot for a series based on the fight game.

Show will go before the cameras January 24 at Hal Roach Studio. Milt Josefsberg is scripting, with Bill Goodwin and Cliff Arquette signed as co-stars.

Sportsvision Gets 'Dee' Distribution

NEW YORK, Jan. 15.—Sportsvision this week was named exclusive distributor of "The Adventures of Danny Dee," the half-hour juvenile vidfilm series. Producer Eric Blau has finished production of the first 30 shows, with 10 more probably available in January.

The series is currently running in Chicago, Boston and Philadelphia where it has racked up some respectable ratings.

SAG to Huddle On Com'cials In Late Jan.

HOLLYWOOD, Jan. 15.—Negotiations between the Screen Actors' Guild, advertising agencies and producers of filmed commercials are expected to get under way the last week in January.

It's understood that the main Guild demands will center not so much about a raise in scale as about prompter payment to performers, with the minimum rate of \$70 per day probably being retained. Also likely is a crackdown on agencies and producers who are not signatories to the SAC contract but have been doing under-the-table filming.

The Guild's annual financial report reveals a surplus of \$676,048, an increase of almost \$50,000 over the 1953 figure of \$627,668.

ZaBach Giveaway Record Will Key Vidpix Promotion

NEW YORK, Jan. 15.—Decca's custom department has recorded a special Florian ZaBach record, which will be used as a key promotion gimmick for the Guild Films Vidpix series.

The record, a 78 r.p.m. single featuring "Mediation From Thais" backed by "Red Wing," will be made available to local sponsors of the series for use as a self-liquidator or giveaway on purchase of a product. Guild has conducted a similar platter promotion on its Liberace TV film package for some time now. Bank sponsors give away free copies of a Liberace disk to new depositors.

The ZaBach single will not be available for sale by dealers. However, Decca is arranging to cash in on the violinist's TV popularity by releasing a new album this week.

A&P Stores Buy Lombardo for N. Y.

NEW YORK, Jan. 15.—The A&P chain of supermarkets was this week reported to have bought "Guy Lombardo and His Royal Canadians" from MCA-TV for airing in New York. It is understood that A&P will slot the show on WRCA-TV, Thursdays, 7-7:30 p.m.

A&P's agency is Paris & Pert.

UPA's Health Films

NEW YORK, Jan. 15.—United Productions of America has started production of a 5-minute public service film for the Health Information Foundation at UPA's studios here. It will go into TV circulation in the spring. UPA has just finished a public service film for the Heart Association titled "Pump Trouble."

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 Film:	Title, (Type) and Distributor	Station, Day, Time	Dec. ARB Rating	Top Opposition & Rating
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CLEVELAND 3 STATIONS

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

1. Jackie Gleason, WEWS.....50.5	6. I Love Lucy, WEWS.....43.9
2. Disneyland, WXEL.....49.3	7. This Is Your Life, WNBK.....41.8
3. Toast of the Town, WEWS.....48.7	8. George Gobel, WNBK.....40.8
4. Your Hit Parade, WNBK.....44.8	9. Dragnet, WNBK.....39.1
5. Bob Hope, WNBK.....44.5	10. Two for the Money, WEWS.....37.5

1. Annie Oakley (West.), CBS Film.....WNBK-S, 6:30-7:00...34.7.....Schools; Sports, 1.3	2. Liberace (Music), Guild Films.....WEWS-W, 9:00-9:30...31.8.....Kraft TV Theater, 22.9
3. Superman (Adv.), Flamingo Films.....WNBK-M, 6:00-6:30...31.3.....Desert Deputy, 5.4	4. Range Rider (West.), CBS Film.....WEWS-Su, 7:00-7:30...30.7.....You Asked for It, 17.7
5. I Led Three Lives (Adv.), Ziv TV.....WEWS-F, 10:30-11:00...27.7.....Cavalcade of Sports, 12.9	6. Cisco Kid (West.), Ziv TV.....WNBK-S, 6:00-6:30...25.5.....Polka Time, 5.1
7. Abbott and Costello (Comedy), MCA-TV.....WNBK-T, 6:00-6:30...23.5.....Desert Deputy, 7.4	8. Wild Bill Hickok (West.), Flamingo Films.....WNBK-W, 6:00-6:30...22.8.....Desert Deputy, 4.7
9. Files of Jeff Jones (Mys.), CBS Film.....WNBK-S, 7:00-7:30...22.3.....Gene Autry, 17.7	10. Badge 714 (Mys.), NBC Film.....WEWS-F, 7:00-7:30...22.2.....Meet Corliss Archer, 5.7
11. Kilt Carson (West.), Coca-Cola Co.....WNBK-Th, 6:00-6:30...22.8.....Desert Deputy, ---	12. Mr. District Attorney (Mys.), Ziv TV.....WEWS-T, 10:00-10:30...21.5.....Truth or Consequences, ---
13. Janet Dean, R.N. (Drama), U M & M.....WNBK-T, 7:00-7:30...18.0.....Pooch Parade; Meet Your Schools, ---	14. Foreign Intrigue (Adv.), Sheldon Reynolds.....WEWS-Su, 10:00-10:30...17.0.....Loretta Young, ---
15. Ramar of the Jungle (Adv.), TPA.....WEWS-S, 5:00-5:30...16.8.....NCAA Football, ---	16. Sherlock Holmes (Mys.), U M & M.....WNBK-M, 10:30-11:00...15.1.....Studio One, ---
17. Tales of Tomorrow (Drama), Tee Vee Co.....WNBK-M, 7:00-7:30...13.8.....Star and the Story, ---	18. Racket Squad (Mys.), ABC Film.....WXEL-Th, 10:30-11:00...12.5.....Lux Video Theater, ---
19. Waterfront (Adv.), MCA-TV.....WEWS-W, 7:00-7:30...10.8.....Starlite Theater, ---	20. Biff Baker, U.S.A. (Adv.), MCA-TV.....WEWS-Th, 10:30-11:00...8.8.....Lux Video Theater, ---
21. Frankie Laine (Music), Guild Films.....WXEL-F, 10:30-11:00...8.2.....I Led Three Lives, ---	22. Star and the Story (Drama), Official Films.....WEWS-M, 7:00-7:30...7.5.....Tales of Tomorrow, ---
23. Meet Corliss Archer (Comedy), Ziv TV.....WEWS-F, 7:00-7:30...5.7.....Badge 714, ---	24. Florian ZaBach (Music), Guild Films.....WEWS-T, 8:00-8:30...4.7.....Bob Hope, ---

FARGO-GRAND FORKS, N. D. 2 STATIONS

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

1. Your Hit Parade, WDAY.....61.3	7. *Life of Riley, WDAY.....57.1
2. Toast of the Town, KXJB.....59.7	8. Truth or Consequences, WDAY.....56.6
3. Groucho Marx, WDAY.....58.9	9. Disneyland, WDAY.....55.1
4. Red Owl Theater, WDAY.....58.6	10. Television Playhouse, WDAY.....54.2
5. Place the Card, WDAY.....58.1	10. Loretta Young, WDAY.....54.2
6. I Married Joan, WDAY.....57.3	

1. Life of Riley (Comedy), NBC Film.....WDAY-Th, 9:00-9:30...57.1.....The Falcon, 15.5	2. Hopalong Cassidy (West.), NBC Film.....WDAY-S, 7:00-7:30...54.7.....Early Show, 9.6
3. Heart of the City (Drama), MCA-TV.....WDAY-W, 7:30-8:00...51.7.....Orient Express, 5.7	4. Stories of Century (West.), Hollywood TV Service.....WDAY-T, 8:30-9:00...44.9.....They Stand Accused, 13.8
5. Badge 714 (Mys.), NBC Film.....WDAY-S, 9:00-9:30...44.2.....That's My Boy, 21.9	6. Liberace (Music), Guild Films.....WDAY-Th, 9:30-10:00...42.8.....Ford Theater, 17.2
7. I Led Three Lives (Adv.), Ziv TV.....WDAY-W, 8:00-9:00...42.7.....I've Got a Secret, 31.3	8. Racket Squad (Mys.), ABC Film.....WDAY-M, 9:30-10:00...40.4.....Studio One, 21.7
9. Range Rider (West.), CBS Film.....WDAY-F, 5:30-6:00...35.7.....Captain Jim, 15.5	10. Cisco Kid (West.), Ziv TV.....WDAY-M, 5:30-6:00...35.1.....Captain Jim, 15.1
11. Wild Bill Hickok (West.), Flamingo Films.....WDAY-W, 5:30-6:00...34.7.....Captain Jim, ---	12. Inner Sanctum (Mys.), NBC Film.....WDAY-M, 8:30-9:00...34.2.....December Bride, ---
13. Playhouse 15 (Drama), MCA-TV.....WDAY-Su, 10:30-10:45...27.5.....Sports; Late Show, ---	14. D. Fairbanks Presents (Drama), Assoc. Artists.....WDAY-Su, 7:00-7:30...17.9.....Toast of the Town, ---
15. Texas Rassin' (Sports), Sportatorium.....KXJB-W, 9:00-10:00...16.8.....I Married Joan; Break the Bank, ---	16. The Falcon (Mys.), NBC Film.....KXJB-Th, 9:00-9:30...15.5.....Life of Riley, ---
17. Yesterday's Newsreel (Docum.), Ziv TV.....WDAY-M, 6:15-6:45...15.5.....CBS News, ---	18. Yesterday's Newsreel (Docum.), Ziv TV.....WDAY-Su, 5:00-5:15...12.5.....Sunday Matinee, ---
19. China Smith (Adv.), Nat'l Telefilm Assoc.....KXJB-Th, 7:00-7:30...10.8.....You Bet Your Life, ---	20. Orient Express (Drama), Nat'l Telefilm Assoc.....KXJB-F, 7:00-7:30...10.4.....T-Men in Action, ---
21. Mayor of the Town (Comedy), MCA-TV.....KXJB-M, 7:00-7:30...10.4.....Loretta Young, ---	22. Florian ZaBach (Music), Guild Films.....KXJB-Su, 9:00-9:30...7.9.....Red Owl Theater, ---
23. Facts Forum (News), Facts Forum, Inc.....WDAY-Su, 4:00-4:30...7.7.....Cobber Campus, ---	24. Orient Express (Drama), Nat'l Telefilm Assoc.....KXJB-W, 7:30-8:00...5.7.....Heart of the City, ---
25. Play of the Week (Drama), Nat'l Telefilm Assoc.....KXJB-Su, 9:30-10:00...5.5.....Red Owl Theater, ---	26. Drew Pearson (News), U M & M.....KXJB-Su, 6:00-6:15...4.9.....People Are Funny, ---

LOS ANGELES 7 STATIONS

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

1. Groucho Marx, KRCA.....48.0	6. *Confidential File, KTTV.....31.6
2. Dragnet, KRCA.....47.2	7. This Is Your Life, KRCA.....31.5
3. What's My Line? KNXT.....37.0	8. Private Secretary, KNXT.....30.5
4. I Love Lucy, KNXT.....36.9	9. G. E. Theater, KNXT.....30.4
5. Toast of the Town, KNXT.....35.2	10. Justice, KRCA.....29.8

1. Badge 714 (Mys.), NBC Film.....KTTV-S, 7:30-8:00...29.3.....Hometown Jamboree, 10.5	2. Waterfront (Adv.), MCA-TV.....KTTV-T, 7:30-8:00...24.1.....See It Now, 11.3
3. Annie Oakley (West.), CBS Film.....KTTV-T, 7:00-7:30...19.2.....Life With Father, 12.4	4. Mr. District Attorney (Mys.), Ziv TV.....KNXT-M, 10:00-10:30...18.5.....Robt. Montgomery, 13.2
5. Superman (Adv.), Flamingo Films.....KTTV-S, 7:00-7:30...18.1.....Hometown Jamboree, 12.4	6. *Death Valley Days (West.), Pacific Borax.....KNXT-Th, 7:00-7:30...17.7.....Kraft TV Theater, 9.9
7. Life of Riley (Comedy), NBC Film.....KTTV-S, 8:00-8:30...17.3.....Jackie Gleason, 20.4	8. I Led Three Lives (Adv.), Ziv TV.....KTTV-S, 8:30-9:00...16.2.....Jackie Gleason, 15.6
9. Cisco Kid (West.), Ziv TV.....KTTV-S, 6:30-7:00...16.1.....Beat the Clock, 9.2	10. Amos 'n' Andy (Comedy), CBS Film.....KNXT-F, 7:00-7:30...14.4.....Cavalcade of Sports, 19.5
11. My Hero (Comedy), Official Films.....KTTV-W, 9:00-9:30...13.7.....Kraft TV Theater, ---	12. Wild Bill Hickok (West.), Flamingo Films.....KABC-Su, 6:00-6:30...13.5.....You Are There, ---
13. City Detective (Mys.), MCA-TV.....KNXT-M, 10:30-11:00...13.4.....Roller Derby, ---	14. Ramar of the Jungle (Adv.), TPA.....KTTV-S, 6:00-6:30...12.5.....Saturday Night Fights, ---
15. Stories of Century (West.), Hollywood TV Service.....KTTV-Su, 9:00-9:30...12.3.....G E Theater, ---	16. Lone Wolf (Mys.), MCA-TV.....KTTV-F, 8:30-9:00...12.2.....Lawrence Welk, ---
17. Life With Elizabeth (Comedy), Guild Films.....KTTV-M, 7:30-8:00...11.6.....Studio One, ---	18. Racket Squad (Mys.), ABC Film.....KTTV-F, 8:00-8:30...10.8.....Lawrence Welk, ---
19. Where Were You? (Docum.), MCA-TV.....KTTV-S, 9:00-9:30...10.8.....Two for the Money, ---	20. Star and the Story (Drama), Official Films.....KNXT-S, 10:00-10:30...10.7.....George Gobel, ---
21. Victory at Sea (Docum.), NBC Film.....KTTV-M, 7:00-7:30...10.5.....Studio One, ---	22. Kilt Carson (West.), Coca-Cola Co.....KTTV-Su, 5:30-6:00...10.4.....Max Liebman Presents, ---
23. Ramar of the Jungle (Adv.), TPA.....KTTV-M to F, 6:15-6:30...10.0.....Funnies; Weather; Sports, ---	

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Dec. ARB Rating	Top Opposition & Rating
24. Boston Blackie (Mys.), Ziv TV.....KTTV-W, 8:30-9:00...9.9.....My Little Margie, ---	25. D. Fairbanks Presents (Drama), Associated Artists.....KRCA-W, 10:30-11:00...9.6.....Wrestling; Lament, ---	26. Liberace (Music), Guild Films.....KCOP-W, 7:30-8:00...9.0.....Disneyland, ---	27. Beulah (Comedy), MCA-TV.....KABC-M, 7:00-7:30...8.9.....Studio One, ---	28. Hopalong Cassidy (West.), NBC Film.....KTTV-W, 7:00-7:30...8.8.....Blue Ribbon Bouts, ---
29. Ramar of the Jungle (Adv.), TPA.....KTTV-Su, 5:00-5:30...8.7.....Max Liebman Presents, ---	30. Time for Beany (Child.), Consolidated TV.....KTTV-M to F, 6:30-6:45...8.5.....CBS News, ---	31. The Whistler (Mys.), CBS Film.....KTTV-F, 9:00-9:30...8.3.....Playhouse of Stars, ---	32. I Am the Law (Mys.), MCA-TV.....KTLA-T, 8:30-9:00...8.2.....Bob Hope, ---	33. Favorite Story (Drama), Ziv TV.....KTTV-T, 8:00-8:30...7.7.....Bob Hope, ---
34. Your Star Showcase (Drama), TPA.....KTTV-T, 8:30-9:00...7.3.....Bob Hope, ---	35. Foreign Intrigue (Adv.), Sheldon Reynolds.....KRCA-F, 10:00-10:30...6.7.....Line-Up, ---	36. Range Rider (West.), Sheldon Reynolds.....KRCA-T, 7:00-7:30...6.6.....Annie Oakley, ---	37. Mr. and Mrs. North (Mys.), ATPS.....KTTV-T, 9:30-10:00...6.4.....U. S. Steel Hour, ---	38. Heart of the City (Drama), MCA-TV.....KTTV-M to F, 5:00-5:30...6.1.....Space Funnies, ---
39. Cisco Kid (West.), Ziv TV.....KTTV-Su, 6:30-7:00...5.8.....Lassie, ---	39. Heart of the City (Drama), MCA-TV.....KTTV-Su, 10:30-11:00...5.8.....The Hunter, ---	39. Cowboy G-Men (West.), Flamingo Films.....KABC-F, 7:00-7:30...5.8.....Cavalcade of Sports, ---	39. Inner Sanctum (Mys.), NBC Film.....KTTV-S, 9:30-10:00...5.8.....Texaco Star Theater, ---	43. Follow That Man (Mys.), MCA-TV.....KTLA-T, 9:00-9:30...5.6.....Fireside Theater, ---
44. Paris Precinct (Mys.), U M & M.....KTTV-F, 9:30-10:00...5.5.....Our Miss Brooks, ---	45. Abbott and Costello (Comedy), MCA-TV.....KTTV-F, 7:30-8:00...5.4.....Person to Person, ---	45. Hopalong Cassidy (West.), NBC Film.....KTTV-Su, 7:00-8:00...5.4.....Private Secretary; What's My Line?, ---	47. All Star Theater (Drama), Screen Gems.....KRCA-Su, 8:00-8:30...5.3.....Toast of the Town, ---	48. Hans Christian Andersen (Child.), Interstate TV.....KTLA-Th, 7:30-8:00...5.1.....Name That Tune, ---
48. Times Square Playhouse (Drama), Ziv TV.....KCOP-W, 8:30-9:00...5.1.....My Little Margie, ---	50. Janet Dean, R.N. (Drama), U M & M.....KTLA-W, 7:30-8:00...5.0.....Disneyland, ---	51. The Falcon (Mys.), NBC Film.....KNXT-Th, 10:30-11:00...4.8.....Lux Video Theater, ---	52. Racket Squad (Mys.), ABC Film.....KTTV-M to F, 11:15-11:45...4.6.....Big News; Late Show, ---	53. Orient Express (Drama), Nat'l Telefilm Assoc.....KTTV-S, 5:30-6:00...4.5.....Space Patrol, ---
53. Biff Baker, U.S.A. (Adv.), MCA-TV.....KTLA-W, 8:00-8:30...4.5.....Disneyland, ---	55. Gene Autry (West.), CBS Film.....KNXT-Su, 5:30-6:00...4.3.....Max Liebman Presents, ---	56. Captured (Mys.), NBC Film.....KTTV-W, 8:00-8:30...4.2.....Disneyland, ---	57. Files of Jeff Jones (Mys.), CBS Film.....KTTV-Su, 8:30-9:00...4.1.....Toast of the Town, ---	57. Meet Corliss Archer (Comedy), Ziv TV.....KRCA-Th, 7:00-7:30...4.1.....Death Valley Days, ---
59. Tales of Tomorrow (Drama), Tee Vee Co.....KNXT-F, 10:30-11:00...4.0.....Musical Chairs, ---	60. Dangerous Assignment (Adv.), NBC Film.....KCOP-T, 7:00-7:30...3.7.....Annie Oakley, ---	61. Frankie Laine (Music), Guild Films.....KTTV-Su, 10:00-10:30...3.6.....Loretta Young, ---	62. Captured (Mys.), NBC Film.....KTTV-T, 10:00-10:30...3.5.....U. S. Steel Hour, ---	63. Secret File, U.S.A. (Adv.), Official Films.....KTTV-Su, 8:00-8:30...3.4.....Toast of the Town, ---
63. Scotland Yard (Mys.), Du Mont.....KNXT-T, 10:30-11:00...3.4.....It's a Great Life, ---	63. The Playhouse (Drama), ABC Film.....KTTV-T, 10:30-11:00...3.4.....It's a Great Life, ---	66. Florian ZaBach (Music), Guild Films.....KCOP-W, 8:00-8:30...3.3.....Disneyland, ---	67. Crown Theater (Drama), CBS Film.....KTTV-M, 8:00-8:30...3.1.....Burns and Allen, ---	68. Mr. and Mrs. North (Mys.), ATPS.....KTTV-M to F, 10:00-10:30 a.m....3.0.....Ding Dong School, ---
69. Terry and the Pirates (Adv.), Official Films.....KTTV-W, 7:30-8:00...2.9.....Disneyland, ---	69. Rocky Jones, Space Ranger (Adv.), MCA-TV.....KCOP-Th, 7:00-7:30...2.9.....Death Valley Days, ---	71. Colonel March (Mys.), Official Films.....KTTV-T, 9:00-9:30...2.8.....Fireside Theater, ---	71. The Ruggles (Comedy), MCA-TV.....KHJ-T to S, 7:00-7:30...2.8.....Various, ---	73. International Police (Mys.), Flamingo Films.....KNXT-W, 10:30-11:00...2.7.....D. Fairbanks Presents, ---
73. Candid Camera (Docum.), Assoc. Artists.....KHJ-T, 8:30-9:00...2.7.....Bob Hope, ---	75. Big Fight (Sports), Big Fight, Inc.....KCOP-W, 9:00-10:00...2.4.....Kraft TV Theater, ---	76. Flash Gordon (Adv.), U M & M.....KTLA-M, 7:30-8:00...2.3.....Studio One, ---	77. Movie Museum (Comedy), Sterling TV.....KRCA-M to Th, 6:30-6:45...2.2.....CBS News, ---	77. Cafe Continental (Music), Amer.-British TV Movies.....KTLA-T, 7:30-8:00...2.2.....Waterfront, ---
77. Royal Playhouse (Drama), MCA-TV.....KTTV-M, 9:00-9:30...2.2.....I Love Lucy, ---	80. Inspector Mark Saber (Mys.), Thompson-Koch.....KHJ-Su, 8:30-9:00...2.0.....Toast of the Town, ---	81. Ellery Queen (Mys.), TPA.....KCOP-T, 9:00-9:30...1.9.....Fireside Theater, ---	81. The Visitor (Drama), NBC Film.....KCOP-W, 7:00-7:30...1.9.....Blue Ribbon Bouts, ---	83. Animal Time (Child.), Sterling TV.....KHJ-M, T, W & F, 6:30-6:45...1.2.....CBS News, ---
83. Duffy's Tavern (Comedy), U M & M.....KTLA-T, 8:00-8:30...1.2.....Bob Hope, ---	85. Datteline Europe (Adv.), Sheldon Reynolds.....KRCA-M, 7:00-7:30...1.1.....Studio One, ---	86. Heart of the City (Drama), MCA-TV.....KTTV-Th, 9:00-9:30...1.0.....Dragnet, ---	86. Hollywood Off Beat (Mys.), MCA-TV.....KTTV-M, 10:30-11:00...1.0.....City Detective, ---	86. This Is Your Music (Music), Official Films.....KTTV-M, 9:30-10:00...1.0.....December Bride, ---
89. Dick Tracy (Mys.), Combined TV.....KABC-Su, 5:30-6:00...0.9.....Max Liebman Presents, ---	90. Famous Playhouse (Drama), MCA-TV.....KTTV-Su, 12:00-12:30...0.7.....Football, ---	90. Craig Kennedy (Mys.), L. Weiss.....KHJ-Su, 9:00-9:30...0.7.....G E Theater, ---	90. King's Crossroads (Drama), Sterling TV.....KHJ-W, 7:30-8:00...0.7.....Disneyland, ---	93. Your TV Theater (Drama), Ziv TV.....KCOP-Su, 7:30-8:00...0.6.....What's My Line?, ---
94. Boss Lady (Comedy), M & A Alexander.....KCOP-F, 8:00-8:30...0.4.....Lawrence Welk, ---	95. Town and Country Time (Music), Official Films.....KHJ-Th, 8:00-8:30...0.2.....You Bet Your Life, ---	95. Story Theater (Drama), Ziv TV.....KCOP-T, 9:30-10:00...0.2.....U. S. Steel Hour, ---		

SEATTLE-TACOMA 4 STATIONS

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

1. Disneyland, KING.....53.3	6. This Is Your Life, KOMO.....38.5
2. Dragnet, KOMO.....51.5	7. George Gobel, KOMO.....36.1
3. Groucho Marx, KOMO.....48.9	7. You Asked for It, KING.....36.1
4. Toast of the Town, KINT.....43.4	9. The Medic, KOMO.....35.9
5. *Life of Riley, KING.....41.3	10. *Annie Oakley, KING.....35.4

1. Life of Riley (Comedy), NBC Film.....KING-Th, 7:30-8:00...41.3.....Name That Tune, 14.6	2. Annie Oakley (West.), CBS Film.....KING-Th, 6:00-6:30...35.4.....Sports; News, 5.4
3. Liberace (Music), Guild Films.....KING-W, 8:30-9:00...31.7.....My Little Margie, 30.8	4. Gene Autry (West.), CBS Film.....KING-F, 6:00-6:30...30.2.....Sports; News, 3.5
5. Superman (Adv.), Flamingo Films.....KING-M, 6:00-6:30...30.0.....Dinner Matinee, 5.8	6. Wild Bill Hickok (West.), Flamingo Films.....KING-W, 6:00-6:30...29.3.....Sports; News, 7.1
7. Kilt Carson (West.), Coca-Cola Co.....KING-T, 6:00-6:30...28.9.....Sports; News, 4.7	8. Badge 714 (Mys.), NBC Film.....KING-F, 9:30-10:00...28.5.....Our Miss Brooks, 18.0
9. Favorite Story (Drama), Ziv TV.....KING-T, 8:00-8:30...26.2.....Bob Hope, 27.6	10. Amos 'n' Andy (Comedy), CBS Film.....KOMO-Th, 8:30-9:00...25.0.....Lone Wolf, 23.7
10. Waterfront (Adv.), MCA-TV.....KOMO-F, 8:30-9:00...25.0.....Topper, 20.4	12. Lone Wolf (Mys.), MCA-TV.....KING-Th, 8:30-9:00...23.7.....Amos 'n' Andy, ---
13. Mr. District Attorney (Mys.), Ziv TV.....KING-F, 9:00-9:30...22.6.....Big Story, ---	13. The Whistler (Mys.), CBS Film.....KING-F, 10:00-10:30...22.6.....Line-Up, ---
15. Range Rider (West.), CBS Film.....KOMO-T, 7:00-7:30...22.5.....Where Were You?, ---	16. Meet Corliss Archer (Comedy), Ziv TV.....KOMO-Su, 6:00-6:30...22.3.....You Are There, ---
17. Racket Squad (Mys.), ABC Film.....KING-Su, 8:00-8:30...21.5.....Toast of the Town, ---	18. Cisco Kid (West.), Ziv TV.....KOMO-Th, 7:00-7:30...18.9.....Kraft TV Theater, ---
19. Follow That Man (Mys.), MCA-TV.....KING-Su, 8:30-9:00...17.6.....Toast of the Town, ---	20. Where Were You? (Docum.), MCA-TV.....KING-T, 7:00-7:30...17.2.....Range Rider, ---
21. Stories of Century (West.), Hollywood TV Service.....KING-W, 9:30-10:00...16.3.....Kraft TV Theater, ---	22. Star and the Story (Drama), Official Films.....KING-M, 9:30-10:00...15.8.....Robt. Montgomery, ---
23. Life With Elizabeth (Comedy), Guild Films.....KOMO-M, 7:00-7:30...15.6.....Studio One, ---	24. Ellery Queen (Mys.), TPA.....KING-M, 10:00-10:30...15.0.....Robt. Montgomery, ---
25. City Detective (Mys.), MCA-TV.....KING-Th, 10:00-10:30...14.8.....Lux Video Theater, ---	26. I Led Three Lives (Adv.), Ziv TV.....KINT-T, 10:00-10:30...14.5.....Truth or Consequences, ---
27. Tales of Tomorrow (Drama), Tee-Vee Co.....KING-S, 8:30-9:00...12.6.....Jackie Gleason, ---	28. D. Fairbanks Presents (Drama), Associated Artists.....KINT-S, 10:00-10:30...10.0.....George Gobel, ---
29. Janet Dean, R.N. (Drama), U M & M.....KINT-W, 10:00-10:30...9.8.....This Is Your Life, ---	30. Florian ZaBach (Music), Guild Films.....KING-Th, 9:30-10:00...9.5.....Ford Theater, ---
31. All Star Theater (Drama), Screen Gems.....KOMO-W, 7:00-7:30...9.3.....Blue Ribbon Bouts, ---	32. Biff Baker, U.S.A. (Adv.), MCA-TV.....KINT-M, 10:00-10:30...8.9.....Robt. Montgomery, ---

Col. 'Overture '55' Kicks Off Big Drive

NEW YORK, Jan. 15.—Columbia Records kicks off its first merchandising drive of the new year this week with a new program, "Overture '55." The merchandising promotion includes new window displays, a new insignia for the firm's hi-fi releases and a new rack for the CL 500 series. The drive will cover new package sets in the pop and classical field, as well as single releases.

Columbia is releasing 10 new pop LP's, seven new pop EP's, seven Masterworks sets and four Entre sets for the drive. These include a Liberace album, a Mariners set and one by Paul Weston's ork on the pop side, plus a number of "Hall of Fame" EP's and LP's.

Masterworks sets include new releases by the New York Philharmonic, the Philadelphia Orchestra, and the original cast waxing of "House of Flowers." Another big push will be on the new Mahalia Jackson single releases, which are also packed in a two-record set.

Window Bally

The firm has made up a large window display promoting the Philadelphia Orchestra in which

the center part of the display rotates, a counter display box for Liberace's "Hollywood Bowl" recording, special stickers for the "House of Flowers" set and streamers advertising the forthcoming "Sleeping Beauty Ballet" album.

Columbia's Art Schwartz, in charge of merchandising, has come up with a new rack made for displaying the firm's CL 500 series records. The rack is made of metal and can be used as an island floor or wall display. It has either 25 or 50 leaves, each of which can hold five or more albums. Each leaf

(Continued on page 18)

GOOD RECORD

Winterhalter Marks Fifth Victor Anni.

NEW YORK, Jan. 15.—Top arranger-conductor Hugo Winterhalter will mark his fifth anniversary with RCA Victor next week. During his tenure with the company he has racked up a unique trophy list for an ork leader by supplying the backing for seven disks which each hit the 1,000,000-mark in sales.

Gold records in which Winter-

(Continued on page 16)

Kem to Distribute For Arwin Records

HOLLYWOOD, Jan. 15.—Marty Melcher, president of indie Arwin Records, has closed a deal with Bill Richard, of Kem Records, for distribution of the company's product. First release for the Arwin label is by Frank DeVol on "There's a Rising Moon" and "Pretty Baby." New label will concentrate in the pop disk field.

BMI LETTING MEMBERS WRITE FOR OUTSIDERS

By JUNE BUNDY

NEW YORK, Jan. 15.—In an effort to keep its writers happy and lure new talent into the field, Broadcast Music, Inc., notified members last week that it is voluntarily modifying its contracts with a clause which, in effect, grants BMI writers permission to deal thru American Society of Composers, Authors and Publishers firms. Heretofore, BMI has pursued this policy on releasing songs, but it has never been an official part of the contract. However, the fact that many top-level ASCAP publishers and writers take a dim view of co-writing deals between ASCAP and BMI members, is believed to have at least partially prompted BMI's present move to put the policy down on paper.

The clause is considered a little tricky word-wise by some mem-

DEUTSCH TALKS

Modify Parts Of Copyright Law, He Says

HOLLYWOOD, Jan. 15.—Adolph Deutsch, president of the Screen Composers' Association, called for modification of certain sections of the copyright law this week in a special meeting before the board of directors of the association.

Deutsch told the group "there is no doubt that in view of the tremendous changes brought about by electronics and technological methods of recording and reproducing musical works, certain sections of copyright laws in the United States and certain European countries are in dire need of revision."

Meeting was informed that SCA

(Continued on page 16)

SEES PHONO SALES SPURT, BUT . . .

Columbia Prexy Thinks Disk Cuts Ill-Advised

NEW YORK, Jan. 15.—Jim Conkling, head of Columbia Records, stated this week that a rise in phono sales—not the recent reductions in the price of LP records—will increase record sales in 1955. He predicted that record sales this year would be the greatest since 1947, but he predicted this upon upped sales of phonos based upon Columbia's 25 per cent rise in phono sales in 1954. He anticipated increased phono sales of more than 30 per cent in 1955.

Conkling said that he did not believe that the recent LP price cuts would be responsible for a great increase in sales, except dur-

Chain Store Execs Approve Disk Cuts, Dislike Confusions

Price Variations, Increase on 78's Are Sources of Principle Concern

NEW YORK, Jan. 15.—Syndicate and chain store record buyers are in agreement on two major points concerning the recent price and discount changes. They believe that the basis for such a move was sound, but are concerned with the failure of all manufacturers to finally settle on one price for single records. Chain and syndicate store execs feel that their sales help will not be able to cope with the price variations from label to label and speed to speed.

A Billboard survey taken among the top chains this week highlighted the confused situation in

which some labels have raised 78 r.p.m. prices to 98 cents while others haven't, and in which there are now two different prices for 78 r.p.m. singles—89 cents and 98 cents—on a single label.

Typical comments on this con-

(Continued on page 16)

ROCK 'N' ROLL

Freed Ball Takes 24G At St. Nick

NEW YORK, Jan. 15.—Disk jockey Alan Freed's first "Rock 'n' Roll" Ball in this city was a complete sell-out for both nights at the St. Nicholas Arena. With a gross of over \$24,000 in the till two days before the first dance yesterday (14), no tickets were sold at the door.

This Freed dance, like his record-breaking dances in such cities as Cleveland and Akron, O., as well as Newark, N. J., featured only rhythm and blues talent. Freed, now with radio station WINS in this city, threw the "Rock 'n' Roll" dance two nights at the St. Nicholas Arena because the place only holds 6,000 people and he could not obtain a larger auditorium.

All tickets were sold either by mail order or over the counters of 16 record stores in the metropoli-

(Continued on page 16)

FOR EXPEDITING

Decca and DG Seek Masters Exchange Plan

NEW YORK, Jan. 15.—Decca Records and Deutsche Grammophon have taken steps to expedite the exchange of suitable masters between the domestic and German diskeries with the location of a DG disk representative here. The plan has already borne fruit with the release during the past month of two DG disks by Decca—the recent Caterina Valente waxing and a new one moving out to the trade this week by Happy Otto.

Decca releases of German pop sides are expected to come out now on a regular basis. As many as three a month are planned.

Henning Rintelin, the DG rep, is also screening Decca wax with care to seek out material likely to

(Continued on page 18)

Decca Re-Inks Three Artists

NEW YORK, Jan. 15.—Decca Records took a firm lease on its 1955 sales future this week by re-signing three of its top-selling artists in 1954—Kitty Kallen, Bill Haley and Victor Young.

The canary topped the 1,000,000 mark last year with "Little Things Mean a Lot," while her waxing of "In the Chapel in the Moonlight" also made the best-selling charts.

Haley was something of a phenomenon for the label in that he only made three disks for Decca last year and all three—"Rock Around the Clock," "Shake Rattle and Roll" and "Dim, Dim the Lights"—were hit disks. Young was another hefty seller with his version of "The High and the Mighty."

100% Distributor Turnout for Merc Windy City Confab

CHICAGO, Jan. 15.—Mercury Records held a distributor meeting at the Hotel Sherman in Chicago with all 32 of their distributors in attendance. This marks the first time in the firm's history that all distributors have met under the same roof at one time.

Purpose of the meeting was to discuss the new price structure, preview new album releases, and featured a special emphasis on the Emarcy line.

COMING NEXT WEEK

spotlight on rhythm & blues talent, tunes and records

A comprehensive round-up of a field of entertainment that has made tremendous strides—and has grown to solid commercial importance—in recent years . . . how and why Rhythm & Blues entertainment earned a prime spot among the public's amusement wants . . . the outstanding box-office, exploitation and sales opportunities it presents to all showbusiness and record groups.

OUT NEXT WEEK IN THE BILLBOARD — JANUARY 29 ISSUE

'SHRAGE OTTO'

Decca Has German Cut Single Sides

NEW YORK, Jan. 15.—Decca Records finally solved its royalty dilemma on the imported Polydor's "Der Shrage Otto" record by having the German artist record a couple of sides especially for release here.

The original Otto disk stirred up considerable sales interest when released here a few months ago, with customers buying in spite of a \$1.25 price tag. However, the record featured six standards on each

(Continued on page 16)

Capitol Steps Up Campaign On V-M Phonos

NEW YORK, Jan. 15.—Capitol Records is stepping up its sales and promotional campaign on V-M phonographs, which are now distributed thruout the country by Capitol branches. The accelerated push on the V-M phonos was decided upon at a meeting of district sales managers of the diskery in Hollywood last week. M. B. Cain, distributor sales manager for V-M, attended the Hollywood meeting

(Continued on page 16)

BASIN CLOSED

Stem Jazz Spot Shuts 'Til Easter

NEW YORK, Jan. 15.—Basin Street, home of jazz shows and big jazz orks, will shutter Sunday (16) for about three months. The club is closing down until Easter and will reopen at that time with a new show starring Louis Armstrong.

The Basin Street, which is partially owned by Ralph Watkins, of The Embers here, has been having a tough fight against Birdland, which is considered the pappy of local jazz clubs. Basin Street management decided again this year—as it did last—not to buck Birdland during the next 10 weeks as these are slow weeks for the club.

There have been rumors for a while that Birdland and Basin Street would merge and stop fighting each other for talent. However, altho talks have been held, it is now believed each will continue to go its separate way.

VOX JOX

By CHARLOTTE SUMMERS

STARTING THIS ISSUE A NEW LIST OF R&B RECORDS MOST PLAYED BY DISK JOCKEYS

JOX TRIX: A gimmick used by Rege Cordic on his across-the-board show over KDKA, Pittsburgh, provided Pittsburgh Brewing Company with one of the most unique holiday promotions the company ever had. Cordic, who uses more than 20 voice characters on his show, introduced Lord Cecil Frothingslosh, brewer of Olde Frothingslosh Pale Stale Ale, to his listeners about a year ago in a burlesque of a British Broadcasting Corporation announcer. The brewery's agency, Smith, Taylor & Jenkins, watched the growing interest with Olde Frothingslosh Pale Stale Ale was greeted by the KDKA audience and then quietly made their plans to introduce it as a holiday promotion. Several hundred cases of Olde Frothingslosh were bottled in time for Christmas giving to newspaper and magazine editors, leading distributors, etc. The case was designed especially for a Merry Christmas, and the colorful label was illustrated with a picture of a monacled, top-hatted Englishman. The promotion proved highly successful and the brewery was swamped with orders from eating and drinking establishments, individuals who wanted it for their play and rumpus room bars and from home customers who suggested it become a part of the Pittsburgh Brewing family.

Cordic's ability, demonstrated on his KDKA morning show, prompted the brewery's agency to develop the 6:30 p.m. Monday thru Thursday "Cordic on the Town" program for the promotion of Tech Pilsener Beer. In addition, a separate summer campaign is regularly scheduled on KDKA for Tech Pilsener Beer. Interesting comment on the brewery's advertising program, of which radio is a part, is found in the fact that 1955 promises to be Pittsburgh Brewing Company's best year, with December, 1954, being the biggest December in sales in the company's history.

A unique idea in station-sponsor relations was set up this week at WIST in Charlotte, N. C. Bob Jones, emcee of "Grouns by Jones,"

(Continued on page 37)

DEALER DOINGS

By JUNE BUNDY

JUST BROWSING: Sammie Stone, Long Beach, Calif., wonders "when are the phono makers going to make it easy to change a needle? Quite often record customers are lost because they can't change their needle and don't want to pay some serviceman to do it for them. We have worked up a good needle business, but at times I wonder if it is worth all the trouble. Customers are confused about what type of needle they need for their set. Why don't manufacturers put the information on the outside of the phono arm with a sticker?" . . . William Doolittle, The Music Shop, Thomaston, Ga., writes, "We are selling very few country and western records now. Our biggest sales are in rhythm and blues. Even the people that originally bought only c.&w. now buy r.&b. We think the same old records stay on the c.&w. hit lists too long. The people hear them so long on the radio, they don't buy them."

PROBLEMS AND PRICES: Sol Goodman, Collegiate Sport and Music Center, Brooklyn, N. Y., has some interesting views on the new price changes. He writes "The LP reduction is good—a price the customers will pay—but the 98-cent price is bad for 78's. It penalizes the teen-agers who can least afford it. (Goodman is located next to Brooklyn College and Midwood High). So far we're absorbing the price increase on 78's. The M-G-M increase on soundtrack LP's and EP's to \$3.98 was made by someone up in the clouds who doesn't know what goes on in the record stores. The public is coming into the shop expecting price reductions on all records—not increases." . . . John G. Offermann, Offermann's, Saugerties, N. Y., is unhappy because he hasn't been able to straighten out the problem of "broken and defective" records. Offermann claims his letters to Hartford, Conn., and New York distribution offices have been ignored and the salesman doesn't stop anymore. "My bills are paid, and I'm stuck with these records," says Offermann. "What is the answer?"

IN THE FIELD: Carl K. Wilson is closing out his record and book concession in the Sanger Department Store, Dallas. Sanger is moving the record department into its radio and TV set department, under the management of John Kesler. . . . The Montezuma Appliance Company, Cortez, Colo., reports an interesting sales spurt last October, when an Atomic record by Riley Walker, tagged "The Uranium Miners' Boogie," caught on with Uranium-minded local citizens.

STANDARDIZATION: Ruben Ginsburg, record manager of Uptown Radio Doctors in Milwaukee, has a gripe which evidently is voiced by most dealers across the country. He claims that LP's and EP's are here to stay and as such there should be a standardization of placing record numbers in a prominent place on the jacket, and in large enough type. Customers asking for albums by number rather than title create havoc, he pointed out. When the dealer goes to look for the album, in most cases, the numbers are small and in various places, some on the back and some on the front. "Record manufacturers should follow the example set by Columbia on some of its releases," he said. "They put the number in large type in the upper right hand corner of the jacket." Ginsburg, in voicing his opinion on the price readjustment, said the move has his endorsement.

JUKE BOX WRAP-UP

MOA executives wrap up 1955 convention plans. Optimistic on possibility of juke box manufacturers exhibiting at event for first time. Decide topics to be discussed at business meetings.

Top \$10 million mark in juke box exports for 1954. Sixth consecutive year that market has nearly doubled. Infant in market, Western Germany, leads all other countries. Charts show history.

Information regarding MOA's exhibitor prices, locations offered and dates released last week. Change from individual rooms to open floor space. Offer package deal to record companies at show.

Rudolph Wurlitzer unveils its 1955 juke box to operators January 23. Last of the four major manufacturers to bow '55 model. Showings to be held in 42 major cities, others to be held in Latin America and Canada.

For full details on these stories see Music Machines department beginning on Page 66.

MUSIC AS WRITTEN

CORNELL IS CAUGHT ON BOTH SIDES . . .

M-G-M studios jumped the release gun on its new Debbie Reynolds musical, "Athena," this month, and Coral Records found itself in the position of having to put out Don Cornell's waxing of the movie's title tune at a time when the singer's current disk, "No Man Is an Island," was still showing promise. They finally solved the problem by re-coupling "Island" with the new "Athena" side, so the label can push both sides simultaneously.

SAVOY SIGNS

LARRY DARNELL . . .
Savoy Records this week signed a long-term recording contract with singer Larry Darnell. First session for Darnell will be held on Monday (17). The chanter last recorded for the Okeh label. Savoy intends to put a heavy promotion drive behind the first Darnell disks.

TOBIAS' BROCHURE PLUGS HIS TUNES . . .

In an unusual bit of promotion songwriter Charles Tobias has circulated a brochure listing some 75 of his ditties among 2,000 disk jockeys, half as many librarians and a large number of television execs. Designed as a play stimulator, the list includes recordings of the tunes, date of composition and collaborator. Suggested continuity copy is furnished for top Tobias standards such as "When Your Hair Has Turned to Silver," "Rose O' Day," "Time Waits for No One," "Don't Sit Under the Apple Tree" and many others.

VICTOR TO OPEN NASHVILLE STUDIO . . .

RCA Victor this month will set up a recording studio in Nashville, to be used for its own country slicings and as a custom studio for independent accounts. Chief recording engineer will be Jeff Miller, formerly of New York. C. B. Bennett will handle custom sales in charge of a territory comprising 11 Southern States.

MILLS PLUGS "MIRAGE" AND "DREAMER" . . .

Mills Music has started the new year with unusually heavy disk activity on two of its copyrights, "Blue Mirage" and "You Too Can Be a Dreamer." Sid Mills set five records on "Mirage" in one week, with more scheduled to come. Already out are Les Baxter on Capitol; Guy Lombardo, Decca; Percy Faith, Columbia; Ralph Marterie, Mercury; and Monte Kelly, Essex. At the end of the week one or two Victor disks seemed in the offing, with additional versions by indie labels, including Bell, Tico and Seeco. The tune, a German piece acquired by Jack Mills, is in the B. F. Wood firm, Mills subsidiary. "Dreamer" has been cut by Patti

Cast, Music-Only Albums on Same M-G-M Price List

NEW YORK, Jan. 15.—M-G-M Records this week took steps to clarify its stand on new pricing policies for sound track albums. The label has compiled a list of its original cast albums (33 LP's and 78's, and 19 EP's) as a guide for dealers.

Heretofore some confusion has existed as to whether music-only albums could properly be classified as "original-cast" but the new M-G-M list puts the music-only packages officially in the upper-price bracket reserved for soundtrack albums (e.g. the label's Judy Garland album featuring soundtrack solos from several of her old M-G-M movies, the new "Ballet Music" package, etc.).

In line with this, all new sound track albums—and all reprints of old sound track packages—will be so designated on the cover. M-G-M notified dealers this week that its special "Deep in My Heart" sound track set will remain at \$6.95 for the de luxe 12-inch LP edition, while the three-pocket EP will sell for \$4.98 and the 78 album will retail for \$5.98.

Page on Mercury and Tommy Dorsey on Bell. Miss Page did it on the Gleason TV stanza, and it's slated for the Colgate show Sunday (16). Lombardo has done "Mirage" 22 times on his broadcast.

JAN. SET ASIDE FOR HARRY VON TILZER . . .

All friends of the late songwriter, Harry Von Tilzer, are being asked to join in a memorial tribute to him for the month of January by the Harry Von Tilzer Music Publishing firm. Von Tilzer, writer of such hits as "Wait Till the Sun Shines Nellie" and "I Want a Girl," plus many others, and often considered dean of Tin Pan Alley, died on January 10, 1946.

PROGRESSIVE ISSUES FIVE-HIT FOLIO . . .

Progressive Music, Atlantic Records' publishing affiliate, has issued a music folio containing five hit tunes as recorded by The Clovers for the label. Tunes include "Lovey Dovey"; "Fool, Fool, Fool"; "Ting-a-Ling," "Little Mama" and "Don't You Know I Love You?"

MORRIS AND CADENCE TIE-IN FOLIO, LP . . .

E. H. Morris Music has brought out a new folio titled "The Chordettes, Close Harmony." The folio features a picture of the Chordettes on the cover and contains 10 songs. The same songs and the same cover are on the girls' new LP which plugs the folio. Most of the songs in the folio are published by E. H. Morris, with songs of other publishers also included in the folio.

COOPER JOINS BARTON, TO FORM 2 PUBS . . .

Stan Cooper, who for the past three years has been with the Redd Evans publishing firms, this week joined Barton Music. In association with Ben Barton and Hank Sanicola, Cooper will start two new publishing firms which will be connected with Barton Music, in which he will have an interest, and will be the professional manager.

OHIO DISTRIB WINS DECCA AWARD . . .

The Leonard W. Schneider Award for the best sales performance in 1954 by a Decca distributor was won by Ben Rubin Distributors, Inc., Toledo, O.; while Decca's branch award went to its Los Angeles outlet. Schneider, Decca's executive veepee, presented the Gold Record award to Rubin's headman William Wieland in Cleveland Thursday. The branch award will be presented to L. A. manager Arthur Grobart Wednesday (19) in Los Angeles.

"TIMBER-JACK" THEME CUT BY LANCERS . . .

The Lancers have recorded the title theme from Republic's new movie "Timber-Jack," starring Barbara Stanwyck. The boys warble the song on the film's sound track, but the Coral version is a new waxing, with backing by Lawrence Welk's orchestra. The movie was premed in Montana this week and will be in general release by February. The Coral disk will be promoted jointly by dealers and theaters in towns where the picture is showing.

New York

Tommy Valando, publisher, recently became the father of a girl who weighed in at seven pounds at Greenwich (Conn.) Hospital. . . . Rainbow Records has signed singer Bob Douglas, a new group, the Mellowlarks, and arranger Eddie Wilcox to handle disk arrangements. . . . Columbia Records has signed singer Tony Carey, a lad from Philadelphia. . . . Cleffer George Green has started a new music firm, Sparcal, out of Caldwell, N. J. . . . Eastern Record Distributors in East Hartford, Conn., are now handling Epic Records. . . . Columbia Records has given up its own distribution firm in Cincinnati, and the line is now being handled there by Home Products, Inc. . . . The Chordettes opened at Chubby's, Camden, N. J., last

week. . . . Rosemary Clooney's younger sister, Gale Clooney, is featured with her more famous sister on a new Columbia release, "The Good Lord Is Counting on You," on Columbia. . . . DeeJay Bob Horn, of WFIL-TV, Philadelphia, was on vacation last week in Florida. . . . DeeJay Joe Grady, of WPEN in Philadelphia, took a week's vacation from his duties last week, too.

Starting with its January 28 releases, all M-C-M album covers will be laminated. As catalog albums are reprinted, they too will undergo the new treatment. . . . Dick Fitzsimmons, former assistant manager of Decca's Boston branch, has been appointed manager of the label's Buffalo branch, succeeding Don Hobens, who has become office manager of Decca's New York sales operation. . . . The Old Reading Brewing Company has signed Goddswan Productions, Inc., to arrange, produce and execute a series of radio musical commercials. The agency is Ted Black.

Songwriter Eddie Pola is in London for discussions about commercial TV due to start there next September.

Malverne Record Distributors, independent distributors here run by Al Hirsh, is going after new independent lines to add to its current list of labels. The firm now

(Continued on page 44)

4-Star Holds 78, 45 Prices

HOLLYWOOD, Jan. 15.—Bill McCall, president of 4-Star Records, Inc., disclosed that he will hold the line on the company's 78 and 45 r.p.m. merchandise instead of the previously announced price hike.

McCall's move was taken with the intention of allowing disk dealers to sell the 4-Star product at 98 cents, if they so choose to do so, with no increase in dealer cost.

RCA and WOR-TV Tie-In on 'Amor'

NEW YORK, Jan. 15.—RCA Victor's new recording of "Un Grand Amor" by Hugo Winterhalter and his ork has been picked up by WOR-TV here as the theme song for its forthcoming "Fortune Feature" film stanza.

WOR-TV's decision guarantees that the song, published by Leeds Music, will be played at least 24 times a week, once at the beginning and again at the end of each of the 12 feature film showings per week. In return, RCA will distribute streamers and other promotional material mentioning the WOR-TV show to record stores here.

This is the second such deal made between Victor and WOR. The RCA recording of "Tara's Theme" from "Gone With the Wind" is being used on a similar basis as the theme of WOR-TV's "Million Dollar Movie."

Ziv Plans Cantor Series for Giant Radio Syndication

NEW YORK, Jan. 15.—Ziv is readying the most ambitious radio program in its history for 1955, with its new syndicated series, the Eddie Cantor show, scheduled to be aired on a 52-week, across-the-board basis. That means Ziv will be turning out 260 half-hour Cantor shows this year.

The Cantor series, a complete separate production with a different format from Cantor's Ziv-TV film show, will be launched January 31. The format features Cantor in songs, skits and human interest routines, supported by emcee Jimmy Wallington, and an 18-piece orchestra. Ziv is putting its full promotional and sales strength behind the Cantor show, which is the firm's first big sales push of the year.

AN OPEN LETTER TO RECORD DEALERS

I'm sure you have read in the press the wonderful news about Capitol and Electric & Musical Industries Limited, of England—a great organization that possesses, among many other things, the world's largest recorded library.

As a dealer, your natural response to this news is the question "What does it mean to me?" I'd like, if I may, to answer that question by telling you something of what we feel here at Capitol.

During the past several years, many companies have been interested in purchasing Capitol. But, however financially attractive their offers, none has matched EMI's in its opportunity for growth. In the recording industry—in talent, in repertoire, in technical facilities, in every phase of the business—EMI represents the highest standards of achievement. Ownership by such an organization provides reserves of experience, capacity, and capital that open exciting new vistas of productivity. I believe that we have taken a tremendous step forward.

And still we completely maintain our integrity as the Capitol Records you now know. From the standpoint of repertoire, merchandising, manufacturing, and sales, we will continue to serve you just as in the past. Capitol has always been recognized as a forward-looking company, and our future has always been bright. Now it is brighter than we ever dreamed possible.

At this moment, with the exciting potential as yet unrealized, I can only promise you that, before too long, you will see it reflected in the scope, the quality, and the desirability of Capitol merchandise in your store. You'll be happy, I'm sure, to share the enthusiasm generated by this signal event.

GLENN E. WALLICHS
President, Capitol Records, Inc.



TALENT TOPICS

'SKATING STARS' OPENS FEB. 15 AT L. A. STATLER . . .

The "Skating Stars" show which closes at the Chicago Conrad Hilton's Boulevard Room on February 3, will move to Los Angeles where it will open at the Statler Hotel on February 15. Star of the show, Margie Lee, will also make the move, thus ending her year-and-a-half reign at the Chicago hostelry. The new ice show opens at the Hilton on February 4, and will star the team of Cathy and Blair, the Tattlers and Frankie Masters' orchestra. New show is titled "Spurs 'n' Skates." Lola Dee joined Julius La Rosa on the bill at the Chicago theater last week when Kitty Kallen rushed home because of the illness of her father.

CENTURY ADDS ST. GERMAINE, HARPER, BARRY, CROTHERS . . .

Century Records added to its talent roster last week with the signing of four recording stars. Inked were Toni Harper, Kay St. Germaine, Dave Barry and Seat Man Crothers.

DOOTONE ADDS THREE; PENGUINS TO STAY . . .

Dootsie Williams, president of Dootone Records, this week added to his talent roster with the signing of two new vocal groups, the Swans and the Meadowlarks, and singer Stormy Herman. Reports that the Penguins, vocal group who recorded the hit, "Earth Angel," might go to a major label were completely denied by Williams. He indicated that the group has a three-year, AFM-approved contract with the company, and despite the intentions of persons connected with the group, he would exercise "the right to record them."

DORSEYS TO WAX FOR OWN LABEL . . .

The Tommy Dorsey ork, with Jimmy Dorsey, will record exclusively for the Dorsey label after the wind-up of the ork's current contract with Bell Records which calls for a few more sides. Dorsey went with Bell Records with much fanfare about a year ago, but has now decided that he would rather make his own waxings. Tommy has already cut many sides for his own label, and will issue them as soon as distribution for his new label is completed. The Dorsey ork, now at the Statler Hotel here, will go out on a one-nighter tour the end of January. On March 4 the ork will open at the Saxony Hotel in Miami Beach, Fla., marking the first time that

the hotel has featured a name dance band. The group will be featured in a show similar to the show the ork has put on on TV, with a number of variety acts. After the Florida date they will do one-nighters for another month, and then open at the Last Frontier in Las Vegas, Nev.

GOBEL PLAYS TO TWO SRO HOUSES IN CINCY . . .

George Gobel played to two SRO houses at the 2,500-seat Taft Theater, Cincinnati, Saturday night (15) for a \$15,000 gross. Scale was \$2.20 to \$4.40. Show enjoyed the biggest advance sale given an attraction in Cincy in years, with the house completely sold out four days before the showing date. This was the first theater date played by Gobel since he became a TV comedy star and was in the nature of a test for similar dates in the future on the Saturday nights he doesn't appear on TV. Local Frank Sennes Agency handled the promotion, with Sam Honigberg handling the business for Gobel. Gobel was in on a \$5,000 guarantee against 60 per cent of the gross.

OSCAR AND ELLA TO TOUR ENGLAND . . .

Oscar Peterson and Ella Fitzgerald have been booked to open a quick tour of England February 22. Signed by Harold Fielding, the pair will open at the Albert Hall, follow up with appearances in Bristol, Birmingham, Manchester, Sheffield, Newcastle, Dundee, Edinburgh, Leicester and two other provincial centers. There will be no supporting bill, only backing from specially picked musicians including Don Abney, Ella's usual pianist.

CREW CUTS OBSERVE 1ST ANNIVERSARY WITH MERC. . .

The Crew Cuts are celebrating their first anniversary with Mercury Records this week, and Mercury has given the group a special birthday promotion. The lads who started with "Crazy 'Bout Ya Baby" and a \$250 a week price, have upped their tab to a current price in the vicinity of \$6,000 per week.

Les Paul and Mary Ford are currently touring the Continent looking for new ideas in recording equipment. They have already been thru Germany, France and Spain. It seems unlikely the couple will visit London this trip.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

"Barn Dance Matinee," which has been heard daily from 2 to 4 p.m. over WLS, Chicago, has been given an additional half-hour of running time. In addition, cowboy singer Woody Mercer has been added to the cast, which already includes Lulu Belle and Scotty, Dolph Hewitt, the Beaver Valley Sweethearts, Captain Stubby and the Buccaneers, the WLS Rangers, and Jack Holden, emcee. . . . Hank Snow finishes a three-day stand in Miami Thursday (20); plays West Palm Beach, Fla., Friday (21), and then hops into Texas for a date at San Antonio on the 30th, and Corpus Christi, the 31st. . . . Webb Pierce, while in Hollywood to make a short for Universal-International Pictures, is working a series of personals in the area promoted by Marty Landau. Appearing with Pierce are Red Sovine and the Wondering Boys.

Ray Bartlett, of Shreveport, La., is the new manager for Slim Whitman, succeeding Mac Makela, who has quit the road to enter commercial lines in New York. . . . Martha Carson, Ferlin Huskey and Faron Young set for a February 6 date in Memphis. On February 7, Miss Carson joins the Carlises for

a six-day swing thru Illinois, and February 20 departs for the West Coast for personals, several TV shows and a waxing session. . . . Flamingo Film and WSM execs last week previewed the first four half-hour films which Flamingo has made of "Grand Ole Opry" stars. First play dates are on tap this week. . . . Family Weekly Magazine, Sunday supplement mag, will feature "Grand Ole Opry" in its January 23 issue. . . . Del Wood has inked a waxing pact with RCA Victor.

Troy Martin, of Golden West Melodies, reports considerable activity on Carl Smith's rendition of the firm's song, "No, I Don't Believe I Will." Song, featured in The Billboard's Review Spotlight, along with "Kisses Don't Lie," is the most recent one by the publishing firm headed by Gene Autry and Charlie Adams. . . . Texas Sally and Her Cowgirls, of Taylor, Tex., currently playing dances thru Montana and Idaho. . . . Barbara Jean Riggle, formerly with the "Hayloft Frolic" at WTTU, is now with Sonny Grubbs and the Hoosier All-Stars at the Lyric Theater, Indianapolis.

Rocky Coleman, now working the Kansas City, *(Continued on page 38)*

RHYTHM & BLUES NOTES

By BOB ROLONTZ

This week The Billboard adds a new chart to its rhythm and blues section. It is a chart showing the disks most played by r.&b. jocks, based on returns from jockeys all across the country. We have held off running a deejay chart for a long time simply because we wanted a chart which would be representative of the actual records being played thruout the country. With the growth of r.&b. shows and the great expansion of r.&b. jocks, we are now satisfied that our new r.&b. deejay chart is both representative and legitimate. It will run every week from now on, and will be another guide for manufacturers, artists, agencies and managers of the relative popularity of the new records.

It's been a long time since a tune was strong enough for two records to make it on the r.&b. best selling charts in The Billboard. However, it has happened with "Ling Ting Tong." The original record was made by the Five Keys for Capitol; the cover record was made by the Charms for DeLuxe. The Five Keys' platters broke thru both r.&b. and pop a few weeks ago, and now the Charms' platter is making it too.

Jo Jones and his ork, whose records will soon be released by Capitol, has been pacted by the Gale agency. The ork starts out on a one-nighter tour

on February 1. . . . Bristoe Bryant, deejay over Station WJLB, Detroit, is now running a three-hour program daily of r.&b. platters. His show has been strong enough to help popularize a number of records in the Detroit area which never broke loose in other sections of the country. . . . Joe Turner will be at the Celebrity Club in Providence starting January 17.

The Orioles will be at the Riviera, St. Louis, on January 20, 21 and 22. They are now playing one-nighter dates in the Midwest. . . . Faye Adams will be at the Apollo Theater in New York on January 21, along with the Joe Morris ork, the Moonglows (and Moonlighters) and other acts. . . . Margie Day will be at the Showboat in Philadelphia starting January 17. . . . Chris Powell and His Blue Flames will be at the Surf in Baltimore for one week starting January 18 and then at Zelmar's in Philadelphia starting January 24.

Fats Domino will do a week at the Hi-Hat in Boston starting January 17. . . . Two new labels, Teen-age Records and Dice Records, have been formed in Lancaster, Pa. Head of Teen-age is Warren Meyers, and the proxy of Dice is Walter Baum.

Chain Execs Approve Cuts

• Continued from page 13

fused situation ran along these lines: "With the kind of help we usually have it is tough enough to get them to remember one price. How can they be expected to either remember the difference in price between one 78 and another? More, how can they convince the customer that one label's 78 pop is worth 9 cents more than another's?"

Buyers' Opinion

Several of the buyers would not make any comments for publication until they had further opportunity to study the effects of the changes at the retail counters. One of these, for example, was H. H. Lindquist, Woolworth disk buyer, who said, "The changes do not appear to be very great. It shouldn't make too much difference to us, but I haven't had a chance to study the situation as fully as would be required to take a definite position."

Sam Braverman, disk buyer for the Neisner chain of stores, said he hasn't as yet seen the reaction from the stores but was certain that the 98 cent price on 78 r.p.m. records was "crazy." Said Braverman, "You can't force out the 78 r.p.m. record simply by raising the price. There are too many people who still own players that handle only the 78 speed. It's not going to be easy to explain the increase to these people. It would have been much easier for the manufacturer to first educate the public as to the value of the 45 over the 78. It might even have been better to issue a seven-inch record on 78."

Braverman also noted that the price situation was more confused now than it had been in some time. He pointed out that many of the independent lines had not notified distributors or dealers of either an increase in price or a decision to hold the line. "I'm not sure what to tell my stores to charge for some labels," he said.

Joe Fechner, disk buyer for the 56 retail counters operated by Music Sales, said that he believed the basic RCA Victor plan to establish but five price categories into which all records of all speeds would fall was a good idea. But, he said, the various alterations from this plan

Rock 'n' Roll

• Continued from page 13

tan area. All advertising was done by Freed on his early and late shows over WINS, except for about 250 window posters placed in record shops. There was also a mailing made to members of Freed's "Rock 'n' Roll Club."

About 70 per cent of the tickets were sold thru the record shops, and the other 30 per cent via mail. In addition to the \$24,000 general admission collected in advance—at \$2 per ticket,—another \$3,500 was collected for reserved seats, making a total gross of about \$27,500 before taxes.

Singers, groups and orks that were on the program of the two dances included: Joe Turner, Fats Domino, the Clovers, Clyde McPhatter and the Drifters, Danny Overbea, The Moonglows, The Harptones, the Buddy Johnson ork, Ella Johnson, Nolan Lewis, and the Red Prysock ork.

Capitol Steps

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to plan the sales campaign for 1955.

Capitol has been distributing the V-M line since 1953. At that time only four branches handled the line; now 21 Capitol branches sell the phonos. The expansion came after studying the successful sales record of the original four branches.

This year will mark the first in which Capitol Records has set up a special department to handle the V-M line. This department will be handled by Joe Bour, who is in charge of both sales and promotion.

V-M is one of the largest manufacturers of record changers. The firm, only 10 years old, has its home plant in Benton Harbor, Mich. K. L. Bishop is the general sales manager.

which have been set by other labels has completely confused the situation. "Half of our counter girls won't know what to charge for a long time," said Fechner.

The Sears buyer, Dick Doherty, said, "I'm disappointed over the current confusion, but think it's a healthy move. We weren't heavy on classical records anyhow so suffered very little inventory loss. We didn't take much of a mark-down."

Doherty also noted that the record counter in Sears stores was in the radio and television section and that "even if we don't increase our dollar volume, we'll be sure to increase our unit volume under the new prices. That'll bring traffic into the radio-TV departments, something we've always been looking for."

Good Record

• Continued from page 13

halter played this part include all cut by Eddie Fisher "Anytime," "I'm Walking Behind You," "Oh, My Papa" and "I Need You Now"; two with Perry Como, "Don't Let the Stars Get in Your Eyes" and "Wanted," and one with the Ames Brothers, "You, You, You."

Since being brought into the Victor fold from Columbia five years ago, Winterhalter has also been featured on many instrumentals. Currently stirring action in this category are "Barefoot Contessa" and the mood-music album, "TV Themes."

Winterhalter is now in his third-term contract with the diskery. His present three-year pact runs out next January, but is considered a sure bet for automatic renewal.

Deutsch Talk

• Continued from page 13

has been invited to join the Conseil International des Compositeurs, in which 10 European nations are presently represented.

"With the increasing prevalence of ease of distribution of music recorded on film and disk thruout the world, composers now, more than ever, will have to be adequately compensated for these multiple uses of their work," Deutsch said.

A decision to associate with the European organization will be put to a membership vote. Action of association with either the Conseil or UNESCO copyright committee will be completely explored in order to determine whether there might be an implication of conflict in the two groups.

Deutsch recently returned from London, Paris and Zurich after being invited to meet with various composer's organizations in those cities.

'Shrage Otto'

• Continued from page 13

side, thereby pushing royalty fees on publisher rights up to 24-cents for the single disk.

Rather than try and buck the royalty problem, Decca had Otto record "Smiles" and "Glad Rag Doll" and released it this week on its regular 89-cent label. Meanwhile Dot Records has issued a "Crazy Otto" record by Johnny Maddox, featuring the same nickelodeon-type piano solo work. Decca has re-named "Der Shrage Otto" "Happy Otto" for his debut on the Decca label. It seems that a literal translation of the original German name means either "drunk with happiness" or "happy from drunkenness." Decca prefers the former interpretation for domestic disk consumption.

Phonos Spurts

• Continued from page 13

would increase sales. As far as the 78 r.p.m. record was concerned, Conkling stated that sales of the standard speed disk were steadily dropping and the firm might give up production of 78's in a few years. The price jump on pop 78's from 89 cents to 98 cents, he said, might help turn 78 r.p.m. disk customers into 45 r.p.m. buyers, since 45's still sell at 89 cents.

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RADIO VS. TV

Audio Show Pulls Strong In Contest

MILWAUKEE, Jan. 15.—Radio retains plenty of zip, according to an unintentional survey which resulted when sister stations WTMJ and WTMJ-TV competed for the benefit of charity.

A plea for one dollar contributions from listeners and viewers during the recent holiday season developed into a tug-of-war between the two outlets which highlighted the surprising strength of radio when pitted against television.

"Kelly & Co.," noontime radio show emceed by Bob Kelly, using a mixture of live and recorded music, in competition with the television station's top local stanza, "What's New in the Kitchen," featuring Breta Griem, lured a combined total of \$28,935 from their audiences. Final tabulations showed radio coming in a strong second with 14,337 responses, against the video draw of 14,598 — a difference of only 261 contributions.

Stations executives, pleased over the total response which provided more than 750,000 pounds of food for overseas needy via CARE, also found reason to rejoice in the strong showing of both media, par-

Dinah Shore

• Continued from page 1

subtle effects are not lost upon the more knowledgeable.

Material-wise, Miss Shore is offering a selection of great standards, penned by Cole Porter, Rodgers and Hammerstein, Harold Arlen and Johnny Mercer, and other giants of the theater-music sphere. These ditties — "Hello Young Lovers," "So in Love," "Little Girl Blue," "The Last Time I Saw Paris," etc., plus a lavish sprinkling of blues which have become classics of the type (as "Blues in the Night"), make up the basis of the presentation.

Special lyrics and material, much of it done with the rollicking Skylarks, spice the act. Miss Shore, apparently, is omitting pops. The latter, it would seem, are not being demanded by the Waldorf's elegant audience, whereas the crowd is virtually insatiable with regard to the standards. So much so that she winds up by chanting as many requests as time allows—even tho such liberality might entail humming a forgotten phrase in order to satisfy the patrons.

A delightful evening of melody and warmth it is.

ticularly the AM effort. Time factor admittedly worked in favor of the radio show, which is on for two hours daily, while the TV kitchen show is aired daily for a half hour.

MMS Principals

• Continued from page 12

in the past were active MMS subscribers.

One a Month

There will be one jazz release a month. The 12-inch LP's will sell to members at \$2.95 each, plus 35 cents shipping and handling charges. A backlog of masters has been acquired thru the purchase of Dial Record's jazz catalog, including etchings by Charlie Parker, Dizzy Gillespie, Erroll Garner and others. Jazztone will also cut some of its own material and acquire other sides thru licensing agreements with indie jazz diskeries.

The Opera Society will start with a catalog of 22 operas, all cut abroad. Again, one a month will be issued, with the price for one 12-incher \$2.95, and the price for sets holding two 12-inchers \$5.50, plus shipping and handling charges. Tapes have been edited to present the operas in concert form, with much of spoken portions and stage-action music eliminated.

3,000 Deeveys

• Continued from page 12

Recording artists who will be named this year's "King and Queen of Hearts." All jocks have been provided with a special disk and program kit containing announcements by name artists plugging the drive.

Also on the deejay committee are Art Brown, WWDC, Washington; Bill Burns, WQAM, Miami; Carl DeSuzo, WBZ, Boston; Gordon Eaton, WCCO, Minneapolis; Arty Kay, WVLC, Lexington, Ky.; Bob McKeehan, KCNA, Tucson; Howard Miller, WIND, Chicago; Joe Mulvihill, WTAM, Cleveland; Art Pallan, WWSW, Pittsburgh; George Sanders, KRKD, Los Angeles, and Jack Williams, WBRC, Birmingham, Ala.

Disk labels have teamed to form an advisory committee. On this group are Mike Connor, of Decca; Sol Handwerker, of M-G-M; Dick Linke, of Capitol; Bernie Miller, of RCA Victor, and Arthur Schwartz, of Columbia.

Coast Sales

• Continued from page 12

ings and were selling at 89 cents. In general, the suggested list prices of all LP, EP's and other package goods were being adhered to by disk dealers.

A number of major outlets gave indications of cleaning their inventory of package merchandise by advertising the new price reductions quite prominently. Music City this week featured Decca show business albums in its radio advertising.

Reluctance of indie label owners to raise their prices on 78 r.p.m records was seen to stem from a similar reluctance to grant the 3-cent reduction in the cost price on 45's offered by RCA Victor, M-G-M and Mercury.

California Music Company, largest one-stop operator on the West Coast, was selling 78 r.p.m records at 68 cents and 45's at 64 cents this week. Firm maintained its price on Decca-Coral and indie labels.

AGMA Signs

• Continued from page 12

made available for artist inspection.

5. Managers may not assign artist contracts to other managers without specific artist consent.

6. Booking expenses are borne by the manager and promotional expenses by the artist.

7. Statements of expenditures for advertising and promotion must be furnished artists.

8. Maximum commissions allowed managers are 20 per cent for recitals, symphony and oratorio appearances; 15 per cent for civic and community engagements, and 10 per cent for recording, radio, opera and ballet.

9. Controversies which cannot be settled amicably between artists and managers will be decided by arbitration.

EMI's Cap Buy

• Continued from page 12

said there are no plans to terminate the reciprocal deal with EMI's His Master's Voice subsidiary. This pact runs until early in 1958.

The Capitol-British Decca pact still has about 18 months to run, and there is no present evidence that it will be canceled prior to its expiration date.

In both the RCA and British Decca cases, however, informed opinion holds that upon expiration of the present contracts Capitol and EMI will seek unilateral arrangements.

Reached in Paris by telephone, EMI International exec John Macleod confirmed that there have been no discussions with RCA on the EMI contract. He was also unable to shed any light on prospects with regard to the Capitol-British Decca pact.

Macleod told The Billboard that there are no present plans to distribute other EMI products in the United States thru the Capitol organization. He explained that there are not many consumer products made by his company suitable for export here, but he did not rule out this possibility at some future date.

Macleod asserted that it was up to Capitol execs to determine what available EMI pops are desirable for release in the United States. The decision will be Capitol's entirely, he said.

The EMI exec stressed that there will be "no change whatever in the Angel operation."

For Expediting

• Continued from page 13

click in his country. His responsibility covers both the classical and pop fields. The reciprocal pact between the two companies has been in effect since December, 1950. Expiration date of the current term is March 31, 1956.

Rintelin reported a hefty expansion of record sales in Western Germany. About 20,000,000 disks of all types were sold in 1954, as compared to approximately 14,000,000 in 1953. Of current sales, about 65 per cent are in 78's, 20 per cent in LP's and 15 per cent in 45's. The last named speed was introduced in Germany just over a year ago.

An average German pop hit will sell about 100,000 disk copies, according to the DG exec, with the biggest smash since the war hitting a top of 500,000. Sales of a successful classical LP can mount to about 2,000 copies, he said.

Bell Club

• Continued from page 12

TV promotions, plus newspaper and magazine advertising to get club members. Membership would be \$1 a month for which they would receive three Bell records, each disk containing two current pop hit songs. Retail price is 39 cents each.

The diskery says that experience in the magazine field shows that newsstand sales are usually helped rather than hurt by heavy promotion of a club operation. They point out that the biggest selling magazines on the stands are those which usually have the largest number of monthly subscribers. In addition, says Bell, the heavy promotions for subscriptions put on by the large magazines usually results in increased newsstand sales.

Col. 'Overture '55'

• Continued from page 13

displays the cover of the album sets that goes into it, and the leaves are broken down into series, such as jazz, piano, dance, mood and vocal sets.

It allows customers to browse and select albums and gives dealers a built-in inventory control. The rack sells to dealers at \$31.50 for the 50-leaf set, and \$18.75 for the 25-leaf set.

Columbia has a new identification for its hi-fi sets. It is a circle, with a lens-like design, executed in white on a black and red background. It will be used on all new hi-fi sets issued. The firm will also push its new inner shield jacket.

Discounters

• Continued from page 12

holds that the likelihood will now increase that distress stock winds up in the hands of discounters since there is no legitimate outlet for surplus disks.

In this connection it is also known that at least one major manufacturer has tailored its new merchandising policy to make transshipping more difficult than ever before. Such plans even include coding of packaged merchandise to simplify tracing of out-of-territory stock to its source.

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BMI Check List
OF NEW RECORD RATINGS
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
BELLE FROM BARCELONA (Mr. Music) DEAN MARTIN (Capitol)	Spotlight	B+ (Excellent)	Very Good
CONFUSED (American) DEAN MARTIN (Capitol)	Spotlight	C+ (Good)	Good
DON'T GO, DON'T GO, DON'T GO (Jose Ferrer) MICKI MARLO (Capitol)	76 (Good)	Best Bet	
EVER SINCE YOU WENT AWAY (Moonlight) LES ELGART (Columbia) BROTHER LEE ROY ORCH. (Epic)	74 (Good) 74 (Good)	C+ (Good)	
EVERY DAY I HAVE THE BLUES (Golden State) B. B. KING (RPM)	R & B Best Buy	Award of the Week	
LET'S (Garlock-Sherer) JAN STRICKLAND ("X")		C+ (Good)	
THE LORD IS COUNTING ON YOU (Hamblen) THE COWBOY CHURCH SUNDAY SCHOOL (Decca)	Spotlight	Sleeper of the Week	
LOVIN' MACHINE (Stratton) BERNICE PARKS (Coral)	74 (Good)	Best Bet	
MALAGUENA (E. B. Marks) CATERINA VALENTE (Decca)	Spotlight	Sleeper of the Week	Best Bet
MAMBO FROM CHILE (Copar) CATERINA VALENTE (Decca)	Spotlight	Sleeper of the Week	Best Bet
AN OLD BEER BOTTLE (Trinity) JIMMIE KOMACK (Coral) THE MARINERS (Columbia)	70 (Good) 73 (Good)	Sleeper of the Week C+ (Good)	
OPEN UP YOUR HEART (Hamblen) THE LANCERS (Coral) THE COWBOY CHURCH SUNDAY SCHOOL (Decca)	80 (Excellent) Best Buy	B (Very Good) Sure Shot	Very Good
PALSY WALSY (Gale & Gayles) GARY CROSBY (Decca)	73 (Good)	B (Very Good)	
PETITE (Regent) PERCY FAITH ORCH. (Columbia)	78 (Good)	Best Bet	
THE RIVER (Mellin) BING CROSBY (Decca)	74 (Good)	B (Very Good)	
SONG IN BLUE (Iris-Trojan) LES PAUL-MARY FORD (Capitol)	Spotlight	Disk of the Week	Best Bet
TELL IT TO ME AGAIN (Weiss-Barry) FRANK LESTER ("X")	76 (Good)	B (Very Good)	
THERE'S A LOT MORE LAYIN' DOWN (Hamblen) PHIL HARRIS (Victor)	76 (Good)	C+ (Good)	
WEDDING BELLS (Mellin) FRANK LESTER ("X")	77 (Good)	C+ (Good)	

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MGM

11919 (78 rpm)

K11919 (45 rpm)



Records

PHONOS—HI FI

By STEVE SCHICKEL

NEW TAPE PLAYER DUE ON MARKET SOON . . .

A forward look into the magnetic tape recording field indicates another step will be taken shortly when a new tape playback unit will make its entry into the market. The new unit, conceived and licensed by Bernie Cousino and the American Molded Products firm, incorporates the use of a recorded cartridge, the first of its kind. The cartridge will work the same principle of continuous play as the forerunner of the idea, Audio Vendor, which entered the market four years ago. The cartridge is simply inserted into a new type playback and it plays continuously by means of loops, playing messages or music in time periods up to one-half hour. The firm is making the license available to the entire industry and it has been reported that several of the larger manufacturers have already hopped on the bandwagon. As was the case with the Audio Vendor, the new unit, as yet unnamed, will be pegged at both the advertising and display fields as well as entertainment and background music fields. More details and facts concerning the manufacturers and the units will be released in a few weeks. It was explained that the cartridge will work on much the same principle of operation as the present magazine-load movie cameras. Price of the playback was rumored to be low. No indication was made by the source as to whether the playback can be used for standard recorded tape playbacks. However, there is a definite likelihood of this eventuality.

BEAM TO CONCENTRATE ON MASS MARKET PHONOS . . .

Bernie Schulman, president of Beam Radionics Corporation, Chicago, announced last week that his firm was dropping the high-fidelity line and will concentrate all efforts on the mass market phonographs, ranging in price from \$15 to \$40. Schulman stated, "We do not belong in this field. We definitely belong in the low-end phono field. The hi-fi field has not yet reached the proportions of the radio and general phonograph market, and consequently only the larger manufacturers have any right to be in it. They can take the attitude that hi-fi is just another one of their items and they are not dependent solely on those sales." The firm had one unit, priced at \$89.50, which is being discontinued.

7 PHONOS, 3 HI-FI'S ADDED BY AUDIO IND'S . . .

Audio Industries last week unveiled seven new phonograph models, two new hi-fi units, and one restyled hi-fi unit to their line. The new units will be made available for shipment around February 1. Here are the models: 110, 3-speed, manual, \$19.95; 210, 3-speed portable, manual, \$26.95; 310, 3-speed portable luggage style, manual, \$29.95; 410, 3-speed

manual, portable, front-mounted speaker, \$29.95; 155, 3-speed automatic, portable, with tone control, \$54.95; 255, 3-speed automatic, portable, flipover cartridge, \$69.95, and 355-C, 3-speed automatic, AM/FM radio, with flipover cartridge, \$79.95. The high-fidelity models are: 1040, 3-speed automatic, table model, 10-inch woofer, 3½-inch tweeter, 5-watt amplifier, \$129.95; 1000 hi-fi console, bass and treble controls, 5-watt amplifier, two 8-inch speakers and one 4-inch speaker, \$149.95 in mahogany, and Model MHF 400, hi-fi table model in restyled cabinet, continuing at \$89.95 in mahogany.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

The Washington, a new three-way combination radio, television and phonograph unit, was introduced last week by Olympic Radio & Television of Long Island City, N. Y. The unit retails at \$199.95. . . . The A-V Tape Libraries has introduced 16 different sets of new package designs in an effort to supply dealers with interesting window display items. The move was also made to provide quick identification of titles and to aid in counter displays. . . . The High-Fidelity Institute had its complete story and message printed in The Chicago Daily News financial section recently. . . . Joe Gransee, advertising manager of the Admiral Corporation, and his wife, Irene, became the parents recently of a daughter, Carol Jean.

James H. White, general sales manager of Crescent Industries, reported last week that the firm's home instrument division sales are up 54 per cent over last year's final quarter and up 60 per cent for the entire year. He also reported export sales up 43 per cent. Russ Gawne, home instruments sales manager for the firm, reported advance orders indicate first quarter sales will continue at the 1954 rate of business increase. The firm also announced the appointment of William H. McEdmond to its field service engineering staff. He will aid in establishing service centers in all key markets for hi-fi phonos; tape recorders and record changers. . . . Hazard E. Reeves, president of the Reeves Soundcraft Corporation, announced two executive vice-presidency appointments and one vice-president. Frank B. Rogers Jr., and William H. Deacy are the new execs and Homer W. Clapper is the new v-p. . . . CBS Columbia has organized a factory distributor branch in Dallas to handle the Fort Worth-Dallas area. Roger G. Brown, former Southern sales manager, has been named branch general manager. . . . Berlant-Concertone will soon issue a new unit, the concertone 20/20 for both home and professional use. The unit is said to be priced at \$445. The unit with a combination monaural-binaural set-up will be available at \$695, and the same unit with a single track head will be priced at \$470.

LINER NOTES

By IS HOROWITZ

WHAT OF CAP, ANGEL CLASSICS-WITH EMI? . . .

While it is too early to assay the full effect of the purchase of Capitol Records by Electric & Musical Industries, some special interest revolves around what may happen with Capitol's and Angel's classical repertoire, with both companies slated to be controlled by the same parent-company ownership.

All parties to the transaction stress that there is no change contemplated in the operation of Angel. And the most immediate noticeable effect in the Capitol catalog will undoubtedly be the appearance of some British pops via EMI's British Columbia.

It is known, however, that British Columbia classical records, in depth of catalog, cannot under its present set-up be handled entirely by Angel here. It is therefore not unlikely that some EMI classical vinyl may eventually be issued under the Capitol imprint here.

This possibility becomes even more likely when it is realized that within a few years the control of many of the disks which Columbia released here during its reciprocal pact with EMI will revert to the latter firm. It is generally understood that American Columbia can hold such material for only five years after termination of the British exchange deal in December, 1952.

What, to Whom?

Whether this material, or as much of it as is thought worthy of re-issue, will go to Capitol or Angel cannot be known at this time.

Somewhere in these speculations consideration must be given to HMV vinyl. RCA Victor's present contract with EMI for this material expires early in 1958. Some observers predict the pact will not be renewed, and if these predictions indeed materialize, there will be another major classical catalog to be handled here in the United States by Capitol, Angel or any other facility EMI may establish.

MOZART ON UPBEAT AS BICENTENNIAL NEARS . . .

As the time approaches to mark Mozart's bicentennial year in 1956, the flood of Mozart disks increases. One of the most ambitious release projects has been undertaken by the Haydn Society.

Under its present plan a total of 48 LP's featuring pianist Lili Kraus will be issued. Eleven records will hold all of Mozart's solo piano works. Others will contain readings of four-hand keyboard works

by the composer, 27 piano concertos, 47 violin and piano sonatas (with violinist Willi Boskovsky) and all of Mozart's other chamber music using piano.

The disks, cut by Les Discophiles Francais in Europe, will be released singly and boxed. The first six disks have just been issued. The remainder will be released from time to time, with the entire project slated for completion next year.

ABC GUIDE PRONOUNCES NAMES AT MET . . .

ABC, which airs the Metopera productions, has decided to grapple with the problem of pronunciation. Some of its affiliates have had trouble reading promotional copy for the opera broadcasts, the web learned.

ABC has therefore sent out a guide that enables announcers to pronounce Hilde Gueden as HIL-duh GAY-den and Giacinto Prandelli as Jee-ah-CHEEN-taw Prah-DEHL-lee. Included are the names of all Met artists and current repertory.

RCA OPERA HIGHLIGHTS HIT 700,000 SALES . . .

RCA Victor reports that sales of its opera highlight packages are outselling full-length operatic diskings by three to one. Cumulative sales of the 16 highlight sets issued by the diskery to date now total 700,000 albums, according to George R. Marek, director of artists and repertoire. Unit sales of complete operas, on the other hand, total 550,000. Five new highlight albums are being released by Victor this month.

MAJOR AND MINOR:

M-G-M Records will record the incidental music from the new Broadway show "The Flowering Peach," with composer Alan Hovhaness conducting the recording date. The 12-inch will be rushed out to dealers next month.

Among the works chosen as the best introduced in New York this season in a survey of Gotham's music critics were Carl Orff's "Carmina Burana," available on a Decca disk, and Shostakovich's 10th Symphony, recently issued on three labels—Columbia, Concert Hall and Colosseum.

Titan Records, a California diskery which recently issued an EP featuring young pianist Linda Bates, has signed another pianist, Joseph Cordan. He will be heard on a new disk soon, playing Beethoven Selections.

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. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
6. DEEP IN MY HEART—Sound Track . . . M-G-M E 3153
7. FANNY—Original Cast . . . RCA Victor LOC 1015
8. SWING EASY—Frank Sinatra . . . Capitol H 528
9. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor LPT 6701
10. THE GLENN MILLER STORY—Sound Track . . . Decca DL 5519
11. JAZZ GOES TO COLLEGE—Dave Brubeck . . . Columbia CL 566
12. MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . Capitol H 455
13. THERE'S NO BUSINESS LIKE SHOW BUSINESS—Sound Track . . . Decca DL 8091
14. A STAR IS BORN—Judy Garland . . . Columbia BL 102
15. SOMETHING COOL—June Christy . . . Capitol H 516

EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EBF 352
3. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
4. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
5. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M X 244
6. FANNY—Original Cast . . . RCA Victor EOC 1015
7. SWING EASY—Frank Sinatra . . . Capitol EBF 528
8. TOP HITS—Nat (King) Cole . . . Capitol EAP 1-9120
9. DEEP IN MY HEART—Sound Track . . . M-G-M X 276
10. JAZZ GOES TO COLLEGE—Dave Brubeck . . . Columbia B 435-6
11. TOP HITS—Les Paul & Mary Ford . . . Capitol EAP 1-9121
12. THE GLENN MILLER STORY—Sound Track . . . Decca ED 2124-5
13. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor EPOT 6701
14. BRIGADOON—Sound Track . . . M-G-M X 263
15. MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . Capitol EBF 455

Reviews and Ratings of New Classical Releases

VERDI: OTELLO (COMPLETE) (3-12")
—Mario del Monaco, Renata Tebaldi,
Aldo Protti, Fernando Corena; Chorus
and Orchestra of the Accademia di
Santa Cecilia, Rome; Alberto Erede,
Cond. London LLA 2484

To collectors of opera records this set will be one that will be hard to resist. The cast is close to ideal and would be difficult to match anywhere in the world today. As the color portrait on the box cover indicates, one of the main draws here is Monaco, whose voice many tag as the most exciting among contemporary tenors. Add to this a glorious vocal exposition by Renata Tebaldi, and a sound that comes as close to matching a live performance as is probably mechanically possible. Great sales of the earlier Toscanini version on Victor should in no way detract from this entry's happy potential, now abetted by reduced prices. The "Love Duet" on side two can be used to good advantage in store demonstration.

SAINT-SAENS: SAMSON AND DELILAH (HIGHLIGHTS) (1-12") — Rise Stevens, Jan Peerce, Robert Merrill; NBC Symphony; Leopold Stokowski, Cond. RCA Victor LM 184882
If the seductive reclining figure of Rise Stevens on the cover of this set doesn't immediately skyrocket sales, the combi-

nation of an all-star cast, the universal popularity of several of these excerpts, and the long-standing need for adequate recordings of them should push this package quickly to the front. "My Heart at Thy Sweet Voice," "Printemps qui commence" and "Amour! viens aider ma faiblesse!" are Miss Stevens' solo contributions. In these and in the "Love Duet" with Peerce, her warm, luscious tones are those of the irresistible temptress. In addition to the excellent singing of the soloists and the Robert Shaw Chorus, the brilliant playing of the Bacchanale deserves special recognition of the role Stokowski plays in making this such a successful performance. Sound is tops.

MAHLER: SYMPHONY NO. 1 (TITAN)
IN D (1-12") — Vienna Philharmonic;
Rafael Kubelick, Cond. London LL 110779

The most popular symphony of Mahler in a truly powerful recording. There are some Mahler enthusiasts who undoubtedly will want to sample the long awaited Walter recording on Columbia before laying out cash. But many more will grab up this entry with little delay once they hear the extraordinary presence London engineers have been able to put to vinyl. In addition to being a hi-fi dazzler,
(Continued on page 24)

Reviews and Ratings of New Popular Albums

THE CHORDETTES:
CLOSE HARMONY82
(1-10")
Cadence 1002

As probably everyone from Maine to Australia knows by now, the Chordettes have come up with one of the biggest hits of 1954-55 in "Mr. Sandman." Knowing this, it is hard to see how this new album by the girls, their first on the label, can be anything but a hot set. On this set the Chordettes sing a fine group of tunes, including "Oh Baby Mine," "San," "Watermelon Weather," "We Three" and many other fine tunes. The arrangements of all the songs in the album are available in a song folio for amateur and professional barber shop singers. Good wax here by the girls and eminently salable.

NIGHT MUSIC76
Victor Young and His Swinging Strings
(1-12")
Decca DL-8085

This lush, lovely package is made up mostly of single sides previously issued by Decca. It's an ideal collection for mood music fans, with the usual shadowy photograph of a glamorous fem decorating the cover. Selections include "Smile," "Moonlight

and Roses," "The High and the Mighty," "Magnificent Obsession" and "The Rear Window Theme."

YVETTE GUILBERT74
Irene Aitoff, Pianist (1-10")
Angel ANG 64011

Here is a rare collector's item indeed, recorded by the late and fabulous French music hall and concert artist immortalized by Toulouse-Lautrec. His most famous sketch of the chanteuse—with long black gloves, red hair and Pinnocchio-like nose—adorns the cover, giving the package a big sales plus push, and suggesting a variety of interesting ideas for displays. A somewhat cautious English translation of La Guilbert's songs is included, but the printed page can't possibly convey the delightfully impudence and showmanly warbling of the legendary toast of Paris.

MY CONCERTO75
Artie Shaw Ork (1-12")
RCA Victor LPT-1020

There can be no doubt but that the Shaw band was one of the swiftest aggregations of its era. And Shaw, of course, one of the best swing clarinetists. Here is a collection of
(Continued on page 24)



THE HOTTEST LABEL
IN AMERICA GIVES YOU
ANOTHER #1 SMASH



JOHNNY
MADDOX

THE
CRAZY
OLIO



(Medley)

b/w HUMORESQUE

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THE NATION'S BEST SELLING RECORDS

Reviews and Ratings of New Classical Releases

Continued from page 22

the disk also holds a musical interpretation of outstanding merit that a good many collectors will quickly recognize. Solid prospects here.

R. STRAUSS: ARABELLA (EXCERPTS) (1-12")—Elizabeth Schwarzkopf; Philharmonia Orchestra; L. von Matacle, Cond. Angel 3519476

Since the last war, "Arabella" has developed into one of the most popular operas in German opera houses. Summer festival visitors from this country have come away from performances of it with almost the kind of feeling that "Rosenkavalier" generates, and in this superlative performance one can see why. This lovely, lyric music has strong appeal, particularly when interpreted by the greatest talents available at the Vienna State Opera: Swarzkopf in the title role, Josef Metternich as her suitor Mandryka, Anny Felbermayr as Zdenka, Nicolai Gedda as Matteo, etc. The package is well timed, for the Metropolitan will be presenting the opera for the first time next month.

THE SIX TCHAIKOVSKY SYMPHONIES (Complete) (6-12") — Camden CFL-10075

This, the first high-ticket package issued by the low-priced label, should do well with the quondam classical disk customer seeking an inexpensive method of acquiring a library. Some of the Tchaikovsky symphonies, of course, are not often heard or performed. But dealers selling this on its price and using the true identities of the orks should do well. It should be no secret to knowing dealers that the First is by the Indianapolis Symphony, the Second by the Cincinnati Symphony, the Third by the National Symphony, the Fourth by Koussevitzky and the Boston Symphony, the Fifth by Stokowski and the Philadelphia and the Sixth by Stokowski and the Hollywood Bowl ork. Sound of the re-issues is acceptable.

CHOPIN: ETUDES, OP. 10 (Complete); SHERZO NO. 1 IN B MINOR (1-12")—Guilomar Novaes, Piano. Vox PL 907075

As could be anticipated, this holds some of the most satisfying Chopin on records. With plenty of technique at her command, Miss Novaes rather probes the musical essence of the Etudes without fussing too much about the mechanical difficulties; these are taken in comfortable stride. In the Scherzo she lets loose a display of bravura that will amaze many. Strong sales to the keyboard market on this one.

RACHMANINOFF: SYMPHONY NO. 2 (1-12")—Pittsburgh Symphony; William Steinberg, Cond. Capitol P 829374

Capitol has a Steinberg festival in the making, featuring the conductor and his orchestra in a number of major recordings this month. Here Steinberg reinforces the impression he has frequently conveyed thru his recent diskings as one of the finest baton wielders consistently before the American public. He has here a romantic reading of a romantic work, projected compellingly and cut with the highest fidelity. This should be the preferred version for most new buyers.

TCHAIKOVSKY: VIOLIN CONCERTO IN D (1-12")—Mischa Elman, Violin; London Philharmonic; Sir Adrian Boult, Cond. London LL 107373

Elman's first recording for the label since his departure from RCA Victor is sure to have sentimental appeal for many collectors. For about 50 years this concerto has been closely associated with the artist and he still performs it in person far and wide. It must be admitted that technically Elman has lost some of his skill, but the opulent tone is still there for all to marvel at. Despite imposing catalog competition this new set figures to attract adequate sales in many outlets where the Elman name yet exerts its drawing power.

RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; DOHNANYI: VARIATIONS ON A NURSERY SONG (1-12")—Julius Katchen, Piano; London Philharmonic; Sir Adrian Boult, Cond. London LL 101872

This new set could turn into a hefty seller for many dealers. It features stunning performances by the fine young pianist on two works that are a pianist's delight. The coupling is a smart one, the name value of both Katchen and Boult is strong, and the set is being released just when prices have been slashed 33 per cent. If stocked and displayed it could become a profitable item for many stores.

SCHUBERT: DIE SCHONE MULLERIN (1-12")—Dietrich Fischer-Dieskau, Baritone; Gerald Moore, Piano. RCA Victor LHMV 670

There should be no question about stocking this set for any dealer with prospects for lieder sales. Among the relatively small group of such collectors this will fast become a treasured item. The young baritone sings the familiar song cycle with such tender understanding and, where required, such genuine excitement, that it will convey a profound musical experience to those receptive to the idiom.

ment, that it will convey a profound musical experience to those receptive to the idiom.

DVORAK: SLAVONIC DANCES OP. 46 (COMPLETE) (1-12")—Carlyle Symphony Orchestra. Camden CAL 197...70

Collectors will be particularly interested in this low-priced package if dealers let them in on the secret that the Carlyle Symphony Orchestra is actually the Czech Philharmonic. The field is highly competitive, but good performance, plus a budget sales tag should keep this package moving. Dealers might encourage customers to buy several Camden releases by displaying the label's merchandise together as a collection item.

SAINT-SAENS: PIANO CONCERTO NO. 2 IN G MINOR; PIANO CONCERTO NO. 5 IN F (1-12")—Orazio Frugoni, Piano; Pro Musica Symphony, Vienna; Hans Swarowsky, Cond. Vox PL 841069

Frugoni, a pianist of considerable attainments, has built a solid core of disk followers with previous etchings. Here he has further opportunity to demonstrate his musical sensitivity and fluent technique in a coupling that is unique in the catalog. Moderate sales can be expected in average outlets.

BALAKIREV: THAMAR; LIADOV: BABA-YAGA; EIGHT RUSSIAN POPULAR SONGS; KIKIMORA (1-12")—L'Orchestre de la Suisse Romande; Ansermet, Cond. London LL 106868

Both Russian composers have failed to attain the popular stature of their contemporaries: Borodin, Moussorgsky or Rimsky-Korsakov. Yet their musical output represents some of the best Russian efforts of their era. Liadov not often performed appears meat for the hi-fi fans because of the brilliant and wide instrumentation he uses. The folk-like pieces (some actually are) are melodic, simple and colorful. Balakirev, on the other hand, is represented by a symphonic tone poem (also based on folk lore) which ranges from boredom to routine acceptability. Ansermet's reading is effectively warm and sparkling. Recording is fine.

NEW CLASSICAL RELEASES

DVORAK: STABAT MATER; SYMPHONY NO. 5 (NEW WORLD) (2-12")—Czech Philharmonic; V. Talich, Cond. Colosseum CRLP 162-360

Soloists, orchestra and conductor of this "Stabat Mater" are identical to those of the single version previously available on Urania. In all respects but sound, this reproduces the inspired, moving performance of the earlier release. To compensate for lack of Urania's better sound, Colosseum offers an additional 43 minutes of play, in somehow managing to cram the entire "New World" on to the same number of sides Urania used for the choral work alone.

Reviews and Ratings of New Popular Albums

Continued from page 22

some of the truly fine Shaw ork performances — including several which never attained the commercial success of other Shaw disks. Here are "Concerto for Clarinet," "Blues," "The Man I Love," "St. James Infirmary," "Summertime," etc. Here, too, are such soloists and sidemen as Roy Eldridge, Hot Lips Page, Georgie Auld, Vernon Brown, Barney Kessel and Davie Tough. It's fine big band music done by one of the best exponents of this music. Transfer to LP has been more than ordinarily successful.

MOOD MUSIC73
The M-G-M Strings; Leroy Holmes, Cond. (1-10")
M-G-M E-246

Leroy Holmes is one of the most important names in the mood music field, and this album of lush instrumentals should do well on the strength of his personal popularity and the apt simplicity of its title. The tunes include such sure-fire nostalgia as "I'm in the Mood for Love," "Two Cigarettes in the Dark" and "All of Me."

THREE GUYS ON A NOTE70
Vic Damone, Ralph Marterie, Rusty Draper (1-10")
Mercury MG-25201

Here's some good pop wax which didn't get going as single material but makes okay album packaging. The eight tunes include four standards by Draper with Marterie ork backing and four standards by Damone. It should please both the collectors and those seeking dance music. Nothing fabulous—just good music in a neat disk package.

GERSHWIN RARITIES, VOL. II60
Louise Carlyle, Warren Galjour, John Morris Trio (1-12")
Walden 303

A rather limited audience, consisting of aspiring and professional songwriters, artists looking for material, and show tune fans will be interested in this set, but little more. The reason is fairly obvious. Any tune of George and Ira Gershwin that is unknown yet can only be thus for a reason—it just wasn't a very good song. Performances are good, tho.

Country & Western

EDDY ARNOLD, AN AMERICAN INSTITUTION75
(1-10")
RCA Victor LPMX-3230

Sales appeal here lies in the heavy promotion on the Arnold 10th disk anniversary celebration, the plush album package with text and photos, and 10 hit tunes of 10 years—never before recorded by Arnold. Included are "I Don't Hurt Anymore," "A Fool Such As I," "Slow Poke," "Cold, Cold Heart," "Tennessee Waltz," "I Love You So Much It Hurts," "Shame on You," and others. As expected they're typical Arnold performances—fine ones. Good as it is, this package will still have to buck the country market's seeming anti-path to packaged merchandise on LP.

Jazz

MAMBO MOVES GARNER80
(1-12")
Mercury MG-20055

Altho Errol Garner has made over a score of albums for various labels during the past decade he has rarely touched the Latin idiom. Therefore, the multitude of Garner fans will have an extra special interest in this new set. It features the irrepressible pianist and his trio in a collection of standards and three originals, in the mambo mood, with a beguine or two thrown in for good measure. On three originals, "Mambo Garner," "Mambo Blues" and "Mambo Nights," the pianist shows that he can play a mambo with the same excitement and musicianship that he hands modern jazz rhythms. He is aided and inspired here, too, by bongo star Candido on conga drums, thus adding an authentic Latin touch to the disk. Some of the sides are on-the-spot improvisations, others are usually done by Garner in his club dates. Good wax here for Garner fans.

NEW YORK JAZZ OF THE TWENTIES71
Red Nichols, Miff Mole (1-10")
Riverside RLP-1048

The label continues its panoramic view of the early days of jazz with recordings originally issued on now-defunct jazz labels of years ago. Disk features two famous names of the 1920's, cornetist Red Nichols, and trombonist Miff Mole. Not only do the sides on this new LP show off the style of Nichols and Mole, but they also reveal, since the Nichols sides were made in 1923, that Red was using that clean, round tone on his own long before he ever heard of Bix Beiderbecke. Jazz artists featured on these waxings in addition to Nichols and Mole include Jimmy Dorsey, Phil Napoleon, and Jimmy Lytell on clarinet. This is a fine historical slice of New York Jazz (Dixieland—often with arrangements), and many jazz fans will want it.

GET OUT OF TOWN74
Jack Sheldon Quartet (1-10")
West JWLP-1

A new West Coast indie jazz label bows with this LP release of a slick modern combo lead by trumpeter Jack Sheldon, who's out of the Chet Baker-Jimmy Giuffre coterie and school. Rest of the group includes pianist Johnny Glasel, drummer Eddie Phye, trombone man Porky Cohen and bass man Bob Peterson. All have much experience with jazz and commercial orks, as well as—in the case of arrangers Goodman and Glasel—solid classical background. The group has an object in this new album to bridge the gap between traditional and modern jazz. They try hard here and the stuff they turn out is intriguing. It is doubtful, tho, if it is intriguing enough to interest more than a few cool fans or two-beat music lovers. Let's mark this down as an interesting experiment that could lead the way for better things in the future.

THE SIX69
(1-10")
Norgran MG N-25

"The six" are pianist Tommy Goodman, Tenorman Bob Wilber, trumpet player Johnny Glasel, drummer Eddie Phye, trombone man Porky Cohen and bass man Bob Peterson. All have much experience with jazz and commercial orks, as well as—in the case of arrangers Goodman and Glasel—solid classical background. The group has an object in this new album to bridge the gap between traditional and modern jazz. They try hard here and the stuff they turn out is intriguing. It is doubtful, tho, if it is intriguing enough to interest more than a few cool fans or two-beat music lovers. Let's mark this down as an interesting experiment that could lead the way for better things in the future.

JACK TEAGARDEN SINGS AND PLAYS, VOL. 269
(1-10")
Urania UJLP-1002

On the surface, teaming Teagarden with the Ruby Braff trumpet, Lucky tenor, Sol Yaged clarinet, Denzil Best drums, Kenny Kersey piano and Milt Hinton bass doesn't make much sense—but what comes out is okay. It's a mixture of two beat and progressive—yet a reasonable and tasty mixture. Tunes are "After You've Gone," "Blue and Esoteric," "Stars Fell on Alabama" and "The Christmas Song." In all, it's a well-recorded collection of slick sidemen in an above-average teaming.

McKINNEY'S COTTON PICKERS VOL. I67
(1-10")
"X" LVA-3031

Of great historical interest to many will be this collection of eight tunes by McKinney's Cotton Pickers recorded in 1928 by what was one of the first successful big jazz bands. Gleaned from the Victor vaults, the disk should have a steady sale to collectors.

GEORGE WALLINGTON WITH STRINGS66
(1-12")
Norgran MGN 1010

This is a dull set for pianist George Wallington, and the fault lies less in Wallington's work than the type of support he receives. For Wallington with strings is Wallington with a classical quartet behind him, consisting of violin, viola, cello and bass. And the bright and coolish piano fingerings just don't go with the rather dull and stodgy work of the string quartet. Some jazz cats may be interested in the sounds projected, but most will not, for just that reason. Tunes include standards like My Funny Valentine, "Thou Swell," and others, plus originals by the pianist.

SVEND ASMUSSEN AND HIS UNMELANCHOLY DANES68
(1-10")
Angel 60000

If it were not that Angel boldly labeled this as a jazz set—it could be accepted as a happy little dinking which could attract some pop business. As it is, it will offend most jazz buyers while the categorizing may frighten off the pop customers. True, some of the boys turn in neat solos and there's a good swinging beat thruout. But the vocals and the general feeling is that usually obtained from a first-rate cocktail combo.

Col. Ships Stations 5,000 Cue Disks

NEW YORK, Jan. 15.—Columbia Records this week has sent out 5,000 cueing disks to radio stations thruout the country to use with 45 r.p.m. records. The cueing disk is made of vinylite and has a flocked surface to eliminate slippage. The diskery experimented with a number of types of cueing disks before selecting the one with the flocked surface.

Radio stations or deejays needing additional cueing disks may purchase them from local Columbia Records distributors for \$1.50 each.

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**MISSISSIPPI
MUD**

**THEN
AND NOW**

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CORAL 61336 (78 RPM) and 9-61336 (45 RPM)

**TERESA
BREWER**



**I GOTTA GO
GET MY
BABY**

**WHAT MORE
IS THERE
TO SAY**

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

DON CORNELL



**NO MAN
IS AN
ISLAND**

ATHENA

CORAL 61333 (78 RPM) and 9-61333 (45 RPM)

**EILEEN And LAWRENCE
BARTON WELK**

Sings And Play
**I DON'T
WANT TO
MAMBO
POLKA**



And His
Champagne Music
**THE YEAR
WE FELL
IN LOVE**

CORAL 61337 (78 RPM) and 9-61337 (45 RPM)



**THE
LANCERS**

TWEEDLE DEE

**OPEN UP
YOUR
HEART**

(And Let The
Sunshine In)

CORAL 61332 (78 RPM) and 9-61332 (45 RPM)



**KAREN
CHANDLER**

**TONIGHT
MY LOVE**

**YOU'RE THE
HEART
THAT LOVES
ME**

CORAL 61328 (78 RPM) and 9-61328 (45 RPM)

ALAN DALE



**THE
SONG
I HEARD
LAST NIGHT**

**LEARN
TO
CROON**

CORAL 61325 (78 RPM) and 9-61325 (45 RPM)

**EILEEN
TODD**



**TO EV'RY GIRL-
TO EV'RY BOY**

**WANT
ME**

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

STEVE LAWRENCE



**KISS
ME NOW**

(We'll Get Acquainted
Later)

**HOW DO
I BREAK
AWAY
FROM YOU**

CORAL 61327 (78 RPM) and 9-61327 (45 RPM)

COMEDY CORNER

**BOB &
THIS
IS YOUR BED**



**RAY
THE
VOICE COACH**

CORAL 61338 (78 RPM) and 9-61338 (45 RPM)

**HARVEY STONE
LOIS
ARMY BLUES**



CORAL 61329 (78 RPM) and 9-61329 (45 RPM)

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CORAL

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I'VE GOT MY LOVE TO KEEP ME WARM 65500
NEW MEXICAN HAT DANCE 9-65500
LES BROWN And His Band Of Renown



IT ISN'T FAIR 65501
I'M YOURS 9-65501
DON CORNELL



SENTIMENTAL ME 65502
RAG MOP 9-65502
AMES BROTHERS

CORAL CORRAL

61330 **I MAY BE LONESOME**
9-61330 **SITTIN' IN THE BACKSEAT OF YOUR HEART**
TOMMY SOSEBEE

61331 **I'LL MEET YOU COMING DOWN THE LADDER**
9-61331 **THAT'S WHEN I'LL GROW TIRED OF YOU**
BILL CASON

61342 **I GOTTA GO GET MY BABY**
9-61342 **DADDY'S GLAD YOU CAME HOME**
MARVIN RAINWATER

By Request
THE MCGUIRE SISTERS

NEW ALBUMS

Time To Dance

LES BROWN And His Band Of Renown

ON EXTENDED PLAY! Melody Of Love • Hearts Of Stone • Open Up Your Heart • The Naughty Lady Of Shady Lane
EC 81098

ON LONG PLAY! Muskrat Ramble • Melody Of Love • The Naughty Lady Of Shady Lane • Goodnight, Sweetheart, Goodnight • Sincerely • No More • Open Up Your Heart • Seems Like Old Times
CRL 56123

VOLUME 1 • Red Sails In The Sunset • I'll Be Around • Just When We're Falling In Love • My Heart Belongs To Daddy
EC 81077

VOLUME 2 • Love Letters In The Sand • Back In Your Own Backyard • Where You Are • I'll Never Let You Cry
EC 81078

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

The Billboard Music Popularity Charts

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

Talent Corner

The addition of Kay Starr to RCA Victor's talent roster became official — in a special sense — this week when the label issued the first disk by Miss Starr. That the young lady is a great talent has been established in past years by her disk sales on Capitol and her value as an attraction in night clubs.

It's a sure bet that RCA Victor will put a major drive behind the first Kay Starr disk on its label



KAY STARR

and it's a pretty good bet that the deejays will be giving it plenty of spins.

There are some unusual aspects to the records which traders may find of interest. The song "If Anyone Finds This, I Love You" was recorded by Miss Starr for Capitol Records many months ago. It was destined to be a pre-Christmas release on that label. Meanwhile, tho, the label shift to Victor was announced. For some reason Capitol did not issue the record. Now it's been waxed for Victor, but Capitol is not protesting and will not issue its version of the tune, which incidentally, is published by Capitol's music firm, Ardmore Music.

In addition, the flip side of the record, "Turn Right," was written, in part, by Miss Starr's personal manager, Hal Stanley, and is published by their own firm, Starstan.

And if more of the unusual is needed, both sides were recorded in Capitol Records' studios in Hollywood.

So, somehow or other, Capitol Records remains a part of Kay Starr.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Mr. Sandman	2	10
2. Let Me Go, Lover	1	7
3. Naughty Lady of Shady Lane	3	8
4. Melody of Love	7	2
5. Count Your Blessings	4	15
6. This Ole House	5	20
6. Hearts of Stone	8	4
8. Teach Me Tonight	6	12
9. Make Yourself Comfortable	9	2
10. I Need You Now	10	19
11. If I Give My Heart to You	11	19
12. That's All I Want From You	13	2
13. Sincerely	—	1
14. Mambo Italiano	—	1
15. Song of the Barefoot Contessa	—	1

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending January 12

This Week	Last Week	Weeks on Chart
1. Let Me Go, Lover	1	7
2. Mr. Sandman	2	12
3. Naughty Lady of Shady Lane	3	9
4. Hearts of Stone	4	8
5. Melody of Love	6	3
6. Teach Me Tonight	5	15
7. Make Yourself Comfortable	10	8
8. Count Your Blessings	7	14
9. This Ole House	8	24
10. I Need You Now	9	20

Second Ten

11. THAT'S ALL I WANT FROM YOU	11	6
12. SINCERELY	18	2
13. NO MORE	13	3
14. DIM, DIM THE LIGHTS	15	2
15. IF I GIVE MY HEART TO YOU	13	20
16. SHAKE, RATTLE AND ROLL	16	19
17. PAPA LOVES MAMBO	12	16
18. MAMBO ITALIANO	17	10
19. OPEN UP YOUR HEART	—	1
20. EARTH ANGEL	20	2

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

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

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Popular Records, Singles	24	Country & Western	38
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Packaged Records, Classical	22	Other Categories	44

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

All of You (R)—Chappell—ASCAP
Blue Mirage (R)—Mills—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Fanny (R) (M)—Chappell—ASCAP
Finger of Suspicion (R)—Pickwick—ASCAP
Green Fire (R)—Robbins—ASCAP
Hearts of Stone (R)—Regent—BMI
Hey! Punchinello (R)—Paramount—ASCAP
I Need You Now (R)—Miller—ASCAP
I'm Not at All in Love (R) (M)—Frank—ASCAP
Ko Ko Mo (R)—Meridian—BMI
Let Me Go, Lover (R)—Hill & Range—BMI
Make Yourself Comfortable (R)—Rylan—ASCAP
Malaguena (R)—E. B. Marks—BMI
Melody of Love (R)—Shapiro-Bernstein-Presser—ASCAP
Mr. Sandman (R)—E. H. Morris—ASCAP
Mobile (R)—Ardmore—ASCAP
My Own True Love (Tara's Theme)—Remick—ASCAP
Naughty Lady of Shady Lane (R)—Paxton—ASCAP
No More (R)—Maple Leaf—BMI
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Song in Blue (R)—Iris-Trojan—BMI
Teach Me Tonight (R)—Hub-Leeds—ASCAP
That's All I Want From You—Weiss & Barry—BMI
These Are the Things We'll Share (R)—Famous—ASCAP
This Ole House (R)—Hamblen—BMI
Unsuspecting Heart (R)—Tee Pee—ASCAP
Vera Cruz—Feist—ASCAP
Wrong, Wrong, Wrong (R)—Porgie—BMI

Television

Count Your Blessings (Instead of Sheep) (R)—Berlin—ASCAP
Edward (R)—Presser—ASCAP
Hearts of Stone (R)—Regent—BMI
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
I Need You Now (R)—Miller—ASCAP
I'm Not at All in Love (R)—Frank—ASCAP
Ko Ko Mo (R)—Meridian—BMI
Let Me Go, Lover (R)—Hill & Range—BMI
Ling, Ting, Tong (R)—St. Louis—BMI
Make Yourself Comfortable (R)—Rylan—ASCAP
Melody of Love (R)—Shapiro-Bernstein-Presser—ASCAP
Mr. Sandman (R)—E. H. Morris—ASCAP
My Own True Love (R)—Remick—ASCAP
Naughty Lady of Shady Lane (R)—Paxton—ASCAP
Open Up the Doghouse (R)—Fred Fisher—ASCAP
Open Up Your Heart (R)—Hamblen—BMI
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Paris Loves Lovers (R)—Chappell—ASCAP
Pupalina (R)—Pincus—ASCAP
Sincerely (R)—Arc—BMI
Song of the Barefoot Contessa (R) (F)—Chappell—ASCAP
Straight Ahead (R)—Denslow—ASCAP
Teach Me Tonight (R)—Hub-Leeds—ASCAP
That's All I Want From You (R)—Weiss & Barry—BMI
Vera Cruz (R)—Feist—ASCAP
Sing Song (R)—Bourne—ASCAP
Wrong, Wrong, Wrong (R)—Porgie—BMI
You Too Can Be a Dreamer (R)—Mills—ASCAP
You'll Always Be My Lifetime Sweetheart (R)—Wizell & Day—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.

Mr. Sandman—E. H. Morris (E. H. Morris)
I Can't Tell a Waltz From a Tango—Michael Reine (Harman)
Hold My Hand—Bradbury Wood (Raphael)
The Finger of Suspicion—Pickwick (Pickwick)
This Ole House—Duchess (Hamblen)
Count Your Blessings (Instead of Sheep)—Berlin (Berlin)
Happy Days and Lonely Nights—Lawrence Wright (Advanced)
Vene, Vidi, Vici—Dash (Joy)
If I Give My Heart to You—Robbins (Miller)
There Must Be a Reason—Campbell, Connelly (April & Cromwell)
Happy Wanderer—Bosworth (Fox)
I Still Believe—MacMelodies (MacMelodies)
No One But You—Robbins (Feist)
Smile—Bourne (Bourne)
Santo Natale—Spier (Spier)
Mambo Italiano—Campbell, Connelly (Rylan)
Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)
My Son, My Son—Kassner (Kassner)
My Friend—Chappell (Paxton)
Little Things Mean a Lot—Robbins (Feist)

Introducing a sensational new vocalist

BOBBY MILANO

A KING OR A SLAVE

IF YOU CARED

CAPITOL RECORD NO. 3023



Another hit from

THE CHEERS

**WHADAYA WANT?
BERNIE'S TUNE**

RECORD NO. 3019



Two charming ballads by

CONNIE RUSSELL

**SNOW DREAMS
GREEN FIRE**

from the MGM picture "GREEN FIRE"

RECORD NO. 3020

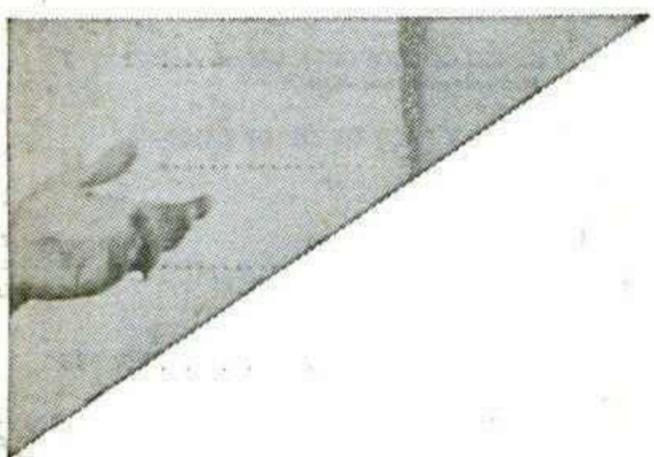


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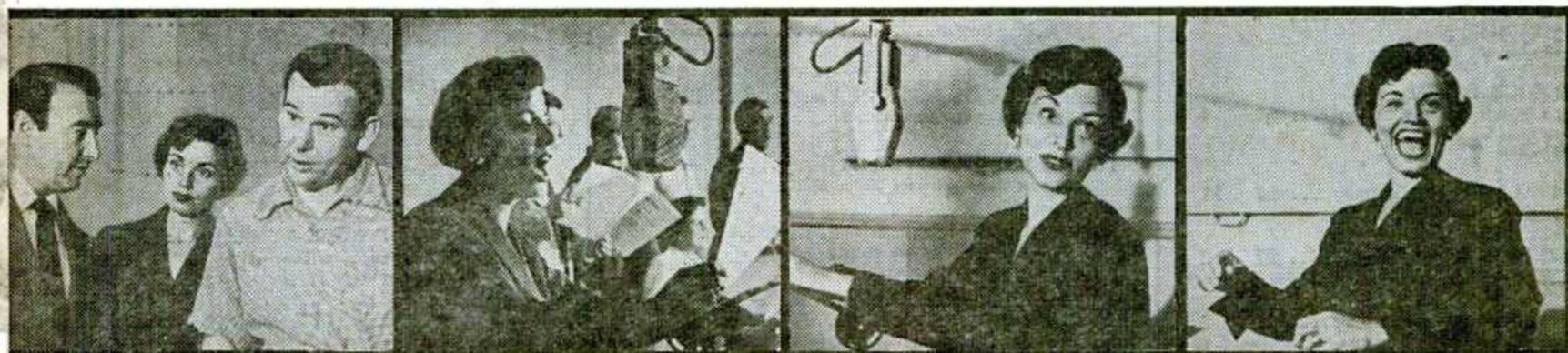
KAY S



TARRR



*the most powerful single influence
on popular singing of our time
now exclusively on **RCA VICTOR** Records*



candid of Kay at her first Victor recording session, with Hal Stanley and Harold Mooney

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending January 12

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. LET ME GO, LOVER—J. Weber.....	2	8
Marionette—Col 40366—BMI		
2. MR. SANDMAN—Chordettes.....	1	13
I Don't Wanna See You Cryin'—Cadence 1247—ASCAP		
3. NAUGHTY LADY OF SHADY LANE—Ames Brothers.....	3	9
Addio—V 5897—ASCAP		
4. HEARTS OF STONE—Fontane Sisters	4	7
Bless Your Heart—Dot 15265—BMI		
5. TEACH ME TONIGHT—DeCastro Sisters.....	5	16
It's Love—Abbott 3001—ASCAP		
6. SINCERELY—McGuire Sisters.....	19	3
No More—(36)—Coral 61323—BMI		
7. MELODY OF LOVE—B. Vaughn.....	14	7
Joy Ride—Dot 15247—ASCAP		
8. MAKE YOURSELF COMFORTABLE—S. Vaughan.....	10	9
Crazy 'Bout Lollipop—Mercury 70432—ASCAP		
9. LET ME GO, LOVER—T. Brewer....	8	6
Moon Is on Fire—Coral 61315—BMI		
10. THAT'S ALL I WANT FROM YOU—J. P. Morgan.....	15	9
Dawn—V 20-5896—BMI		
11. DIM, DIM THE LIGHTS—B. Haley..	12	10
Happy Baby—Dec 29317—BMI		
12. MR. SANDMAN—Four Aces.....	11	9
I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP		
13. NO MORE—DeJohn Sisters.....	17	4
Theresa—Epic 9085—BMI		
14. SHAKE, RATTLE AND ROLL—B. Haley.....	13	23
ABC Boogie—Dec 29204—BMI		
15. THIS OLE HOUSE—R. Clooney.....	6	25
Hey, There—(36)—Col 40266—BMI		
16. COUNT YOUR BLESSINGS—E. Fisher	7	13
Fanny—V 20-5871—ASCAP		
17. I NEED YOU NOW—E. Fisher.....	9	21
Heaven Was Never Like This—V 20-5830—ASCAP		
18. EARTH ANGEL—Penguins.....	20	5
Hey Senorita—Dootone 348—BMI		
19. PAPA LOVES MAMBO—P. Como....	16	17
Things I Didn't Do—V 20-5857—ASCAP		
20. HEARTS OF STONE—Charms.....	18	9
Who Knows—DeLuxe 6062—BMI		
21. MELODY OF LOVE—D. Carroll.....	22	3
Golondrina, La—Mercury 70516—ASCAP		
22. MELODY OF LOVE—Four Aces.....	—	1
There's a Tavern in the Town—Dec 29395—ASCAP		
23. OPEN UP YOUR HEART—Cowboy Church Sunday School....	21	4
The Lord Is Counting on You—Dec 29367—BMI		
24. MAMBO ITALIANO—R. Clooney....	22	11
We'll Be Together Again—Col 40361—ASCAP		
25. TWEEDLE DEE—L. Baker.....	27	2
Tomorrow Night—Atlantic 1047—BMI		
26. LING, TING, TONG—Charms.....	29	2
Bazoom (I Need Your Lovin')—DeLuxe 6076—BMI		
27. LET ME GO, LOVER—P. Page.....	24	6
Hocus Pocus—Mercury 70511—BMI		
27. TEACH ME TONIGHT—J. Stafford... —	6	6
Suddenly—Col 40351—ASCAP		
27. SONG OF THE BAREFOOT CONTESSA—H. Winterhalter.....	—	2
Land of Dreams—(33)—V 20-5888—ASCAP		
30. RUNAROUND—Chuckles.....	—	8
At Last You Understand—X 0066—BMI		

• This Week's Best Buys

KO KO MO (Meridian, BMI)
EARTH ANGEL (Dootsie Williams, BMI)—The Crew Cuts—Mercury 70529

KO KO MO (Meridian, BMI)—Perry Como—RCA Victor 20-5994

Out of the numerous competing versions of this tune, these two have taken decisive leads. The Crew Cuts enjoyed a head start in several areas, but Como's TV shot earlier in the week narrowed down the group's margin. Both disks are getting excellent initial reaction. The Mercury record, with another top rhythm & blues tune on the coupling, is proving to have potent appeal for operators. Flip of the Como disk is "You'll Always Be My Lifetime Sweetheart" (Wizell & Day, ASCAP). Both records were previous Billboard "Spotlight" picks.

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

I GOTTA GO GET MY BABY (Four Star, BMI)
—Teresa Brewer—Coral 61339

The available in most territories little more than a week, the singer's latest release has garnered a collection of fine sales reports. Rated as a good or strong seller in Boston, Providence, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Milwaukee, Nashville and Atlanta. Flip is "What More Is There to Say" (Mellin, ASCAP). A previous Billboard "Spotlight" pick.

DARLIN' (Tee Pee, ASCAP)—The Hilltoppers—Dot 15318

Middle Western markets like St. Louis, Milwaukee, Cincinnati and Cleveland have been doing good business with this disk the past few weeks. Its popularity has spread now to Buffalo, Philadelphia, Boston, Durham and Nashville as well, with prospects good that it will soon include most of the remaining parts of the country. Flip is "Frivolette" (Randy-Smith, ASCAP). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending January 12

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. LET ME GO, LOVER—J. Weber....	1	7
Marionette—Col 40366—BMI		
2. MR. SANDMAN—Chordettes.....	2	11
I Don't Wanna See You Cryin'—Cadence 1247—ASCAP		
3. NAUGHTY LADY OF SHADY LANE—Ames Brothers.....	3	7
Addio—V 20-5897—ASCAP		
4. HEARTS OF STONE—Fontane Sisters	5	6
Bless Your Heart—Dot 15265—BMI		
5. TEACH ME TONIGHT—DeCastro Sisters.....	3	15
It's Love—Abbott 3001—ASCAP		
6. MR. SANDMAN—Four Aces.....	7	8
I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP		
7. I NEED YOU NOW—E. Fisher.....	6	21
Heaven Was Never Like This—V 20-5830—ASCAP		
8. LET ME GO, LOVER—T. Brewer....	8	5
Moon Is on Fire—Coral 61315—BMI		
9. COUNT YOUR BLESSINGS—E. Fisher	12	10
Fanny—V 20-5871—ASCAP		
10. MAKE YOURSELF COMFORTABLE—S. Vaughan.....	10	4
Idle Gossip—Mercury 70469—ASCAP		
11. THIS OLE HOUSE—R. Clooney.....	9	24
Hey, There—(39)—Col 40266—BMI		
11. THAT'S ALL I WANT FROM YOU—J. P. Morgan.....	13	5
Dawn—V 20-5896—BMI		
13. MELODY OF LOVE—B. Vaughn.....	16	3
Joy Ride—Dot 15247—ASCAP		
14. LET ME GO, LOVER—P. Page.....	—	2
Hocus Pocus—Mercury 70511—BMI		
15. PAPA LOVES MAMBO—P. Como....	10	15
Things I Didn't Do—V 20-5857—ASCAP		
16. IF I GIVE MY HEART TO YOU—Doris Day.....	13	17
Anyone Can Fall in Love—Col 40300—ASCAP		
17. MELODY OF LOVE—Four Aces.....	20	2
There's a Tavern in the Town—Dec 29395—ASCAP		
17. SINCERELY—McGuire Sisters.....	—	1
No More—(27)—Coral 61323—BMI		
19. TEACH ME TONIGHT—J. Stafford..	17	5
Suddenly—Col 40351—ASCAP		
19. SHAKE, RATTLE AND ROLL—B. Haley.....	17	18
ABC Boogie—Dec 29204—BMI		

• Most Played by Jockeys

For survey week ending January 12

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. MR. SANDMAN—Chordettes.....	2	13
I Don't Wanna See You Cryin'—Cadence 1247—ASCAP		
2. LET ME GO, LOVER—J. Weber.....	1	7
Marionette—Col 40366—BMI		
3. NAUGHTY LADY OF SHADY LANE—Ames Brothers.....	3	10
Addio—V 20-5897—ASCAP		
4. HEARTS OF STONE—Fontane Sisters.....	4	7
Bless Your Heart—Dot 15265—BMI		
5. TEACH ME TONIGHT—DeCastro Sisters.....	6	15
It's Love—Abbott 3001—ASCAP		
6. MAKE YOURSELF COMFORTABLE—S. Vaughan.....	7	9
Idle Gossip—Mercury 70469—ASCAP		
7. MR. SANDMAN—Four Aces.....	5	9
I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP		
8. NO MORE—DeJohn Sisters.....	9	5
Theresa—Epic 9085—BMI		
9. THAT'S ALL I WANT FROM YOU—J. P. Morgan.....	10	7
Dawn—V 20-5896—BMI		
10. SINCERELY—McGuire Sisters.....	15	2
No More—Coral 61323—BMI		
11. LET ME GO, LOVER—T. Brewer....	8	6
Moon Is on Fire—Coral 61315—BMI		
12. MELODY OF LOVE—B. Vaughn.....	13	2
Joy Ride—Dot 15247—ASCAP		
13. I NEED YOU NOW—E. Fisher.....	11	20
Heaven Was Never Like This—V 20-5830—ASCAP		
14. MELODY OF LOVE—D. Carroll.....	—	1
Golondrina, La—Mercury 70516—ASCAP		
15. MELODY OF LOVE—Four Aces.....	—	1
There's a Tavern in the Town—Dec 29395—ASCAP		
16. LET ME GO, LOVER—P. Page.....	14	6
Hocus Pocus—Mercury 70511—BMI		
17. COUNT YOUR BLESSINGS—E. Fisher	12	13
Fanny—V 20-5871—ASCAP		
18. DIM, DIM THE LIGHTS—B. Haley...16	2	2
Happy Baby—Dec 29317—BMI		
19. MELODY OF LOVE—F. Sinatra & R. Anthony.....	—	1
I'm Gonna Live Till I Die—Cap 3018—ASCAP		
20. HEARTS OF STONE—Charms.....	—	1
Who Knows—DeLuxe 6062—BMI		

THERE WILL ALWAYS BE A
"PAGE" IN YOUR BOOK OF HITS!



PATTI PAGE

SWINGING A NEW HIT!

'EVERLOVIN'

coupled with

"You Too Can Be A Dreamer"

MERCURY 70528 • 70528X45



...1955'S FIRST
BREAKTHROUGH
BALLAD--



predicts
VARIETY

**Betty
MADIGAN**

Sings Her Great Version of

"**I HAD THE
FUNNIEST
FEELING**"

MGM 11903 (78) • K-11903 (45)

VARIETY

"BEST BET"
"... 1955's first
breakthrough bal-
lad—Miss Madigan
gives it an appeal-
ing flavor..."

**THE
CASH BOX**

"SLEEPER OF THE WEEK"
"... should have lit-
tle trouble topping
'Joey'... wonder-
ful, sentimental song
dubbed 'I Had the
Funniest Feeling'...
Betty's best job to
date."

"... singer's handling
of this tune makes it
a very appealing
piece of material..."

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 28, N.Y.

**The
Billboard**

*Selected Most Promising Female Singer for 1955 in
Cash Box and Billboard

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Territorial Best Sellers

For survey week ending January 12
Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Let Me Go, Lover, J. Weber, Col.
2. Count Your Blessings, E. Fisher, V.
3. Mr. Sandman, Chordettes, Cdc.
4. Make Yourself Comfortable S. Vaughan, Mer.
5. That's All I Want From You J. P. Morgan, V.
6. Let Me Go, Lover, T. Brewer, Cor.
7. Melody of Love, B. Vaughn, Dot
8. No More, DeJohn Sisters, Epi.
9. Sincerely, McGuire Sisters, Cor.
10. Dim, Dim the Lights, B. Haley, Dec.

Balti.-Wash.

1. Let Me Go, Lover, J. Weber, Col.
2. Hearts of Stone, Fontane Sisters, Dot
3. Mr. Sandman, Chordettes, Cdc.
4. Naughty Lady of Shady Lane Ames Brothers, V.
5. Dim, Dim the Lights, B. Haley, Dec.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. Count Your Blessings, E. Fisher, V.
8. Teach Me Tonight DeCastro Sisters, Abb.
9. Land of Dreams, H. Winterhalter, V.
10. Make Yourself Comfortable S. Vaughan, Mer.

Boston

1. Sincerely, McGuire Sisters, Cor.
2. Melody of Love, B. Vaughn, Dot
3. Let Me Go, Lover, J. Weber, Col.
4. Teach Me Tonight DeCastro Sisters, Abb.
5. Melody of Love, D. Carroll, Mer.
6. Hearts of Stone, Fontane Sisters, Dot
7. Mr. Sandman, Chordettes, Cdc.
8. No More, DeJohn Sisters, Epi.
9. Make Yourself Comfortable S. Vaughan, Mer.
10. Dim, Dim the Lights, B. Haley, Dec.

Buffalo

1. Hearts of Stone, Fontane Sisters, Dot
2. Let Me Go, Lover, J. Weber, Col.
3. Sincerely, McGuire Sisters, Cor.
4. Mr. Sandman, Chordettes, Cdc.
5. Naughty Lady of Shady Lane Ames Brothers, V.
6. Teach Me Tonight DeCastro Sisters, Abb.
7. That's All I Want From You J. P. Morgan, V.
8. Papa Loves Mambo, P. Como, V.
9. Open Up Your Heart Cowboy Church Sunday School, Dec.

Chicago

1. Mr. Sandman, Chordettes, Cdc.
2. Hearts of Stone, Fontane Sisters, Dot
3. Melody of Love, B. Vaughn, Dot
4. Let Me Go, Lover, J. Weber, Col.
5. Melody of Love, D. Carroll, Mer.
6. That's All I Want From You J. P. Morgan, V.
7. Naughty Lady of Shady Lane Ames Brothers, V.
8. No More, DeJohn Sisters, Epi.
9. Dim, Dim the Lights, B. Haley, Dec.
10. Make Yourself Comfortable S. Vaughan, Mer.

Cincinnati

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Hearts of Stone, Fontane Sisters, Dot
5. Teach Me Tonight DeCastro Sisters, Abb.
6. Melody of Love, B. Vaughn, Dot
7. This Ole House, R. Clooney, Col.
8. I Need You Now, E. Fisher, V.
9. Let Me Go, Lover, T. Brewer, Cor.
10. Open Up Your Heart Cowboy Church Sunday School, Dec.

Cleveland

1. Melody of Love, B. Vaughn, Dot
2. Sincerely, McGuire Sisters, Cor.
3. Mr. Sandman, Chordettes, Cdc.
4. Earth Angel, Penguins, Dtn.
5. Tweedle Dee, L. Baker, Atl.
6. No More, DeJohn Sisters, Epi.
7. Let Me Go, Lover, J. Weber, Col.
8. Elephant Tango, Commanders, Dec.
9. Open Up Your Heart Cowboy Church Sunday School, Dec.
10. Cherry Pink and Apple Blossom White P. Prado, V.

Dallas-Fort Worth

1. Let Me Go, Lover, J. Weber, Col.
2. Sincerely, McGuire Sisters, Cor.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Hearts of Stone, Fontane Sisters, Dot
5. Elephant Tango, Commanders, Dec.
6. I Need You Now, E. Fisher, V.
7. Make Yourself Comfortable S. Vaughan, Mer.

Denver

1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane Ames Brothers, V.
3. Mr. Sandman, Four Aces, Dec.
4. Melody of Love, D. Carroll, Mer.
5. Let Me Go, Lover, T. Brewer, Cor.
6. Let Me Go, Lover, J. Weber, Col.
7. Teach Me Tonight J. Stafford, Col.
8. Sincerely, McGuire Sisters, Cor.
9. I Need You Now, E. Fisher, V.
10. Make Yourself Comfortable P. King, Col.

Detroit

1. Sincerely, McGuire Sisters, Cor.
2. Melody of Love, D. Carroll, Mer.
3. Ling Ting Tong, Charms, Del.
4. Hearts of Stone, Fontane Sisters, Dot
5. Mr. Sandman, Chordettes, Cdc.
6. Dim, Dim the Lights, B. Haley, Dec.
7. I Love You Madly, Four Coins, Epi.
8. Tweedle Dee, L. Baker, Atl.
9. Naughty Lady of Shady Lane Ames Brothers, V.
10. Let Me Go, Lover, J. Weber, Col.

Kansas City

1. Hearts of Stone, Fontane Sisters, Dot
2. No More, DeJohn Sisters, Epi.
3. Mr. Sandman, Chordettes, Cdc.
4. Melody of Love, Ink Spots, Kng.
5. Let Me Go, Lover, J. Weber, Col.

Los Angeles

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, J. Weber, Col.
3. Let Me Go, Lover, T. Brewer, Cor.
4. Naughty Lady of Shady Lane Ames Brothers, V.
5. I Need You Now, E. Fisher, V.
6. Teach Me Tonight DeCastro Sisters, Abb.
7. Papa Loves Mambo, P. Como, V.
8. This Ole House, R. Clooney, Col.
9. Song of the Barefoot Contessa H. Winterhalter, V.
10. Shake, Rattle and Roll, B. Haley, Dec.

Milwaukee

1. Hearts of Stone, Fontane Sisters, Dot
2. Mr. Sandman, Chordettes, Cdc.
3. Melody of Love, D. Carroll, Mer.
4. Sincerely, McGuire Sisters, Cor.
5. Naughty Lady of Shady Lane Ames Brothers, V.
6. Let Me Go, Lover, J. Weber, Col.
7. Open Up Your Heart Cowboy Church Sunday School, Dec.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. Make Yourself Comfortable S. Vaughan, Mer.

Mpls.-St. Paul

1. Naughty Lady of Shady Lane Ames Brothers, V.
2. Let Me Go, Lover, J. Weber, Col.
3. Mr. Sandman, Four Aces, Dec.
4. No More, DeJohn Sisters, Epi.
5. Mr. Sandman, Chordettes, Cdc.
6. Hearts of Stone, Fontane Sisters, Dot
7. Shake, Rattle and Roll, B. Haley, Dec.
8. I Love You Madly, Four Coins, Epi.
9. Melody of Love, B. Vaughn, Dot
10. Dim, Dim the Lights, B. Haley, Dec.

New Orleans

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Four Aces, Dec.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Hearts of Stone, Charms, Del.
5. Mambo Italiano, R. Clooney, Col.
6. Mr. Sandman, Chordettes, Cdc.
7. Land of Dreams, H. Winterhalter, V.
8. Melody of Love, Four Aces, Dec.
9. This Ole House, R. Clooney, Col.
10. Sincerely, McGuire Sisters, Cor.

New York

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Teach Me Tonight DeCastro Sisters, Abb.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. Papa Loves Mambo, P. Como, V.
7. Dim, Dim the Lights, B. Haley, Dec.
8. Mambo Italiano, R. Clooney, Col.
9. Make Yourself Comfortable S. Vaughan, Mer.
10. That's All I Want From You J. P. Morgan, V.

Philadelphia

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Hearts of Stone, Fontane Sisters, Dot
5. Make Yourself Comfortable S. Vaughan, Mer.
6. Dim, Dim the Lights, B. Haley, Dec.
7. Count Your Blessings, E. Fisher, V.
8. Melody of Love, Four Aces, Dec.
9. Melody of Love, B. Vaughn, Dot
10. Teach Me Tonight DeCastro Sisters, Abb.

Pittsburgh

1. Mr. Sandman, Chordettes, Cdc.
2. Earth Angel, Penguins, Dtn.
3. Sincerely, McGuire Sisters, Cor.
4. Naughty Lady of Shady Lane Ames Brothers, V.
5. Melody of Love, B. Vaughn, Dot
6. Let Me Go, Lover, J. Weber, Col.
7. Make Yourself Comfortable S. Vaughan, Mer.
8. Count Your Blessings, E. Fisher, V.
9. Hearts of Stone, Fontane Sisters, Dot
10. No More, DeJohn Sisters, Epi.

St. Louis

1. Hearts of Stone, Fontane Sisters, Dot
2. Melody of Love, B. Vaughn, Dot
3. Mr. Sandman, Chordettes, Cdc.
4. Sincerely, McGuire Sisters, Cor.
5. Naughty Lady of Shady Lane Ames Brothers, V.
6. Make Yourself Comfortable S. Vaughan, Mer.
7. Let Me Go, Lover, J. Weber, Col.
8. Song of the Barefoot Contessa H. Winterhalter, V.

San Francisco

1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane Ames Brothers, V.
3. Let Me Go, Lover, J. Weber, Col.
4. Shake, Rattle and Roll, B. Haley, Dec.
5. Hearts of Stone, Charms, Del.
6. Make Yourself Comfortable S. Vaughan, Mer.
7. I Need You Now, E. Fisher, V.
8. Hearts of Stone, Fontane Sisters, Dot

Seattle

1. Hearts of Stone, Fontane Sisters, Dot
2. Earth Angel, Penguins, Dtn.
3. Let Me Go, Lover, J. Weber, Col.
4. Naughty Lady of Shady Lane Ames Brothers, V.
5. Mr. Sandman, Chordettes, Cdc.
6. Make Yourself Comfortable S. Vaughan, Mer.
7. Sincerely, McGuire Sisters, Cor.
8. Dim, Dim the Lights, B. Haley, Dec.
9. Runaround, Chuckles, Col.
10. That's All I Want From You J. P. Morgan, V.

Remember "Pretend", "Caravan",
"Crazy Man Crazy", and "Skokiaan"?

NOW IT'S NO.5
FOR THE GREAT MARGERIE BAND
'BLUE
MIRAGE'



RALPH
MARGERIE

And His Orchestra With Strings

coupled with

"Remember Me"

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Betty Madigan's



charming
rendition
of a great
new hit
song

BE A LITTLE DARLIN'

M-G-M Record 11903

M-G-M RECORDS

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The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on... RECORDS

HOW IMPORTANT CAN IT BE? (Laurel, ASCAP)—Joni James—M-G-M 11919

HOW IMPORTANT CAN IT BE?—Lou Monte—RCA Victor 20-5993

HOW IMPORTANT CAN IT BE?—Sarah Vaughan—Mercury (No number available.)

A powerful new tune, penned by Bennie Benjamin and George Weiss, looks like a strong contender with these new waxings. Joni James sells it in her own individual style that could put her back on top of the heap. Lou Monte sings it warmly, helped by a vocal group. And Sarah Vaughan handles it in her newly found pop style, over an ear-catching backing. There is another good waxing by Connee Boswell on Decca. All versions could get some loot.

HAPPY OTTO

Smiles (Remich, ASCAP)
Glad Rag Doll (Advanced, ASCAP)—Decca 20403—The German pianist comes thru with a crazy, but happy, piano sound on this disk that should lure the coins into the juke boxes. It's wild, weird and enjoyable.

Reviews of New Pop Records

PERRY COMO

Ko Ko Mo85
VICTOR 5994—A Billboard "Spotlight" 1-15-'55. (Meridian Music)
You'll Always Be My Lifetime Sweetheart...85
A Billboard "Spotlight" 1-15-'55. (Wizell & Day)

CREW CUTS

Ko Ko Mo88
MERCURY 70529 — A Billboard "Spotlight" 1-15-'55.
Earth Angel...84
A Billboard "Spotlight" 1-15-'55.

PATTI PAGE

Everlovin' (A One Way Love)87
MERCURY 70528 — A Billboard "Spotlight" 1-15-'55. (Tannen, ASCAP)
You Too Can Be a Dreamer...78
A very pretty new ballad receives a lovely reading from the thrush over a warm ork backing. Flip side, however, will rake in most of the loot. (Mills, ASCAP)

MAHALIA JACKSON

Rusty Old Halo80
COLUMBIA 40411—The great spiritual singer bows on the label with an outstanding reading of a bright semi-spiritual item penned by Bob Merrill. The tune is in a commercial vein and the backing is simple and unpretentious. It should appeal in both the spiritual and pop field and it could break thru. Watch it. (Rylan, ASCAP)
The Treasures of Love...72
A meaningful tune receives a truly moving and sincere performance from the spiritual singer. It is a very beautiful reading, will certainly interest her fans. Flip side has more pop power. (Montclare, BMI)

THE LA FALCE BROTHERS

The Devil's Hideaway79
VICTOR 5981—Here's the kind of material with which Alan Jones and/or Nelson Eddy used to click readily. Could be, too, that the virile sounding brother singing act could bring back the masculine style. The tune's got some retentive gimmicks. Good orking. (Paxton, ASCAP)
Maria, Maria, Maria...75
The nine brothers turn in another smooth reading. This time on a neat, new waltz ballad. Fine backing, too, from the Hugo Winterhalter house ork. (Leeds, ASCAP)

THE FOUR KNIGHTS

Honey Bunch78
CAPITOL 3024—The Four Knights have a good piece of material in this happy ditty and they make the most of it. There's a good beat, too, to capture the attention of casual listeners. Should earn some loot. (Monument, BMI)
Write Me, Baby...77
Spirited rhythm opus is sung with infectious gaiety by the group. Mid-section narration by lead will pull smiles. Good wax for the coin boxes. (Criterion, ASCAP)

BETTY CLOONEY-BILL DARNELL

So All Alone78
"X" 0087—Betty Clooney and Bill Darnell team up on a bright new ditty now breaking thru in the r.&b. field and they turn in a fine reading of the tune backed solidly by the ork. This one has a chance for loot. Watch it. (Regent, BMI)
Ko Ko Mo...75
The duo comes thru here with an okay reading of the current r.&b. smash that is getting a great deal of record attention these days. They sing it with spirit and brightness but the competition is potent.

THE HUTTON SISTERS

Ko Ko Mo77
CAPITOL 3031 — Betty and Marion Hutton award the much-recorded opus a rousing performance. Competition is high-powered, but this entry figures to generate some excitement on its own and should be able to

skim some of the loot.

Heart Throb...74
In this, another effort in the pop-r.&b. idiom, the gals also sing out strongly.

DICK HYMAN TRIO

Stardust77
M-G-M 11916—Pianist Dick Hyman's elegantly simple stylings of great standards have been enjoying good sales. This slow, straight-forward reading of "Stardust" should do as well commercially as the others.
Panama...75
Hyman, his bassist and drummer kick up their heels on this lovely oldie. The latter, in particular, on bongos, gives a spicy Latin beat to this lively danceable side.

DON CORNELL

Athena75
CORAL 61333—Cornell delivers his usual big-voiced reading of a most attractive new movie tune. It's a lovely ballad and should get spins. (Feist, ASCAP)
No Man Is An Island
(Previously reviewed and rated. This is a re-coupling.) (Presser, ASCAP)

THE FOUR JOES

Oh! How I Miss You Tonight...75
M-G-M 11911—The boys wrap up an oldie with some solid harmonizing, which should pay off in spins.
Slow Down Baby...75
An easy-going, pleasing vocal on a catchy novelty.

GALE AND ROSEMARY CLOONEY

Open Up Your Heart75
COLUMBIA 40422—Okay, tho somewhat late, is the coverage of the semi-sacred tune written by Stuart Hamblen and currently clicking with the Cowboy Church Sunday School. Might get some of the actioh. Baby sister Gale does nicely, too. (Hamblen, BMI)
The Lord Is Counting on You...74
Same comment on more coverage of the Cowboy Church Sunday School disk hit. (Hamblen, BMI)

EDDY HOWARD

Finger of Suspicion75
MERCURY 70533—Good cover version here on the shuffle-beat item which is already doing nicely with the Jane Froman and Dickie Valentine versions—particularly the latter. This should get some of the action. (Leeds, ASCAP)
Old Memories...73
Howard delivers a smooth and warm reading of a first-rate ditty. It's the kind of song and performance which should do nicely in the Howard territories. (Lake Shore, ASCAP)

EILEEN BARTON-LAWRENCE WELK ORK

The Year We Fell in Love75
CORAL 61337—This is the kind of ditty and performance which jocks could use often for change of pace. It recalls some of the key news events of the past year. Cute lyrics and a slick performance. (Redd Evans, ASCAP)
I Don't Want to Mambo Polka...70
Clever piece of material should get plenty of deejay attention. It's a happy little ditty and Miss Barton injects plenty of spirit into the reading. (Reis, ASCAP)

BOBBY MILANO

A King Or a Slave74
CAPITOL 3023—The warbler bows on the label with a big-voiced reading of a strong new story ballad. The boy has a pleasing voice tho a bit rough in spots. (Miller, ASCAP)
If You Cared...73
Same comment. (Weiss, ASCAP)

GEORGE LIBERACE ORK

The Stars and Stripes Forever74
COLUMBIA 40413—Here's a spirited concert-styled arrangement of the famous Sousa march. May interest
(Continued on page 36)

Make Yourself Comfortable

SARAH

VAUGHAN

HAS ANOTHER HIT!

'HOW

IMPORTANT

CAN IT BE'

coupled with

"Waltzing Down The Aisle"

MERCURY 70534 • 70534X45



M-G-M's BIG 5 for '55



Watch this space every week for M-G-M Records campaign on 5 top records of the week.

BILLY ECKSTINE

1 THE LIFE OF THE PARTY | WHAT MORE IS THERE TO SAY

MGM 11915 78 rpm • K 11915 45 rpm

DEEP IN MY HEART

All star deluxe sound track album



Jose Ferrer
Gene & Fred Kelly
Ann Miller
Helen Traubel
Jane Powell

Howard Keel
William Olvis
Rosemary Clooney
Vic Damone
Tony Martin

E3153 LP • X276 EP • MCM 276 (78)

BOB STEWART

3 A MILLION STARS | YOURS FOR THE ASKING

MGM 11902 78 rpm • K 11902 45 rpm

LEROY HOLMES

4 TARA'S THEME
from the MGM Film, "Gone With the Wind" and JAMIE

MGM 11854 78 rpm • K 11854 45 rpm

BILLY FIELDS

5 SINCERELY
and YOUNG AND FOOLISH

MGM 11917 78 rpm • K 11917 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

THE NATURALS THE FINGER OF SUSPICION

and REMEMBER
MGM 11918 78 rpm
K 11918 45 rpm

PAT O'DAY

EARTH ANGEL
and
STEP CAREFUL, HEART
MGM 11904 78 rpm
K 11904 45 rpm

ROBERT MAXWELL

PRELUDE TO A STAR | **BEWITCHED**
MGM 11899 78 rpm
K 11899 45 rpm

THE NOCTURNES

THESE ARE THE THINGS WE'LL SHARE | **HEY, PUNCHINELLO**
MGM 11906 78 rpm
K 11906 45 rpm

FRED ROSE

OLD MAN OF THE SEA | **A NEW FLAME**
MCM 11909 78 rpm
K 11909 45 rpm

DICK HYMAN TRIO

I'VE GOT MY LOVE TO KEEP ME WARM | **JEALOUS**
MGM 11889 78 rpm
K 11889 45 rpm

DAVE DENNY

THE FATE OF A FALLEN ROSE | **I JUST CAN'T LET YOU GO**
MGM 11905 78 rpm
K 11905 45 rpm

ART MOONEY

HONEY-BABE | **NO REGRETS**
MGM 11900 78 rpm
K 11900 45 rpm

JERRY FISH HORN JEROME

GOOFUS | **SLEEPY TIME GAL**
MGM 11890 78 rpm
K 11890 45 rpm

BILLY JACK WILLS

TEARDROPS ON A DIARY | **FOR THE CHILDREN'S SAKE**
MGM 11907 78 rpm
K 11907 45 rpm

Reviews of New Pop Records

Continued from page 34

Sousa fans, or fans of Liberace's brother. (PD)
Madalena...73
Lush version of the Latin-American hit by the George Liberace ork. The tempo and arrangement are in the Latin style, and it's a samba. (Rex, BMI)

BILLY ECKSTINE
What More Is There to Say?...73
M-G-M 11915—The tender ballad asking forgiveness is chanted warmly. A good one for Eckstine fans. There's competition on this, tho.
The Life of the Party...74
Billy injects great sincerity in this smooth reading of the sentimental ballad. Should appeal to many listeners.

DICK TODD-GRADY MARTIN
Columbus Stockade Blues...73
DECCA 29361—This is first-rate operator material as Todd and the hokey Martin combo team up on a beat reading of the country oldie. The tavern trade will go for it in both pop and country markets. (Peer, BMI)
Sweethearts or Strangers...71
More good chanting and orking on another country favorite. Again it should do nicely in both markets. (Peer, BMI)

MELACHRINO ORK
The Song of the Sea...73
VICTOR 5980—An instrumental with impressive brass fanfares and lush strings. Like most other Melachrino records, this is bound to get considerable deejay play, and sell well to those who like good "Background" music. (Chappell, ASCAP)
Sur Le Pavé...70
This side is based on a nostalgic French tune, evocative of Paris at night. Here only the strings are used in the arrangement, and they are suavely backed by the Peter Knight Singers. (Fox, ASCAP)

DOROTHY COLLINS
Tweedle Dee...72
AUDIVOX 114—Even tho she is a little late with this cover, Miss Collins ought to pick up some of the late action, for it is one of her most successful readings on wax. The arrangement is excellent tho not distinctively different from earlier versions of the tune. (Progressive, BMI)
Get Happy...70
Miss Collins turns on her extrovert charm full force here. It's a happy, swiny treatment of the standard and it makes a fine compliment to the flip. (Remick, ASCAP)

DANNY KAYE
Manhattan Mambo...72
DECCA 29396—Kaye does some solid vocalizing on a catchy ditty with smart lyrics. Should get spins. (Summit, ASCAP)
In My Neck of the Woods...70
A corn-spun novelty with Kaye doing his best to make it sound urban. (Robbins, ASCAP)

KEN GRIFFIN
Somebody Else Is Taking My Place...72
COLUMBIA 40416—Griffin has built a small but steady and dependable following for his organ solos. He will ingratiate himself once more with this group for his light, bouncy interpretation of this standard. (Shapiro-Bernstein, ASCAP)
September in the Rain...70
The organist's quietly moody reading of this oldie is equally appealing and makes for very pleasant listening. (Remick, ASCAP)

JERRI ADAMS
Snow Dreams...72
COLUMBIA 40415—A dreamy new song is handed a lovely reading by Jerri Adams, which should have a strong, tho limited appeal. (Raphael, ASCAP)
Guess I Had Too Much to Dream Last Night...70
The sultry-voiced thrush projects the romantic memory with telling effect. (Wizell & Day, ASCAP)

GINNY GIBSON
Once There Was a Little Girl...71
M-G-M 11913—The thrush is in fine voice on this lyrical item, which should pull its share of plays.
Like Ma-a-d...71
A personable vocal by the canary on an okay calypso ditty.

MAHALIA JACKSON
Walk Over God's Heaven...70
COLUMBIA 40412—Traditional spiritual is handled with gusto here by Mahalia Jackson but the disk suffers from a pop-styled, affected backing. It is doubtful if this platter will be appreciated by her followers in spite of her fine performance. (Hill & Range, BMI)
Jesus Met the Woman at the Well...70
Same comment. (Hill & Range, BMI)

SHAY TORRENT
Hindustan...70
MERCURY 70530—A cheerful rendition of the standard on organ. Recording has a good, bright sound and it should please many listeners. (Fred Fisher, ASCAP)
San...70
Same comment.

F. SCOTT ELLIS ORK
The Boy Friend...70
EPIC 9088—An amusing instrumental version of the title tune from the Broadway click, which satirizes the twenties. The tune is new but the

mood it evokes is sure-fire nostalgia for the flapper set. (Chappell, ASCAP)
I Could Be Happy With You...69
Same comment. (Chappell, ASCAP)

DEAN PARKER
Green Fire...70
M-G-M 11912—A sincere warbling job on the lush title tune from the new Grace Kelly-Stewart Granger M-G-M movie.
I See Ahead...69
A pleasing vocal on a rather solemn ballad.

THE NATURALS
The Finger of Suspicion...70
M-G-M 11918—Cover waxing of the ballad is sung warmly by the group in a novelty arrangement. Should win some spins.
Remember...69
Ditty from Irving Berlin's "There's No Business Like Show Business" is given a sprightly reading. Okay two-beat dance wax.

GEORGE CORDOBA
Jumpin' Bean Boogie...70
DECCA 29369—A bouncy rhythm instrumental with fine guitar solo work by Cordoba. (Copar, BMI)
Cobra...68
An excellent guitar solo in an exotic Latin-American mood. (Copar, BMI)

ROBERTA LINN
It's Just a Wedding Ring...69
EKKO 112—Canary contributes a personable vocal on a pretty ballad. (Jari, BMI)
Hard Hearted Heart...67
A listenable vocal on a rhythm ditty, with some tricky group backing, including some Ink Spot-type bass warbling. (Jari, BMI)

ROY STEVENS ORK
Beauty and the Beat...66
ORIGINAL 530—Original instrumental features the leader on trumpet. An okay sample of big band swing on wax. (Kems, BMI)
Park Avenue Patter...65
More good tootling by Stevens and his band, this on the quieter side. (Gate, ASCAP)

JOHNNY DEE TRIO
With My High Hat...63
RMP 1005—A diverting instrumental with a swiny riff that is tossed back and forth between accordion and guitar. The combo gets an unusual and pleasant sound and works up a fast, solid beat.
I'll Always Remember You, Darling...59
Far more routine is this vocal side. The singer reads this melancholy ballad with feeling, but has little control over his material.

JIMMY REID
Wildcat Stomp...62
ACADEMY 54113—This instrumental will recall the swiny beat and pungent, brassy harmonies of the more advanced big bands of the early forties. A high level of musicianship prevails here.
When You Comin' Baby...57
On the vocal side here, a monotonous effect results from an endlessly repeated blues riff.

HOMER, JETHROE LOSE 20G THRU PROBE BY NLRB

CHICAGO, Jan. 15.—Over \$20,000 in billings have been lost over the past year by Homer and Jethroe since they became the principal characters in the test case now before the National Labor Relations Board. The ruling being sought will determine whether the team must join only one or both the American Federation of Musicians and the American Federation of Television and Radio Artists. The hassle began a year ago when the team was pulled off of all their TV shows because AFTRA claimed they needed an AFTRA card. The AFM immediately claimed the team need only belong to the musicians' union. The controversy went before the NLRB panel in June last year. However, no ruling has been handed down as yet.

In the meantime, Pee Wee King as well as other acts in the area are still performing on TV in much the same manner as Homer and Jethroe were when they were pulled off video. George Ferguson, who books the team thru the WLS Artists Bureau, claims that the figure reportedly lost does not include lost record exposure and possible bookings which might have been received from TV exposure.

VOX JOX

• Continued from page 14

hosted a sponsor-studio party during a broadcast which ran from 6 to 9 a.m. Thirty-three participating sponsors were invited, and 21 sleepy but enthusiastic guests showed up. Doughnuts and coffee were served, and impromptu entertainment was provided by Charlie Friar, station publicity and musical director, with the guests joining in. Each sponsor was interviewed and personal testimony given as to the benefits garnered from participation on the show. The entire proceedings were recorded and played back to the astonished guests. WIST plans to make this an annual affair.

SURFACE NOISES: "I read with interest the gripes of the small-city jockeys regarding the lack of personal appearance of artists on their shows, and I heartily agree," writes Two Ton Baker. "Please let me say I have never passed up a small station when it was possible to get there. However, I recently returned from a motor trip for health reasons—5,000 miles' worth—and I did not hear one of my recordings all the way out or all the way back. We had the radio going in the car constantly. If I had heard any of my records, I would have gone to that station even if it had been 500 miles out of the way... and I mean it. Phoenix, Ariz., was a different story. Everyone was playing it there. Consequently, I appeared on many programs. I'd like to thank all the jockeys in Phoenix and Glendale, Ariz., thru your column if I may. I saw The Billboard at just about every station I went to, so I know it's well read. The boys in Phoenix are some of the nicest folks I've ever met. They deserve the very finest life has to offer. And so do you for reading all this."

Bob Armstrong, WCIL, Carbondale, Ill., asks: "Why all the fuss about r.&b. being suggestive? Have you listened to any good hillbilly records lately? Regarding the use of suggestive words in r.&b., try interpreting some of the words on the hillbilly sides. Looks as if we need a little regulation in that field too."... Jim Farr, KSIV, Stephenville, Tex., writes: "Can't understand the gripe. Sure we deejays out in the hinterland would like to have artists visit us, but anyone with any intelligence knows that they can't possibly see the more than 2,500 local independents with their tremendous number of deejays. I get a lot of invitations to visit with artists when they come in the territory, and when possible, I make a trip to see them. You just can't expect them to spend 30 minutes with every deejay in the nation."

CHANGE OF THEME: The big talk around Boston radio last week was Norm Prescott's replacement on WORL. When Prescott went to WNEW in New York he left his afternoon show to be filled... a "big slot." WORL, Boston, this week announced its choice for his slot. His name is Dave Maynard, and he hails from WHIL, Medford, Mass.... Bob Crane, WICC, Bridgeport, Conn., has formed his own ork. Crane, who plays the drums, is playing one-nighters around Southern New England. The group features Jerry Aiolo at the piano.... Ramon Bruce, WNJR, Newark, N. J., has completed plans to syndicate the Ramon Bruce show. The first station to sign for it, via transcription, is WRAP, Norfolk.

Carl Allen has been named music director at WLBK, DeKalb, Ill.... Jack Clifton, WCUE, Akron, is back in the swing of things after covering the Shepherd trial for 10 weeks.... Lyle Bradley has joined WHAP, Hopewell, Va.... Joe Girard, for a decade or more in Hartford radio, has taken over a two-hour deejay show on Saturday afternoons, over WKSJ, New Britain, Conn.... Irwin Feldman, formerly with WBIP, Booneville, Miss., has moved to WCBA, Oxford, Miss.... Miller Robertson, formerly part owner of KEPO, San Antonio, left to join the staff of WTCN, AM-TV, Minneapolis-St. Paul.

Johnnie Johnson, formerly staff announcer of KMCO, San Antonio, has resigned to become the Rev. Johnnie Johnson, pastor of the Oak Shade Baptist Church at Cleveland, Tex.... Ron Koziol, WPEP, Park Falls, Wis., has been upped to program director.... Dan Anderson, formerly with KILQ, Grand Forks, N. D., is now spinning for WLOL, Minneapolis.... Don Bruchey, WWIN, Baltimore, welcomes his girl, Donna Louise, born on December 22.... Bruce Vanderhoff has switched from KDYL, Salt Lake City, to KING, Seattle.... Paul Coburn, KNAK, Salt Lake City, is moving to KOL, Seattle, to do a six-hour-a-day, six-day-a-week stint.

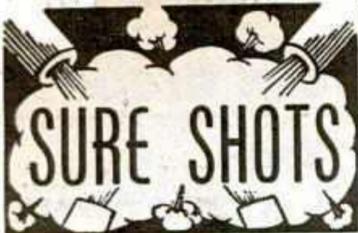
Jack Eichman, KCKN, Kansas City, Mo., writes: "I've been spinning the mad wax here at KCKN for two weeks now. I came to Kansas City from Hannibal, Mo.... Ray Skinner, deejay on "Wake Up Matinee" and "Bandstand," on WLAM, Lewiston, Me., is moving to WTSL, Lebanon, N. H.... Tommy Gilbert, WPMP, Pascagoula, Miss., is switching to WABB, Mobile, Ala.

SEE THE NEW LISTING OF R&B RECORDS MOST PLAYED BY DEEJAYS.

YESTERYEAR'S TOPS—

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

- JANUARY 20, 1945:
1. Don't Fence Me In
 2. Ac-cent-tchu-ate the Positive
 3. I'm Making Believe
 4. Rum and Coca-Cola
 5. I Dream of You
 6. There Goes That Song Again
 7. Trolley Song
 8. Into Each Life Some Rain Must Fall
 9. And Her Tears Flowed Like Wine
 10. Always
- JANUARY 21, 1950:
1. I Can Dream, Can't I?
 2. The Old Master Painter
 3. Dear Hearts and Gentle People
 4. Mule Train
 5. A Dreamer's Holiday
 6. Slipping Around
 7. There's No Tomorrow
 8. Bibbidi-Bobbidi-Boo
 9. Johnson Rag
 10. Don't Cry, Joe



BONNIE LOU
TWEEDLE DEE
THE FINGER OF SUSPICION
KING 1436

THE CHARMS
KO KO MO
WHADAYA WANT
DE LUXE 6080

ELAINE GAY
ROCK LOVE
EBONY EYES
DE LUXE 2029

WANDA WAYNE
I GOTTA GO GET MY BABY
THE LIGHT ACROSS THE RIVER
KING 1437



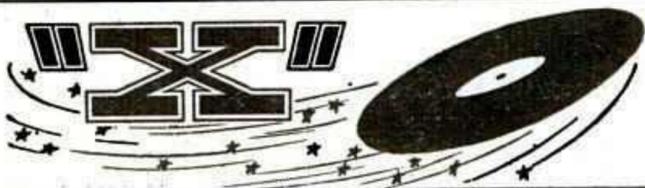
COLUMBIA RECORDS



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Listening
Pleasure

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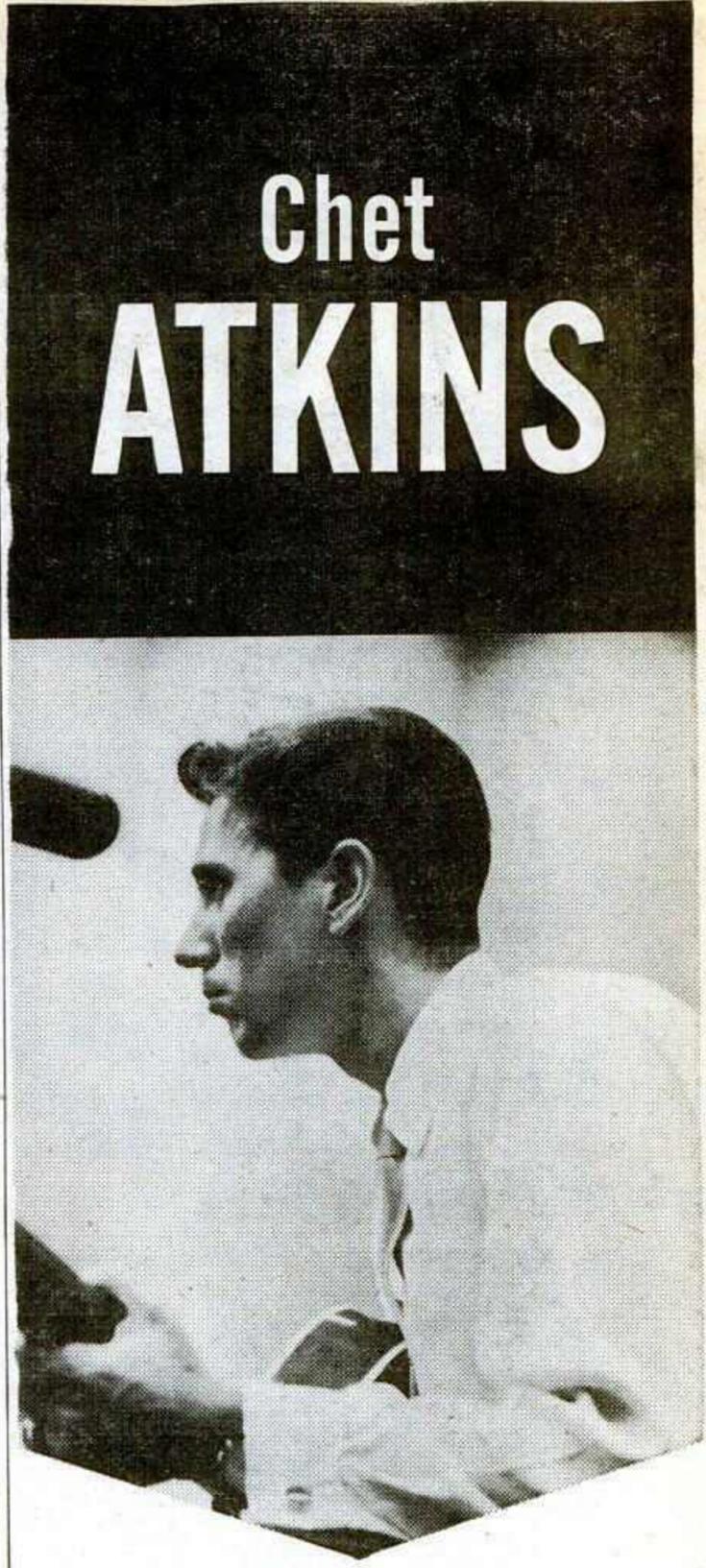


NEW RELEASE LISTING

POPULAR		COUNTRY & WESTERN	
Betty Clooney & Bill Darnel		May Hawks	
"KO KO MO"		"DON'T LET THEM SEE MY FACE"	
"SO ALL ALONE"		"PASTIME GIRL"	
X-0067	4X-0067	X-0064	4X-0064
Roberta Lee		Zeke and Red	
"WHEN YOU KISS ME"		"GET YOUR DAD BURN FINGERS OFFA ME"	
"TRAVELIN' ON"		"THE WORLD WOULD BE A BETTER PLACE	
X-0061	4X-0061	IF IT WAS A FARM"	
The Dolphins		X-0085	4X-0085
"WHEN THE ANGELUS IS RINGING"		POPULAR-RHYTHM & BLUES	
"CHICKEN SCRATCH"		The Piccadilly Players featuring	
X-0062	4X-0062	Bonnie Davis	
Geri Galian		"ANGRY"	
"AIRECU"		"I WANNA"	
"SNOWFALL"		X-0066	4X-0066
X-0063	4X-0063		

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when answering ads...
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MISTER SANDMAN

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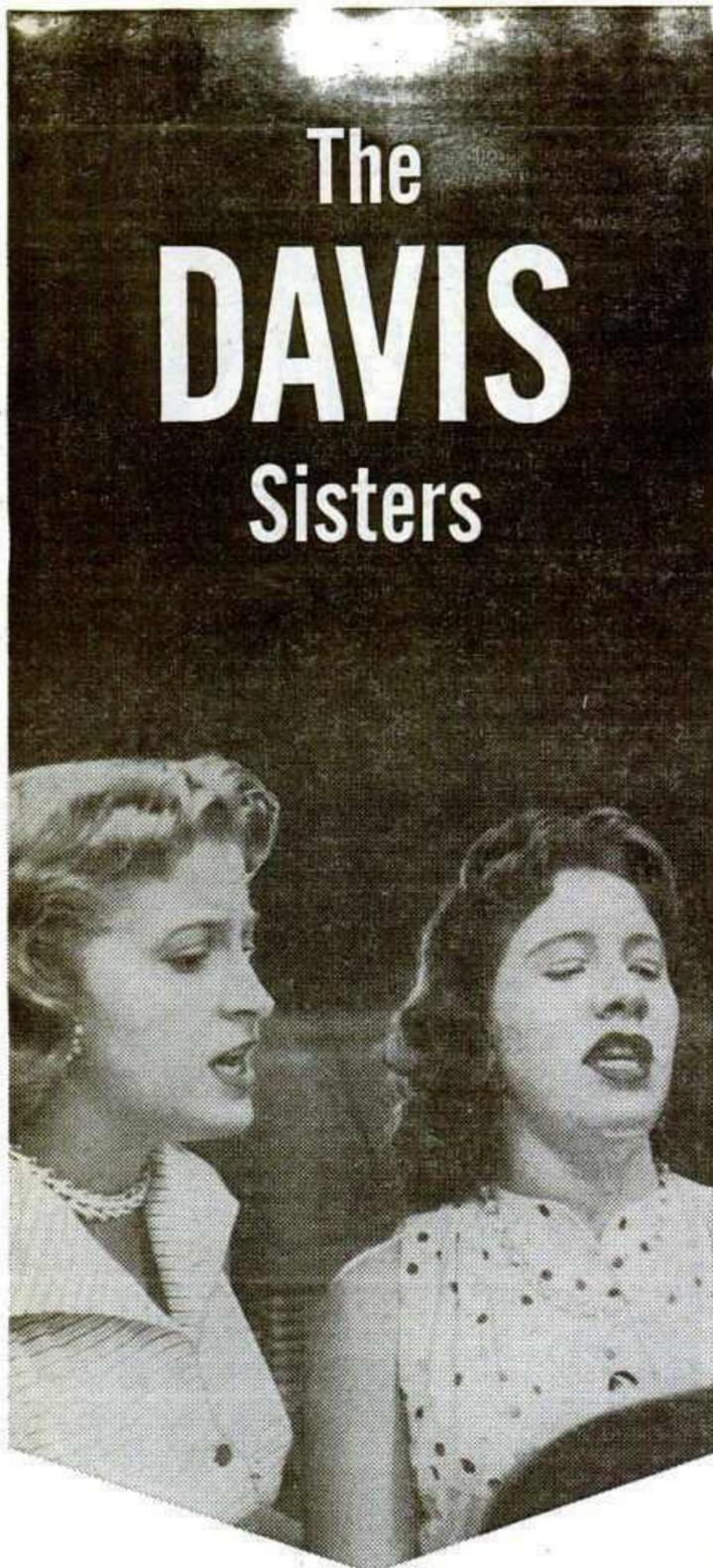
SAN ANTONIO ROSE

MISTER MISERY
20/47-5813

BILLBOARD BEST BUY SENSATION

RCA VICTOR
FIRST IN RECORDED MUSIC





The DAVIS Sisters

EVERLOVIN'

TOMORROW'S JUST ANOTHER DAY

20/47-5966

SHOW ME

JUST LIKE ME

20/47-5843

NEW MOUNTAIN
STYLINGS OF
RHYTHM AND BLUES

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Folk Talent and Tunes

• Continued from page 16

Mo., sector, reports that Dolores May, hailing from Illinois, will soon join him for a swing around the Middle West. On a New Year's Eve date at the Trading Post, Pittsburgh, Kan., Rocky says he pitched more than 500 photos of himself. Most-requested records at that stand, says Coleman, were Jimmy Dickens' new Columbia release, "Conscious," and Carl Smith's "No, I Don't Believe I Will," on the same label. . . . Lonnie Barron, still a feature on Station WDOG, Marine City, Mich., ducked into Canada January 7 for a string of dates. Four show and dance dates Christmas week panned out lucrative, Lonnie reports. . . . Captain Stubby and the Buccaneers, of the WLS "National Barn Dance," were guests on the Arlene Francis NBC TV "Home Hour Show" from Chicago January 4. With them on the program were Harold Stafford, WLS program director, and Al Boyd, station production manager.

Faron Young and the Wilburn Brothers and band filled in for Hank Thompson and His Brazos Valley Boys at the Trianon Ballroom, Oklahoma City, January 8, and succeeded in drawing 1,100 paid admissions at \$1.50 per throw. Young, the Wilburn lads and Marty Robbins worked Des Moines Sunday (16) and next Sunday (23) they, augmented by Minnie Pearl, will stop off in Flint, Mich., for a date for Casey Clark. Next Saturday (22), Faron and the Wilburns will guest on the Pee Wee King show over WBBM-TV, Chicago. Lefty Frizzell last Friday (14) began a tour in El Paso, Tex., which will include three weeks of dates in Texas and two weeks in Oklahoma, after which he'll work to the West Coast, winding up with three weeks in the Northwest. . . . Dallas Frazier (Capitol) appeared with "Arizona Hayride" in Phoenix, Ariz., last Saturday (15). . . . Max Wiseman (Dot) is slated to hop to the West Coast in the spring to do a series of dates with Lefty Frizzell. Americana Corporation, Hollywood, is setting the tour.

Gerry McGee and His Musical Cowgals are doing a series of public-service shows for the National Guard over WWNY, Watertown, N. Y. On Saturday nights they appear on the "North Country Barn Dance Jamboree," sponsored by the Tank Co., 108 Inf., N. Y. N. G., at the local State Armory. Personnel includes Mary McGee, string bass; Claudia Wakefield, violin and sax; Velna Roberts, guitar and voice, and Gerry McGee, accordion, Hammond Organ and voice. . . . Slim Whitman took a leave of absence from "Louisiana Hayride," Shreveport, to spend the holidays with his family in Florida. Betty Amos did likewise, hopping to her abode in Virginia.

With the Jockeys

Andy Kay, KGST, Fresno, Calif., types that fellow deejay, Wally (Jughead) Jorgensen, also of KGST, sparks his daily disk program as the
(Continued on page 41)

Carl Smith

SINGS

NO, I DON'T
BELIEVE I WILL

ON

Columbia Records

#21340

PUBLISHED BY

GOLDEN WEST MELODIES

• Best Sellers in Stores

For survey week ending January 12

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. LOOSE TALK—C. Smith	1	12
More Than Anything Else—Col 21317—BMI		
2. MORE AND MORE—W. Pierce	2	16
You're Not Mine Anymore—Dec 29252—BMI		
3. IF YOU AIN'T LOVIN'—F. Young	4	9
If That's the Fashion—Cap 2953—BMI		
4. LET ME GO, LOVER—H. Snow	3	5
I've Forgotten You—V 20-5960—BMI		
5. THIS OLE HOUSE—S. Hamblen	5	23
When My Lord Picks Up the Phone—V 20-5739—BMI		
6. I DON'T HURT ANYMORE—H. Snow	6	35
My Arabian Baby—V 20-5698—BM		
7. NEW GREEN LIGHT—H. Thompson	10	15
Lonely Heart Knows—Cap 2920—BMI		
8. HEARTS OF STONE—R. Foley	9	3
Never—Dec 29375—BMI		
9. THIS IS THE THANKS I GET—E. Arnold	8	21
Hep Cat Baby—V 20-5805—BMI		
10. ONE BY ONE—K. Wells & R. Foley	7	36
I'm a Stranger in My Home—Dec 29065—BMI		
11. I LOVE YOU MOSTLY—L. Frizzell	12	2
Mama—(18)—Col 21328—BMI		
12. IF YOU DON'T, SOMEONE ELSE WILL—R. Price	14	13
Oh Yes, Darling—Col 21315—BMI		
13. BEWARE OF IT—Johnnie & Jack	13	10
Kiss Crazy Baby—V 20-5880—ASCAP		
13. KISSES DON'T LIE—C. Smith	—	1
No, I Don't Believe I Will—Col 21340—BMI		
15. CATTLE CALL—S. Whitman	11	2
When I Grow Too Old to Dream—Imperial 8281—ASCAP		
15. IF YOU DON'T, SOMEONE ELSE WILL—Jimmy & Johnny	—	17
I'm Beginning to Remember—Chess 4859—BM		
15. I DREAMED OF A HILLBILLY HEAVEN—E. Dean	—	1
Stealing—Sage & Sand 180—BMI		

• Most Played in Juke Boxes

For survey week ending January 12

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. MORE AND MORE—W. Pierce	1	15
Dec 29252—BMI		
1. LOOSE TALK—C. Smith	3	8
Col 21317—BMI		
3. LET ME GO, LOVER—H. Snow	2	2
V 20-5960—BMI		
4. I DON'T HURT ANYMORE—H. Snow	4	34
V 20-5698—BMI		
5. NEW GREEN LIGHT—H. Thompson	5	10
Cap 2920—BMI		
6. IF YOU AIN'T LOVIN'—F. Young	8	6
Cap 2953—BM		
7. PENNY CANDY—J. Reeves	5	9
Abbott 170—BMI		
7. KISS CRAZY BABY—Johnnie & Jack	10	2
V 20-5880—BMI		
9. ONE BY ONE—K. Wells-R. Foley	—	31
Dec 29065—BMI		
10. I DREAMED OF A HILLBILLY HEAVEN—E. Dean	—	1
Sage & Sand 180—BMI		

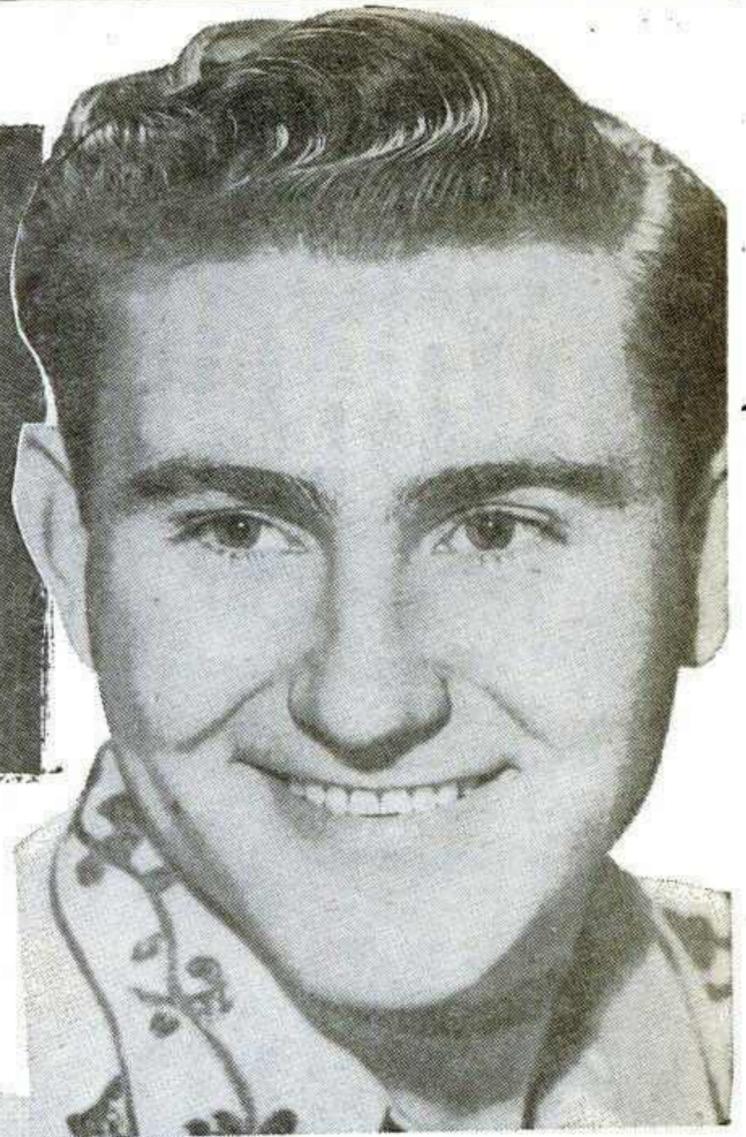
• Most Played by Jockeys

For survey week ending January 12

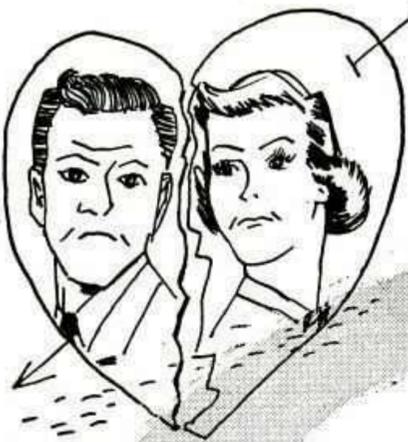
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. LOOSE TALK—C. Smith	1	12
Col 21317—BMI		
2. IF YOU AIN'T LOVIN'—F. Young	3	10
Cap 2953—BMI		
3. LET ME GO, LOVER—H. Snow	4	5
V 20-5960—BMI		
4. MORE AND MORE—W. Pierce	2	16
Dec 29252—BMI		
5. HEARTS OF STONE—R. Foley	5	2
Dec 29375—BMI		
6. I FEEL BETTER ALL OVER—F. Huskey	14	2
Cap 3001—BMI		
7. ARE YOU MINE—G. Wright & T. Tall	—	2
Fabor 117—BMI		
8. THIS OLE HOUSE—S. Hamblen	7	21
V 20-5739—BMI		
9. I DON'T HURT ANYMORE—H. Snow	6	32
V 20-5698—BMI		
10. NEW GREEN LIGHT—H. Thompson	10	12
Cap 2920—BMI		
10. BEWARE OF IT—Johnnie & Jack	—	6
V 20-5880—ASCAP		
12. THIS IS THE THANKS I GET—E. Arnold	8	22
V 20-5805—BMI		
12. MORE THAN ANYTHING ELSE—C. Smith	13	9
Col 21317—BMI		
14. LITTLE TOM—F. Huskey	11	2
Cap 3001—BMI		
15. ONE BY ONE—K. Wells-R. Foley	9	33
Dec 29065—BMI		

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new year with
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FALL OUT
OF LOVE
WITH YOU**

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THE
JAILHOUSE
NOW**



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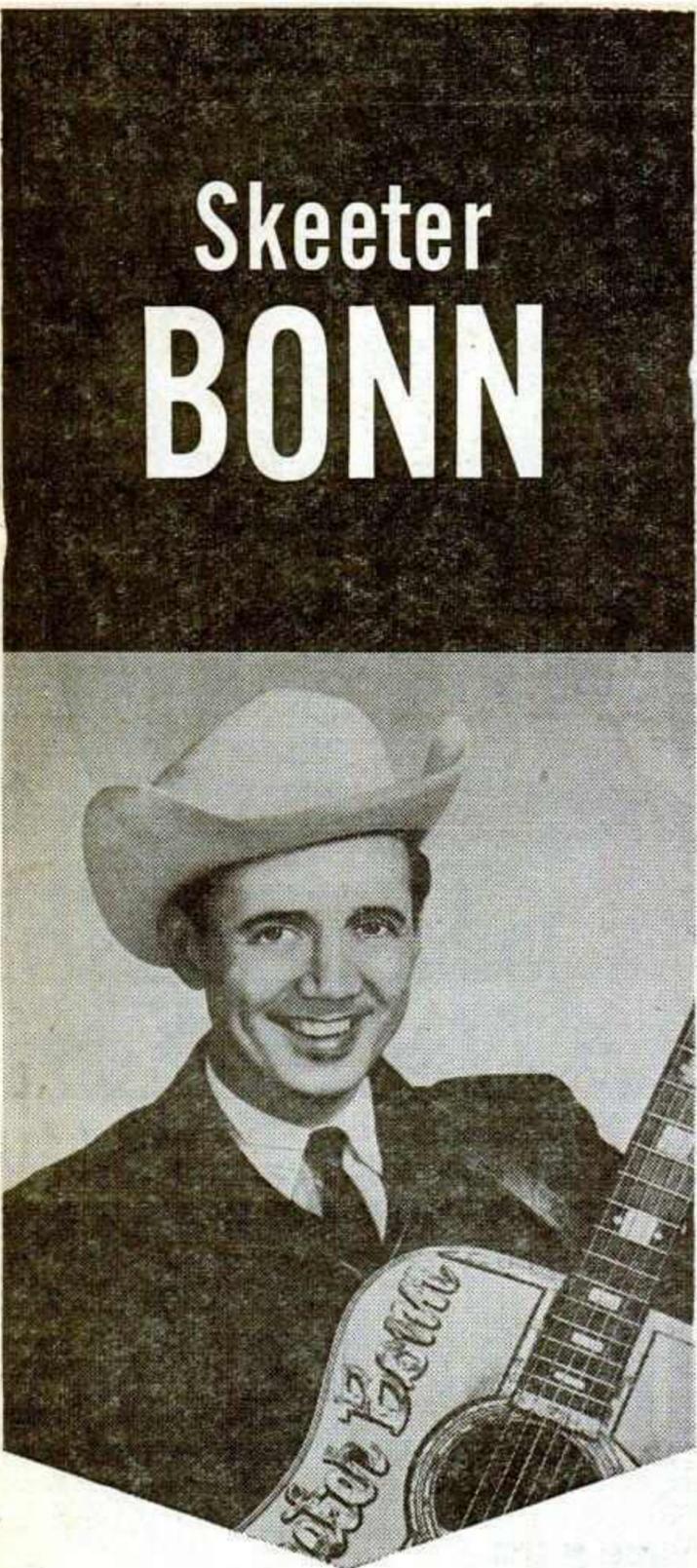
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● Review Spotlight on... RECORDS

WEBB PIERCE
I'm Gonna Fall Out of Love With You (Fairway, BMI)
In the Jailhouse Now (Peer, BMI)—Decca 29391
Webb Pierce starts the new year right with powerful
readings here of a listenable weeper and the Jimmy
Rodgers ditty of years ago. Both are solid juke box sides.



The Billboard, January 8, 1955.



Skeeter BONN

MY SON, MY SON

MY BABY DOLL
20/47-5967

FEELING SO BLUE

YOU CAN NEVER BE MY DARLING
20/47-5861

TOP RETURNS ON
THESE FABULOUS
ORIGINALS!

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Reviews of New C & W Records

MARTY ROBBINS
Gossip86
COLUMBIA 21351 — A Billboard "Spotlight" 1-15-'55. (Acuff-Rose, BMI)
That's All Right...84
A Billboard "Spotlight" 1-15-'55. (Wabash Music)

GEORGE MORGAN
So Lonesome78
COLUMBIA 21344—Pretty weeper is sung in sweet fashion by Morgan on this new release. He sells it well and it has a chance for a lot of action.
A Cheap Affair...75
It isn't hard to determine what this one is about by the title. On the plaintive song Morgan is joined by thrush Shirley Dale, who has a style like Kitty Wells. (Showcase, BMI)

MONTANA SLIM
Shoo Shoo Shoo Sh! La La78
DECCA 29384—Slim comes thru with a fine performance here on a melodic novelty tune that could go in the pop field as well as country. This disk has a chance, watch it. The tune is strong one for the pop markets. (Goday, BMI)
My Mountain High Yodel Song...75
If yodeling can come back, this record would help do it. Slim yodels his way thru it almost from the word go as he tells of a Swiss miss who stole his heart. It's cute. (Copar, BMI)

CHUCK REED
Cry Like a Baby78
Mercury 70527—Chuck Reed turns in a very attractive reading here of a cute new weeper effort in which he explains that tears will wash the blues away. It's a very good waxing and it has a chance. (Acuff-Rose, BMI)
I'm Gonna Get Some Sleep Tonight...74
He will sleep tonight because he's made up with his girl, sings Reed. Okay wax. (Milteen, ASCAP)

MARVIN RAINWATER
I Gotta Go Get My Baby.....77
CORAL 61342 — A Billboard Talent "Spotlight" 1-15-'55. (Sheldon, BMI)
Daddy's Glad You Came Home...76
A Billboard Talent "Spotlight" 1-15-'55.

TOMMY HILL
Honky Tonk Romance75
HICKORY 1020—A sincere vocal job on a plaintive ditty about a couple of lovers from the other side of the track. (Acuff-Rose, BMI)
Collision With Love...75
Good warbling stint by Hill on a bouncy novelty with amusing lyrics. (Acuff-Rose, BMI)

COWBOY COPAS
Hello Darling74
KING 1424 — Cowboy and Kathy Copas make a tuneful pair as they sweetly harmonize this sentimental material. Copas' usual tasty guitar backing adds to the attraction. (Tee Pee, ASCAP)
The Talking Mule...73
This mule's name is not Francis but Joe, and he is about as remarkable and funny a critter as the movie mule. The styling of the singer and the ear-catching sound gimmicks will gain a lot of deejay play for this side. (Showcase, BMI)

FRED ROSE
A New Flame74
M-G-M 11909—Many fans of Fred Rose should want this sentimental waxing.
Old Man of the Sea...71
Romantic ballad by Rose is sung by the artist with appropriate tenderness.

CHARLINE ARTHUR
Too Long, Too Many Times74
VICTOR 5977 — Fine performance here by Charline Arthur on a most attractive new weeper. It has a chance for coins and jocks spins. (Aberbach, BMI)
Flash Your Diamonds...70
The thrush tells all comers that they'll have to have some diamonds and gold before they have a chance for her hand. (American, BMI)

JIMMY COLLIE
Conscience73
HICKORY 1019 — Collie begs his conscience to set him free on this new release. A showmanly vocal on a commercial tune, with interesting lyrics. (Acuff-Rose, BMI)
Cry Like a Baby...72
A plaintive ditty gets a personable vocal treatment from Collie. Both sides are good ones. (Acuff-Rose, BMI)

TEX WILLIAMS
Air Mail Special72
DECCA 29385—Williams has always had one of the slickest Western-style bands. He comes up here with the kind of instrumental reading with which he was successful years ago on the Capitol label. Dance locations should draw coin with it. (Regent, BMI)
Williams Rag...71
Another first-rate dance instrumental which the country youngsters should like. (Champion, BMI)

THE LONESOME PINE FIDDLERS
Windy Mountain72
VICTOR 5979—Banjos and fiddles provide a tinkling background to this

(Continued on page 41)

This Week's Best Buys

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

I'VE BEEN THINKING (Acuff-Rose, BMI)
DON'T FORGET (Trinity, ASCAP)—Eddy Arnold—RCA Victor 20-6000

A record that demonstrates to what degree Arnold sells in both pop and country markets, racking up good sales in New York, Philadelphia, Chicago and Cleveland as well as traditional strongholds like Richmond, Nashville, Dallas and the Carolinas. Both sides are doing well with "I've Been Thinking" enjoying the edge. A previous Billboard "Spotlight" pick.

ARE YOU MINE? (Dandelion, BMI)—Myrna Lorrie & Buddy De Val —Abbott 172

Quietly gaining strength in the last weeks of '54, this disk has blossomed out in the first ten days of the new year. Appearing this week on the Charlotte and Richmond territorial charts, the disk was also reported selling well in Durham, Cincinnati, St. Louis, Cleveland and Chicago. Also doing nice business is the Ginny Wright-Tom Tall version of this tune on the Fabor label. Flip on the Abbott record is "You Bet I Kissed Him" (Dandelion, BMI).

Review Spotlight on... RECORDS

HANK THOMPSON

If Lovin' You Is Wrong
Annie Over—Capitol 3030—Hank Thompson should continue his unbroken string of hits with these fine new waxings. He sings both of the ditties with a lot of feeling, especially the fine weeper "If Lovin' You Is Wrong."

TALENT

CURLY HOLIDAY

Here's a new singer with a lot on the ball. He does a fine job with this new release on the King label, selling "I'm the Devil Who Made Her That Way" (Shelter, BMI) with a lot of heart, and the flip "Born to Be Lonely" (Nashville, BMI), in an effecting manner on King 1423. The singer can make it if his records are exposed.

C & W Territorial Best Sellers

For survey week ending January 12

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. More and More, W. Pierce, Dec.
2. This Is the Thanks I Get, E. Arnold, V.
3. Let Me Go, Lover, H. Snow, V.
4. One by One, K. Wells & R. Foley, Dec.
5. If You Ain't Lovin', F. Young, Cap.
6. I Don't Hurt Anymore, H. Snow, V.
7. New Green Light, H. Thompson, Cap.

Charlotte

1. Loose Talk, C. Smith, Col.
2. Let Me Go, Lover, H. Snow, V.
3. If You Ain't Lovin', F. Young, Cap.
4. Kisses Don't Lie, C. Smith, Col.
5. Mr. Sandman, C. Atkins, V.
6. More and More, W. Pierce, Dec.
7. I Don't Hurt Anymore, H. Snow, V.
8. Sing, Sing, Sing, H. Williams, M-G-M
9. Are You Mine?
M. Lorrie & B. DeVol, Abb.
10. One by One, K. Wells & R. Foley, Dec.

Cincinnati

1. Loose Talk, C. Smith, Col.
2. New Green Light, H. Thompson, Cap.
3. If You Ain't Lovin', F. Young, Cap.
4. Cattle Call, S. Whitman, Imp.
5. I Dreamed of a Hillbilly Heaven
E. Dean, S & S
6. Let Me Go, Lover, H. Snow, V.
7. I'm Looking for a Date, E. Tubb, Dec.
8. Kiss Crazy Baby, Johnnie & Jack, V.

Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. I Don't Hurt Anymore, H. Snow, V.
4. Loose Talk, C. Smith, Col.
5. Oceans of Tears, S. James, Cap.
6. Let Me Go, Lover, H. Snow, V.
7. If You Don't Someone Else Will
Jimmy & Johnny, Chs.
8. New Green Light, H. Thompson, Cap.
9. Hearts of Stone, R. Foley, Dec.
10. Mama, L. Frizzell, Col.

Houston

1. I Love You Mostly, L. Frizzell, Col.
2. Loose Talk, C. Smith, Col.
3. If You Ain't Lovin', F. Young, Cap.
4. More and More, W. Pierce, Dec.
5. Are You Mine?
G. Wright-T. Tall, Fab.
6. Let Me Go, Lover, H. Snow, V.
7. This Is the Thanks I Get, E. Arnold, V.
8. Cattle Call, S. Whitman, Imp.
9. Open Up Your Heart
Cowboy Church Sunday School, Dec.
10. This Ole House, S. Hamblen, V.

Knoxville

1. You're Not Mine Anymore
W. Pierce, Dec.
2. Mr. Sandman, C. Atkins, V.

3. This Ole House, S. Hamblen, V.
4. Loose Talk, C. Smith, Col.
5. I Don't Hurt Anymore, H. Snow, V.
6. More and More, W. Pierce, Dec.

Memphis

1. Loose Talk, C. Smith, Col.
2. If You Ain't Lovin', F. Young, Cap.
3. More and More, W. Pierce, Dec.
4. I Don't Hurt Anymore, H. Snow, V.
5. Let Me Go, Lover, H. Snow, V.
6. If You Don't Someone Else Will
Jimmy & Johnny, Chs.
7. Company's Comin', P. Wagoner, V.
8. New Green Light, H. Thompson, Cap.
9. One by One, K. Wells & R. Foley, Dec.
10. Mama, L. Frizzell, Col.

Nashville

1. If You Ain't Lovin', F. Young, Cap.
2. Let Me Go, Lover, H. Snow, V.
3. Beware of It, Johnnie & Jack, V.
4. More and More, W. Pierce, Dec.
5. Loose Talk, C. Smith, Col.
6. This Ole House, S. Hamblen, V.
7. No I Don't Believe I Will, C. Smith, Col.
8. Sure Fire Kisses
G. Hill & E. Tubb, Dec.
9. Kiss Crazy Baby, Johnnie & Jack, V.
10. Time Goes By, M. Robbins, Col.

New Orleans

1. More and More, W. Pierce, Dec.
2. If You Don't Someone Else Will
Jimmy & Johnny, Chs.
3. If You Ain't Lovin', F. Young, Cap.
4. That Crazy Mumbo Thing, H. Snow, V.
5. New Green Light, H. Thompson, Cap.
6. Let Me Go, Lover, H. Snow, V.

Richmond, Va.

1. Let Me Go, Lover, H. Snow, V.
2. Mr. Sandman, C. Atkins, V.
3. More and More, W. Pierce, Dec.
4. If You Ain't Lovin', F. Young, Cap.
5. Are You Mine?
M. Lorrie & B. DeVol, Abb.
6. Hearts of Stone, R. Foley, Dec.
7. This Ole House, S. Hamblen, V.
8. That Crazy Mumbo Thing, H. Snow, V.
9. This Is the Thanks I Get, E. Arnold, V.

St. Louis

1. This Is the Thanks I Get, E. Arnold, V.
2. Are You Mine?
G. Wright-T. Tall, Fab.
3. I Don't Hurt Anymore, H. Snow, V.
4. Kisses Don't Lie, C. Smith, Col.
5. Cattle Call, S. Whitman, Imp.
6. This Ole House, S. Hamblen, V.
7. New Green Light, H. Thompson, Cap.

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Folk Talent and Tunes

Continued from page 38

only Scandinavian Okie in Central California. "Jughead's Jamboree" can pitch in two dialects, says Andy. . . . En route to Washington, Billy Jack Wills stopped by to chat with Okie Paul Westmoreland at his KXOC studios in Chico, Calif., recently. Billy and partner, Bob, were scheduled for an appearance at the Hillbilly Hall, Chico, January 14. Ola Hanson, says Westmoreland, is becoming the fem sensation of his "Western Jamboree," which airs every Sunday night over KXOC.

Sammy Lillibridge programed Hank William material New Year's Day when he paid tribute to the favorite on his show, which airs over KFRO, Longview, Tex. Jimmy Simpson dropped in on Lillibridge recently. . . . Joe Hopalong Hoppel, WLOW, Norfolk, asks: "Who is singing on the new 'Rob and Bob' record besides Webb Pierce? Why the fake names?" . . . New Wade, who spins c.&w. wax six days a week over WFMD, Frederick, Md., incorporates some of his own group's stuff in his shows and runs a hit parade every Friday. Wade scribbles that Roy Parks and the Skyline Boys are on daily at Waynesboro, Pa.

Cal Shrum, WMAY, Springfield, Ill., pencils that he and Tim Spencer have a new tune coming out soon called "Lonesome Lover." Shrum wrote the music and Spencer the lyrics. . . . Lou P. Girodo, KCRT, Trinidad, Colo., interviewed the Miller Brothers recently and was added to their list of deejays. Girodo now twirls an hour of country and western music 3 to 4 p.m., Monday thru Saturday. . . . Jimmy Logsdon (Decca), jockey at WKLO, Louisville, headlined a new weekly stagershow recently at the Hilltop Theater there. Booking and emcee chores of the show are handled by Red Moreillon, of

WORX-FM, Madison, Ind. Infos Logsdon: "Johnny Horton's Mercury record of 'No True Love' taking off for the top in the Louisville area. I have a new Decca release, both sides of which I wrote, titled 'You Ain't Nothing But the Blues,' b/w 'I'm Going Back to Tennessee.'"

Bill Bentley, KSTV, Stephenville, Tex., reports that Eddy Arnold's latest, "Don't Forget," really going well in his area. . . . Pens Eddie Zack, WHIM, Providence: "Sponsoring personal appearances of Webb Pierce, Hank Snow, the Carlises and Jimmy Dickens. Had Carl Smith in the Sports Arena, North Attleboro, Mass., recently, and he pulled a capacity crowd at \$1.50 per." . . . Ted Kirby, WZOB, Fort Payne, Ala., had Little Jimmy Dickens, Dell Woods and Lazy Jim Day for a big show recently. Affair garnered good business, says Kirby.

Staff country band of WMOP, Ocala, Fla., the Nervous Nephews, with Ned Needham, appeared at the "Swannee River Jamboree" in Live Oak, Fla., New Year's Day. Jim Beck, bass player, and Mitchell Hudson, fiddle and lead guitar, have left the Nervous Nephews January 5 to join the Air Force at San Antonio. . . . Shorty Long, WPAZ, Pottstown, Pa., reports that the tunes, "I Don't Hurt Anymore," "Hep Cat Baby" and "Shake, Rattle and Roll," are going great in his area. . . . Cottonseed Jones, who helms the "1150 RFD" show over KXLR, North Little Rock, Ark., says he pulled over 21,000 pieces of mail in 1954.

Hardrock Gunter, WWVA, Wheeling, W. Va., infos that his first release on King Records is out and that reaction is good, both on records and on live shots on his jamboree. . . . Wild Bill Price, who

(Continued on page 42)

Reviews of New C & W Records

Continued from page 40

atmospheric chant. Pleasant listening. It should attract spins. (Hill & Range, BMI)

There's Just One You. . . . 67
Mountain folk should find some kicks in this brightly performed opus. (Fairway, BMI)

THE MADDOX BROTHERS AND ROSE

I Could Never Stop Lovin' You. . . . 71
COLUMBIA 21345—Pleasant weeper is sung well here by Rose, accompanied by the Maddox Brothers. Her fans will like and so will the deejays. (Peer, BMI)

Fountain of Youth. . . . 70
Cute novelty effort with a real beat receives a happy performance here from Rose as she tells of the fruitless searches for the fountain of youth. (Peer, BMI)

EDDIE DALE

How Much Can a Heart Take? 70
IMPERIAL 8283—An effective vocal on a weeper, with plenty of sob-appeal. (Commodore, BMI)

Okfenokee. . . . 69
Here's a real weirdie about the Georgia swamp. Dale warbles plaintively on a weeper with good guitar backing and an unusual wailing gimmick. (Commodore, BMI)

EDDIE HILL

I Don't Think I'm Gonna Like It. . . . 70
VICTOR 5978—This has a happy

bounce as the chanter projects the cute novelty effectively. (Tree, BMI)

The Gottaotta Song. . . . 68
Pleasant little novelty is sung nimbly by Hill. (Tannen, BMI)

HANK NOBLE

Wa-Ha-Ne-Na. 69
MERCURY 70515 — Here's another tune in the "Indian Song" pattern with booming drums and wild rhythm. Noble sings it well and it could get spins. (Cedarwood, BMI)

Keep On Trying. . . . 69
Noble sings the weeper with a breaking voice and much emotion. Too much, in fact. (Tubb, BMI)

JOHNNY RAGSDALE

I'm Taking My Marbles Home. 69
COLUMBIA 21346 — Ragsdale is packin' up his marbles and going home, he says here, since his girl won't play fair. It's cute. (Ellis Co.)

The Words I Didn't Say. . . . 67
Ragsdale handles the routine weeper in nice style. (Ellis Co.)

SHEB WOOLEY

I Flipped. 69
M-G-M 11910—Everything came apart when he met his gal. Wooley has a cute original ditty here and he sings it with his usual ability. - 38-24-35. . . . 66

The title dimensions refer to the physical proportions of his gal. A listenable effort.

LITTLE PAL HARDY

All My Life. 68
IMPERIAL 8282—Hardy gets a little of the Ernest Tubb feeling into his reading of a country ballad. Should get spins with this one.

Red Lips and Poker Chips. . . . 66
More good material here. It's a rhythmic opus, but Hardy doesn't do as well vocally on this side.

BILL MACK

Sue Suzie Boogie. 67
IMPERIAL 8278—A pleasing vocal treatment of a bouncy boogie. (Commodore, BMI)

She's Found Somebody New. . . . 65
An okay vocal on a new weeper. (Commodore, BMI)

DAVID CRAIG

Checker Game. 64
IMPERIAL 8284 — Lyric idea and some of the thoughts contained in the ditty are slick enough to get attention, but the chanter's reading is only so-so.

Replace My Heart. . . . 64
Routine material and chanting performance make for a routine disk. Craig sounds somewhat better here.

Rita ROBBINS

THE GO-BETWEEN

DON'T TAKE ALL THE LOVE
20/47-5959

THE HOOK

IF YOU DON'T, SOMEBODY ELSE WILL
20/47-5856

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IVORY JOE HUNTER

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• This Week's Best Buys

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

BYE BYE, YOUNG MEN (Progressive, BMI)—Ruth Brown—Atlantic 1051

Coming up at a brisk clip, this record is beginning to take on promising proportions. Best sales reports to date have come from New England, Philadelphia, Buffalo, Cincinnati, Detroit, Nashville, Atlanta and St. Louis. Flip is "Ever Since My Baby's Been Gone" (Fisher, ASCAP). A previous Billboard "Spotlight" pick.

I'M A NATURAL BORN LOVER—Muddy Waters—Chess 1585

A long established favorite in Southern markets, Muddy Waters' latest is reported to have found immediate acceptance in Durham, Atlanta, Nashville and Richmond, among others. Northern markets like Buffalo, Cincinnati, Cleveland, Chicago, Detroit and St. Louis are following the lead; they now also report good sales.

• Review Spotlight on...

RECORDS

ETTA JAMES-THE PEACHES
The Wallflower (Modern, BMI)—Modern 947—Here's a wild one. On it thrush Etta James tells her dream man that he'll be a wallflower if he doesn't learn to dance. It swings and it moves all the way, sparked by the thrush's outstanding vocal. This could be a big one.

• R & B Territorial Best Sellers

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. Tweedle Dee, L. Baker, Atl.
 2. Hearts of Stone, Charms, Del.
 3. Ling Ting Tong, Five Keys, Cap.
 4. Earth Angel, Penguins, Dtn.
 5. Ling Ting Tong, Charms, Del.
 6. Reconsider Baby, L. Fulson, Che.
 7. Sincerely, Moonglows, Chs.
 8. I've Got a Woman, R. Charles, Atl.
 9. Everyday I Have the Blues, B. B. King, RPM
 10. Pledging My Love, J. Ace, Duk.

- Balti.-Wash.**
1. Hearts of Stone, Charms, Del.
 2. Earth Angel, Penguins, Dtn.
 3. Ling Ting Tong, Five Keys, Cap.
 4. Teach Me Tonight, D. Washington, Mer.
 5. Tweedle Dee, L. Baker, Atl.
 6. Sincerely, Moonglows, Chs.
 7. Make Yourself Comfortable, S. Vaughan, Mer.
 8. Reconsider Baby, L. Fulson, Che.
 9. Mambo Baby, R. Brown, Atl.

- Charlotte**
1. Hearts of Stone, Charms, Del.
 2. Tweedle Dee, L. Baker, Atl.
 3. Sincerely, Moonglows, Chs.
 4. Earth Angel, Penguins, Dtn.
 5. Ling Ting Tong, Five Keys, Cap.
 6. Stinky Little Thing, Midnighters, Fed.
 7. Poison Ivy, W. Mabon, Chs.
 8. Don't Drop It, W. Harrison, Sav.
 9. Pledging My Love, J. Ace, Duk.
 10. All Righty, Oh, Sweetie, Clovers, Atl.

- Chicago**
1. Shake, Rattle and Roll, B. Haley, Dec.
 2. Dim, Dim the Lights, B. Haley, Dec.
 3. Teach Me Tonight, D. Washington, Mer.
 4. Honey Love, Drifters, Atl.
 5. Mellow Down Easy, Little Walter, Che.

- Cincinnati**
1. Earth Angel, Penguins, Dtn.
 2. Hearts of Stone, Charms, Del.
 3. Ling Ting Tong, Five Keys, Cap.
 4. Pledging My Love, J. Ace, Duk.
 5. Hurt, R. Hamilton, Epi.
 6. Sneakin' Around, B. B. King, RPM
 7. Teach Me Tonight, D. Washington, Mer.
 8. Rip Tips, J. Thomas, Che.
 9. Sincerely, Moonglows, Chs.

- Detroit**
1. Ling Ting Tong, Five Keys, Cap.
 2. Sincerely, Moonglows, Chs.

• Folk Talent and Tunes

Continued from page 41

airs folk music from WCOJ, Coatesville, Pa., says he isn't getting any wax from Mercury, so no spins. . . . Typing from his studios at WKYW, Louisville, Thom Hall says: "Neal Burris, who does a daily show from WKYW, has joined the Pee Wee King unit on their Saturday hour-and-a-half TV show in Chicago. I saw a good show recently in Detroit when I caught Casey Clark, Faron Young, the Wilburn Brothers and the Davis Sisters. Ray Price and His Cherokee Cowboys played here January 13 to good business."

Ralph Emery, of WSIX, Nashville, informs that "Making Believe," by Jimmy Work on Dot, is breaking big on "Tennessee Hayride." . . . Nathan Street pens that WKSR's (Pulaski, Tenn.) "Big Saturday Shindig" is now running two hours, with the first hour live and

the second on records, with Uncle Nate at the turntable. Featured in the live portion are the Rocky Mountain Boys, the Brewer Sisters, Moore Brothers and Geneva Foster. . . . Hank Harvey, KVMA, Magnolia, Ark., laments that his shelves are still bare, altho execs from some of the large companies promised him more wax at the recent deejay convention. Says Harvey: "This hasn't made for very good publicity down here for some labels, notably Victor and Capitol. Thank the Lord for the individual recording artists and publishers who are always trying to help us little guys out!"

Hugh West, c.&w. jockey at WJAT, Swainsboro, Ga., has moved his stomping grounds over to the Army, where he hopes to continue spinning the folk music. Meanwhile Thurston Springer is stepping into the slot left by West.

• Best Sellers in Stores

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. HEARTS OF STONE—Charms	1	13
Who Knows—DeLuxe 6062—BMI		
2. SINCERELY—Moonglows	2	8
Tempting—Chess 1581—BMI		
3. EARTH ANGEL—Penguins	3	6
Hey, Senorita—Dootone 348—BMI		
4. TWEEDLE DEE—L. Baker	6	2
Tomorrow Night—Atlantic 1047—BMI		
5. LING, TING, TONG—Five Keys	5	4
I'm Alone—Cap 2945—BMI		
6. TEACH ME TONIGHT—D. Washington	4	6
Wishing Well—Mercury 70497—ASCAP		
7. LING, TING, TONG—Charms	—	1
Bazoom (I Need Your Lovin')—DeLuxe 6976—BMI		
8. RECONSIDER, BABY—L. Fulson	7	8
I Believe I'll Give Up—Checker 804—BMI		
9. POISON IVY—W. Mabon	10	6
Say Man—Chess 1580—BMI		
10. PLEDGING MY LOVE—J. Ace	—	1
No Money—Duke 136—BMI		

• Most Played in Juke Boxes

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. SINCERELY—Moonglows	4	4
Chess 1581—BMI		
2. HEARTS OF STONE—Charms	3	11
DeLuxe 6062—BMI		
3. RECONSIDER BABY—L. Fulson	6	7
Checker 804—BMI		
4. EARTH ANGEL—Penguins	1	5
Dootone 348—BMI		
5. YOU UPSET ME, BABY—B. B. King	5	11
RPM 416—BMI		
6. MAMBO BABY—R. Brown	2	11
Atlanta 1044—BMI		
7. TWEEDLE DEE—L. Baker	8	2
Atlantic 1047—BMI		
8. POISON IVY—W. Mabon	7	4
Chess 1580—BMI		
9. LING, TING, TONG—Charms	—	1
DeLuxe 6976—BMI		
10. LAST NIGHT—Little Walter	—	1
Checker 805—BMI		

• Most Played by Jockeys

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. HEARTS OF STONE—Charms	—	1
DeLuxe 6062—BMI		
2. SINCERELY—Moonglows	—	1
Chess 1581—BMI		
3. EARTH ANGEL—Penguins	—	1
Dootone 348—BMI		
4. TWEEDLE DEE—L. Baker	—	1
Atlantic 1047—BMI		
5. RECONSIDER, BABY—L. Fulson	—	1
Checker 804—BMI		
6. MAMBO BABY—R. Brown	—	1
Atlanta 1044—BMI		
7. YOU UPSET ME, BABY—B. B. King	—	1
RPM 416—BMI		
8. TEACH ME TONIGHT—D. Washington	—	1
Mercury 70497—ASCAP		
9. PLEDGING MY LOVE—J. Ace	—	1
Duke 136—BMI		
10. LING, TING, TONG—Five Keys	—	1
Cap 2945—BMI		
11. HURT—R. Hamilton	—	1
Epic 9086—ASCAP		
11. LING, TING, TONG—Charms	—	1
DeLuxe 6976—BMI		
13. POISON IVY—W. Mabon	—	1
Chess 1580—BMI		
14. DIM, DIM THE LIGHTS—B. Haley	—	1
Dec 29317—BMI		
15. BAZOOM (I NEED YOUR LOVIN')—Charms	—	1
DeLuxe 6976—BMI		
15. I'VE GOT A WOMAN—R. Charles	—	1
Atlantic 1050—BMI		

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The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

• **Reviews of New R & B Records**

JOHNNY ACE
Pledging My Love95
DUKE 136—A Billboard "Spotlight" 1-15-'55. (Lion, BMI)

No Money77
Routine blues effort is sung with feeling by Ace over a strong beat by the ork. Flip has the power. (Lion, BMI)

CLAUDIA SWANN
I Wanna Hug Ya,
Kiss Ya, Squeeze Ya84
CHESS 1586—A Billboard "Spotlight" 1-15-'55. (Arc, BMI)

Please Come Back to Me76
The blues lament is warbled with feeling by Claudia Swann. Easy listening this. (Arc, BMI)

BIG DAVE CAVANAUGH
Your Kind of Love80
CAPITOL 3028—This swiny effort could break loose as a big one so watch it. It features a male duo on the lyrics and wild organ and rhythm backing and Big Dave's horn. The tune is both melodic and catchy and it really goes, too. Solid wax this.

Rock and Roll Party70
This slight effort is probably dedicated to deejay Alan Freed who throws occasional "Rock and Roll" dances. That is its only attribute.

AL HIBBLER
After the Lights Go Down Low78
ORIGINAL 1006—It's been a long time since Al Hibbler has sung like this, and if he doesn't watch out he could have a hit. He sells the pretty ballad with spirit and feeling and the backing has a real beat. Fine wax on the singer's first appearance on the label. (Harvard, BMI)

Tell Me71
Another good vocal by the singer, but neither the material nor the arrangement is up to the flip. (Harvard, BMI)

EARL BOSTIC ORK
Night and Day76
KING 4765—Another of those superb Bostic dance instrumentals which dealers find so profitable to stock. The solid beat, the tasty arrangement and gitty sax solos of other Bostic disks work a familiar charm here. (Harms, ASCAP)

Embraceable You75
The appeal of this standard in a Bostic arrangement is also obvious. While the instrumentalists communicate tremendous excitement, they never forget that they are, first and foremost, a dance band. (New World, ASCAP)

THE SULTANS
Boppin' With the Mambo75
DUKE 135—The boys have a wild item here and they sell it brightly over solid ork support. It's in the vein of "Mambo Baby," which won't hurt it. (Lion, BMI)

What Makes Me Feel This Way?72
Pleasant ballad is sung smoothly by the Sultans, backed quietly by the ork. Deejays will spin this side. (Lion, BMI)

THE LAMPLIGHTERS
Believe in Me74
FEDERAL 12206—The lead pleads pretty convincingly with his girl. He gets good harmonic support from the group, but the beat is occasionally weak and uncertain. (Gallo, BMI)

I Wanna Know73
A faster rhythm side in which the group successfully projects the excitement of the material, which is too stereotyped to create the widest possible listener interest, however. (Armo, BMI)

ELAINE GAY
Rock Love73
DE LUXE 2029—A new singer with a distinctive "sound" and good control of her voice lets go in this provocative rhythm opus. With stronger material Miss Gay should develop some big sellers. (Jay & Cee, BMI)

Ebony Eyes70
This ballad is even weaker as material than the flip, but the singer makes it as tantalizing as it permits. She gets good support in the harmony department from the Five Harmonaires. (Jay & Cee, BMI)

THE MIDNIGHTS
She Left Me71
MUSIC CITY 762—Jump blues is handed a strong reading by the group. This side could pull some juke coin.

Cheating on Me68
Lead singer wails a sad lament about

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b/w
"YOU KNOW, YEAH"
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his gal's infidelity, while the group backs him solidly. Material is routine, tho.

• **Reviews of New Spiritual Records**

FAMOUS WARD SINGERS
Weeping May Endure for a Night79
SAVOY 4062—A spiritual that beautifully expresses the joy that awaits us when our earthly suffering is over. The lengthy solo by the high soprano lead is a remarkable one. Good wax here. (Savoy, BMI)

Treading the Wine Press Alone78
From the outset, the Singers work up a contagious excitement that sweeps all before it. An outstanding example of the harmonizing and rhythmic vitality of this group's best work. (Savoy, BMI)

SOUTHERN TONES
Just a Closer Walk With Thee75
DUKE 207—A reverent vocal treatment of the moving sacred tune with fine lead work by L. Bingham.

Be What You Are72
Excellent vocal performance on a fast-paced spiritual, with warm soloing by Bob King.

THE FIVE TRUMPETS
Lord, I Want to Be a Christian75
SAVOY 4060—In this unusual arrangement of a familiar spiritual the Trumpets build from a quiet opening to a dramatic lickity-split finale. For customers in this field its appeal should be wide. (Crossroads, BMI)

Amazing Grace73
Another standard given a sympathetic reading, prettily harmonized to a good steady beat. (Crossroads, BMI)

RHODEAIRS
When He Calls Me74
SAVOY 4056—Rev. Abraham Houston leads the group in a passionate anticipation of the glory that awaits us in the next world. The backing by the chorus, piano and organ is rhythmic and unrestrained. (Savoy, BMI)

Further Along71
On this side Connie Pitts is soloist and her lovely voice and tasteful style give a more than ordinary appeal to this stereotype material. (Savoy, BMI)

• **Reviews of New Jazz Records**

QUINCY JONES ORK
You're Crying73
PRESTIGE 908—A haunting instrumental with tasteful solo work by Lucky Thompson on tenor sax and Kai Winding on trombone.

I'm Gone70
The Three Riffs warble infectiously on a rhythm ditty with okay backing by Jones.

GENE AMMONS
Cara Mia69
PRESTIGE 907—Gene Ammons pulls a Tab Smith here with this cover waxing of a current pop hit. It's pretty and listenable and r.&b. jocks may spin. However, its jazz appeal is limited.

Count Your Blessings68
Same comment. (Berlin, ASCAP)

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"KO KO MO"
b/w
"YOU AND ME"

• Review Spotlight Combo #64 • This Week's Best Buys

Billboard—Jan. 15, 1955

KO KO MO (Meridian, BMI)—Gene & Eunice—Combo #4
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Vee-Jay 121 "My Thing" b/w "My Other Thing" by Willie Jones	Vee-Jay 120 "Move Up" b/w "Revive Us Again" by The Holy Gospel Singers	

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- Duke #118 "SAVING MY LOVE FOR YOU"
- Duke #132 "NEVER LET ME GO"
- Duke #136 "PLEDGING MY LOVE"

MUSIC AS WRITTEN

Continued from page 14

handles Cadence, Clef, Fantasy, Pacific, Mardi Gras, Wallis, Bethlehem, Kapp, Baton and Marble. . . . Bob Rosen, formerly with Seeco Records, has joined Hansen Publications.

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next Wednesday (19) by the Scandinavian Airlines System to preview Mitch Miller's transcription of "European Holiday" which will be used as a commercial recording by the firm to advertise its flights to Europe. The disk, which was made by the custom division of Columbia Records, features Miller, Jill Corey, Jerry Vale and the Four Lads' manager, Mike Stewart. . . . Elaine Jaffe, wife of Seymour Jaffe, of the Big Three's art department, became the mother of a girl, Linda Bari, on January 4. . . . Mel Turoff has joined Patricia-Kahl Music. . . . RCA Victor thrush Wandra Merrill is now recovering from a recent injury.

Chicago
Dick Linke, national promotional director of Capitol Records Distributing Corporation, was in town last week with singer Bob Manning as part of a 10-city tour on "My Love Song to You." Manning made an appearance on Jim Conway's TV show, "In Town Tonight." . . . Bill Lawrence is now sales and promotion manager at United Record Distributors. . . . Bud Brandom, music publisher, who on his last trip to California discovered Betsy Gay, this time returned with singer Kitty White, who was subsequently signed by Mercury Records.

Columbia Records held a release preview hearing of new single and album releases. Paul Wexler, in for the affair, aired the new Mahalia Jackson, Doris Day, Don Cherry and Frankie Laine releases for the deejays and the press. . . . Sig Sakowicz's "Sig's Show" will now be heard over WAAF from 9:05 till 9:45 a.m. across the board. . . . Disk jockey Hal Fredericks, former St. Louis deejay, joined WAAF January 10. . . . Dolores Hawkins made a personal appearance on Howard Miller's TV show recently in conjunction with a promotion on her recording of "George."

Vocalist Lucy Reed, who completed a month's engagement at the Streamliner here, left for the Vanguard in New York, where she opens January 18 for an indefinite stay. . . . Red Foley and Jimmy Wakely have each been signed for one-week engagements at the "Breakfast Club." Also signed for the show was Bob Manning, who begins his week's stay January 31. . . . Ted Browne, music publisher contact man, lost his father last week. He was 95. . . . Buddy Laine's orchestra will do a one-nighter at the Holiday Club Ballroom January 22. His band broke the attendance record at the Hub Ballroom in Edelstein, Ill., recently.

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GIVE TO DAMON RUNYON CANCER FUND

. . . Ted Weems and his orchestra are doing one-nighters thru the Midwest.

Hollywood
Singer Anna Maria Alberghetti will star in the Auto Show at the Pan Pacific January 21-30. . . . Margaret Whiting set to record "Follow Me," originally introduced by Joan Crawford in "Torch Song." . . . Eddie Albert makes his vocal debut on a pair for Kapp Records. The Sportsmen Quartet fills in for the King Sisters during the current run at the Coconut Grove. . . . Ray Baxter and the Chuy Reyes ork inked for San Francisco's Mambo City. . . . Joan Weldon will be guest soloist with the San Francisco Symphony Orchestra January 26. . . . Disk jockey Jerry Lawrence, who inaugurated the Dime-a-Disk campaign for collecting funds for the March of Dimes, repeats this year. . . . The Hi-Los, vocal group, have signed a recording contract with Starlite Records. . . . Gordon MacRae follows his Miami television stint with a week at Blinstrubs in Boston, opening January 24. . . . Ronnie Deauville slices four tunes for American records this week. . . . M-G-M Records has signed pianist William Masselos. . . . Freddie Slack opens an engagement at Phil Ahn's Moongate for an indefinite stay. . . . Capitol Records has joined Warner Bros. in promoting their Frank Sinatra album from the "Young at Heart" picture. . . . Ray Anthony office has moved to new offices. . . . Lawrence Welk and the Lancers teamed for the title song, "Timerback," from the Republic film of the same name. . . . Vernon Duke returned to Hollywood after a two-month hiatus in New York. . . . Irving Mills has signed singer Jacqueline Fontaine to a recording pact. . . . Decca's first etching with Billy Ward and the Dominoes, now at the Mocambo, hits the stalls this week.

Walt Heebner, vice-president of Capitol Records, Inc., became the father of a girl, Claire Elizabeth, at St. Joseph's Hospital, Burbank, Calif., January 12. Addition is the Heebners' third daughter.

Cap Duo-Coverage On 'Finian's' Via Logan, Sound Track

HOLLYWOOD, Jan. 15.—Capitol Records will have double coverage of the upcoming "Finian's Rainbow" feature film via a special Ella Logan album titled "Songs From Finian's Rainbow" and the original sound track album from the film itself.
Miss Logan was originally signed by Capitol to etch the songs from the Broadway show long before production of the picture was announced. Sound track album will also feature Miss Logan, in addition to Frank Sinatra, Louis Armstrong and the Oscar Peterson Trio.
"Songs From Finian's Rainbow" will be released this month.

FAST TALKERS END IN A DRAW

MIAMI, Jan. 15.—The Harmonicaaires, who last week released their latest DeLuxe recording, "Tuxedo Junction," are a typical example of luck's children, or "How to Get a Recording Contract."
When Ross Cefalu, a Miami motorcycle policeman, picked up Henry Stone, things took a real switch. Stone, a &c. director of DeLuxe, not only talked himself out of a ticket but Cefalu talked himself and his two harmonica buddies into a recording contract. They've cut a number of sides since the incident, and have played several location dates. However, they all decided to keep their regular jobs and the security of a regular weekly paycheck.

REAL 'GEORGE'

Epic Bases Gimmick on Hawkins Wax

CHICAGO, Jan. 15.—Bill Lawrence, new sales and promotional manager at United Record Distributors, has come up with a gimmick which should keep Chicagans on edge for at least the next two weeks. The entire promotion is based on Dolores Hawkins' Epic recording of "George," a disk that has already caused considerable comment because of the unusual lyrics and ill-fated demise of the tune's namesake.

Lawrence posted notices in the city's classified ad columns from Miss Hawkins, asking "George" to come back. Dolores, following this, made a personal appearance on Howard Miller's TV deejay show and again related her plea, along with the singing of the song.

The big tie-in, as planned by Lawrence, is to send wires and long-distance calls from points along the Mississippi River from New Orleans to Chicago. The first wire was sent to Harvard Miller stating that "George" was seen swimming up the Mississippi from the Gulf and calling for Dolores. Each day Miller and other jockeys will be posted as to "George's" progress up the river, with the climax coming Friday, January 21, the day he is to arrive in Chicago. As yet, no one seems to know who or what "George" is going to be when he does arrive. In any case, interest has already been aroused and it remains to be seen what will happen once the progress reports start arriving regularly.

Jump in Copyright Registrations Seen In New Fiscal Yr.

WASHINGTON, Jan. 15.—A jump in copyright registrations is predicted by President Eisenhower's budget-makers for the next fiscal year.
The new federal budget, which the President will submit to Congress Monday (17), anticipates that there will be 233,798 copyright registrations in the 1956 fiscal year beginning July 1, compared with 228,231 estimated for the current fiscal year, and 222,665 in the last fiscal year.
The President's new budget does not show a breakdown as to how many of these are registrations for musical works, books and others.

Pierce to Coast For U-I Features

HOLLYWOOD, Jan. 15.—Decca Records' Webb Pierce arrived here this week (11) for the first of a planned series of short features to be filmed by Universal-International Studios. Pierce will do a schedule of five one-nighters prior to his work at the studio, with dates in Fresno, Modesto, Sacramento, Los Angeles and San Diego. Marty Landau, operator of the Riverside Rancho here, is promoting the brief tour.

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HOCUS-POCUS

By BILL SACHS

LADY FRANCES (Frances R. Francis), who recently made the hop from New York to San Francisco, has been making one-nighters in clubs and theaters in the Los Angeles area in recent weeks. She tells of bumping into **George Boston**, former **Thurston** and **Blackstone** aid, in Hollywood recently. . . . **Ching** is current at the New York Palace. . . . **Hen Fetsch** presented his "Who's Fooling Who?" lecture for the members of Boston Assembly, Society of American Magicians, January 14. . . . **Paul Duke** posts from Haiti that he's enjoying his cruise on the Ile de France. . . . **Joan Brandon**, who has been doing shows in Florida the last two weeks, planes into Chicago this week to do a show for the Hot Point Company. . . . **Gerrie Larsen** sailed January 10 for a cruise to Bermuda and Nassau. . . . **Landrus the Magician** (Fred C. Landrus), out again this season under the guidance of **R. Temple Greystoke**, sustained injuries to his arm, leg and side in a recent accident and will be out of action for about a month. He's laying off in Elmira, N. Y. . . . **Milbourne Christopher** will take his magic show to Texas in mid-April. The Parent Assembly, Society of American Magicians, presented him with an illuminated scroll at a recent meeting, marking the end of his term as president. . . . **Jean Hugard** has finished a manuscript answering **Houdini's** "Unmasking of Robert-Houdin." **George Schindler**, Brooklyn baffle and comedian, has been named president of Showbiz Comedy Service, material-writing org, for 1955. **Billy Balfour** continues as vice-president, with **Evelyn Stone** serving as secretary-treasurer. . . . **Terry Brady** (Prince Samara), veteran mentalist, on the sick list the last several years, reports that he's on the mend at his home, 1827 Conant Avenue, Burley, Idaho. . . . **Roy Benson** winding up a two-weeker at the Downbeat

Cabaret, Montreal. . . . **Gus Ezerko**, European trixster, has been playing Montreal spots the last three weeks.

BLACKSTONE pulled a capacity house on his opening in Montreal last week, according to our faithful correspondent there, **Arthur Schalek**, who relates that the Old Master has lost none of his speed and cunning. "He has retained the best of his old tricks and added a number of new ones," writes Schalek. "This season he is doing the Crystal Casket, which goes over well, and he has given a new slant to the Indian Rope Trick. Another new one that is clicking is dubbed **Mardi Gras**, with a donkey and duck being produced from an assortment of silks. He retains that solid, old standby, the **Lady With the Lamp**, still baffling and amusing; the **Disappearing Bird and Cage**, the **Spirit Handkerchief**, and the **Lady and the Saw**, among others." **Charles McDonald** is producer and general manager; **Bert Lang**, company manager; **C. Foster Bell**, press agent; **Holloway Branch**, production manager; **William Rice**, stage manager; **Gladys Llye**, musical director, and **Calerie Cote**, costume designer. Others in the troupe are **Nancy Morgan**, **Shirley Morcen**, **Marian Hackney**, **Liza Elliott** and **Jon Essex**, assistants. **Blackstone** plays the **Hanna Theater**, Cleveland, week of January 24, and the following week shows the **Nixon Theater**, Pittsburgh. . . . **Virgil and Julie** shoot us a bundle of publicity samples and press clippings from Karachi, Pakistan, to point up the fact that they're still knocking 'em out of the box in those parts. The **Ceylon Magic Circle** recently tossed a gala party in their honor. . . . **Dr. John Duell**, who has served as president of the Society of Detroit Magicians on several occasions and the group's oldest member, has moved to Cairo, Mich.

Big 3 Readies Symp Orch Arrangements

NEW YORK, Jan. 15. — The educational department of the Big Three music publishers, Robbins, Feist and Miller, is bringing out a series of new orchestrations for civic orchestras, youth symphonies, college orchestras and radio and TV symphonies. There will be a total of 25 orchestrations available by the spring, with a few to be ready shortly.

This is the first attempt by the Big Three to come up with orchestrations of standard compositions for the growing group of civic and college symphonic orks. First orchestrations will include "Deep Purple," "Three Shades of Blue," "The Bullfighter," "Three Modern Moods" and others. Arrangements will be made by **Phil Wall**, **Earl Sheldon**, **Alfred Rickey** and others who have done many arrangements for large orks. Of the new orchestrations, "Manhattan Serenade" will be performed on Sunday (16) by a symphony orchestra under the direction of **Alfredo Antonini**, on the CBS program, "On Sunday Afternoon."

The orchestrations will be available for use with a small symphony of 30 men, or one as large as 130 men. They will be available in three sets, Set A—for a small ork; Set B—for a full ork, and Set C—for a symphonic ork.

Happiness Music Formed in Kaycee

KANSAS CITY, Mo., Jan. 15.—Happiness Music, a new music publishing firm, has been organized this week by **Mrs. Betty Peterson Blasco**. She has severed her connection with **Blasco Music, Inc.**, which was established by her late husband, **Louis Blasco**, and which they operated for several years.

In the new set-up, most of the American Society of Composers, Authors and Publishers copyrights formerly held by **Blasco Music** have become properties of **Happiness Music**. **Mrs. Blasco** also heads **Midland Music**, a Broadcast Music, Inc., affiliate. A major property of the new company is "My Happiness," for which she wrote the words and which is now an established standard.

Blasco Music continues active in the publishing and recording business, according to **Frank Blasco**, president, who succeeded his brother, **Louis**, in that position. The company has the **Cardinal** label and a talent roster including the **Mulcays**, **Cathy Bryan**, **Carl King** and **Hack Swain**.

Coast Pressers Hear Knight on Standards

HOLLYWOOD, Jan. 15.—Approximately 50 members and invited guests of the Western Record Pressers' Association heard **Ernie Knight** of **Diaoustic Laboratories**, call for "conformity in recording standards" at the monthly meeting of the trade group here Tuesday (11).

Knight, a recording industry engineering expert, helmed the discussion basically premised on the "need of the industry to produce recordings of better quality within feasible engineering limits." Meeting marked the first occasion in which representatives of the major labels, **Capitol**, **Columbia** and **RCA Victor**, were on hand. In addition to association members, audio engineers from a number of major recording studios, processing plants and mills attended.

MATHEMATICS FLIPS WOOLEY

NEW YORK, Jan. 15.—**Sheb Wooley's** new M-G-M record shapes up as a rather wild coupling of titles. The country and western artist warbles "38-24-35" on one side and "I Flipped" on the flip. The label may give away a tape measure with each deejay copy.

THE FINAL CURTAIN

BROWNLEE—LeRoy, 56, suddenly January 5. He was the owner of the Lee Theater, Carson City, Mich. Survived by his widow. Services at Detroit.

CALKIN—Fred, 76, widely known concessionaire with various carnivals, December 30 in Donna, Tex. Survived by a sister in Odessa, N. Y. Burial in Donna.

GARDNER—Orville (Sharty), veteran pitman, January 9 in Indianapolis of a heart attack. During the past season he worked on the **Cetlin & Wilson Shows**. Burial January 12 in Anderson, Ind.

DAVISON—Mrs. William F., 88, mother of **Jimmy Davison**, veteran tramp clown, January 8 in Richmond, Va. Survived by another son and a daughter. Burial in Smithfield, Va.

FINESINGER—Mrs. Nina Wulfe, 54, a concert violinist and former member of the **Los Angeles Philharmonic** orchestra, January 8 in Boston. Her husband, **Dr. Abraham L. Finesinger**, survives.

FLEKNER—Mrs. Anne Crawford, 80, playwright, January 11 in Providence. Her greatest success was her dramatization of "Mrs. Wiggs of the Cabbage Patch," which had a long run on Broadway, toured European capitals and Australia and had years of popularity among amateur groups. Other successes included "The Marriage Game" and "Age 26." She was active in founding the **Dramatists' Guild** of the Authors League and served on the board for many years. Her husband, two daughters and a sister survive.

FRELS—Ruben, 67, veteran South Texas theater owner and operator, December 31 in Victoria, Tex. He headed the **14-house Frels Theater Circuit**, with headquarters in Victoria. Survived by his widow, a son, two daughters, a sister and a brother.

GENTRY—Dewey L., 56, veteran of more than 40 years as an outdoor concessionaire, December 31 in Harlingen, Tex., of cancer. At the time of his death he and his wife, **Tony**, were with the **All-Valley Shows**. Burial in Restlawn Cemetery, Harlingen.

GILCHRIST—Ronald, 72, for many years a director of **Foam Lake (Sask.) Agricultural Society**, December 27 in Foam Lake. Survived by three sons and three daughters. Burial in Foam Lake.

GROENWOLD—Ben, 79, formerly active in **Shrine** circus dates in Toledo, where he worked with the **Sparks, Sells-Plotz** and **Orrin Davenport** shows. He was director of safety for the city and motorized the city fire department 40 years ago. (Details in **General Outdoor** section.)

HARTZELL—(Bones), 63, veteran clown, for many years with the **Ringling Bros.** and **Barnum & Bailey Circus**, in Phoenix, Ariz., January 13. Survived by a daughter. Cremation in Phoenix.

HEDEMAN—Helen, 43, for many years in charge of casting for **ABC**, January 7 in New York. Two brothers and a sister survive.

KAUFMAN—Edward, 61, story consultant at **Famous Artists**, January 9 in Los Angeles of cancer. He was a veteran of the motion picture in-

dustry, having previously been associated with **RKO** and **20th Century-Fox**. Survived by a son and a sister. Burial in Forest Lawn Cemetery, Los Angeles.

LAIDLER—FRANCIS, 88, theatrical producer known as **Britain's King of Pantomime**, January 8 in Bradford, England.

LEONARD—Jack K., 42, screen writer, January 9 in Los Angeles. He had been a member of the **Screen Writers' Guild** since 1947. His credits included "The Plains," "Love Is a Weapon," "Man in the Dark" and "Cry of the Hunted." Surviving are his widow and three children.

McGUIGAN—J. Barry, 53, press representative for the **Shubert** theaters in Philadelphia, January 10 there. He had been a former newspaperman and photographer.

MILLS—Annette, 60, old-time variety artist who had made a new career as a star of children's programs on television, January 10 in London. A sister of **John Mills**, film actor, she had been a pianist, dancer, cabaret artist and songwriter. Besides adapting African music to her use, she had her greatest song success with "Boomp-a-Daisy," which brought her back to the stage as a single, long after an accident had ended her dancing career. To TV audiences she was the voice of **Muffin the Mulp**, a puppet character on a show which she had helped conceive.

MOORE—Jack True, widely known circus performer, January 7 in **Veterans' Hospital**, Danbury, Conn. A native of **Wichita, Kan.**, he started out in show business in Chicago at an early age with the **Nettle Carroll** troupe, circus aerial act. He later performed with **Barnum and Bailey**, **Ringling Brothers**, **Hagenbeck & Wallace**, **Sells-Plotz** and many other shows. At one time he also worked vaude, touring the old **Orpheum Circuit**. In later years he was equestrian director for various circuses. Survived by his widow, **Clara**, also a former circus performer. Burial in Danbury.

PARSONS—Wayne, theater manager, January 9 in Detroit of a heart attack. At one time he was manager of the **Broadway Capitol** and the **Gold Coast** theaters, Detroit. Burial in California.

POTTER—Bert, 88, former musician, recently in **Harper, Kan.** Survived by a brother, **John**.

REBECK—Grace Gaylord, former stage and radio singer, January 5 in Cleveland. At one time she and two of her daughters, **Gloria** and **Gale**, comprised the **Gaylord Trio**, an early singing group on radio. Later the daughters continued with **Jack Walton**, replacing the mother. In addition to her two daughters, she is survived by a son, **Thomas**; another daughter, **Carol**, and her second husband, **Steven Rebeck**, a sculptor.

REYNOLDS—John J., 88, former orchestra leader, January 10 in Bridgeport, Conn. For many years he led the pit orchestra at the **Smith's Theater**, Bridgeport. He was a charter member of **Local 63, American Federation of Musicians**. Survived by a sister, **Mrs. W. D. Start**, **Norwalk, Conn.** Burial in **Mountain Grove Cemetery**, Bridgeport.

SMITH—Frederick (Brownie), 64, veteran carnival manager and a member of the **Greater Tampa Showmen's Association**, recently in Tampa. Starting out in show business at an early age, he was for many years manager of **Smith's Greater Shows**. Survived by his widow, **Mabel**; two sons, **K. F. Smith Jr.** and **P. S. Smith**, both of **Salisbury, N. C.**; a daughter, **Mrs. D. L. Weinhild**, **Marion, N. C.**; a brother, **Murray**; a sister, **Mrs. H. P. Brooks**, and a half-brother, **James H. Hodges**, retired showman, all of **Salisbury**. Burial December 31 in **Garden of Memories Cemetery**, Tampa.

My deepest thanks to the Miami Showmen's Association for the beautiful floral offering and to all our friends for kindnesses extended me during my recent bereavement.

HAZEL SAMMS

VILLARREAL—Jesus Marie, staff announcer on **Station KVOU**, Uvalde, Tex., December 28 of injuries sustained in an automobile accident near Uvalde.

YATES—Charles V., 51, New York theatrical agent, January 9 in Palm Springs, Calif. He had represented such stars as **Bing Crosby**, **Beatrice Lillie**, **Martha Raye**, **Bobby Clark**, **Robert Alda**, **Gordon Jenkins**, **Tony Pastor** and **Fred Waring**. Illness forced him to cut his activities, but he still continued to book such artists as **Bob Hope**, **Gypsy Rose Lee**, **Lew Parker**, **Jerry Colonna** and **Phil Spitalny**. His widow, a son and a daughter, two brothers and a sister survive.

MARRIAGES

LOWRY-FISHER—Albert Fisher, non-pro, and **Betty Ann Lowry**, music librarian for **Station WOAI**, San Antonio, recently in that city.

BIRTHS

POPE—A daughter, **Merrisue**, to **Mr. and Mrs. L. E. Pope** January 1 in **Newhall, Calif.**

VALENTINE—A son, **William Edward**, to **Mr. and Mrs. William R. Valentine** in **Los Angeles** December 24. Father is a **Kiddieland** operator.

BURLESQUE BITS

By UNO

Vivienne Morgan, one of burly's topmost strips, shifted from the **Hudson, Union City, N. J.**, where she drew a big week, to the **Gayety** in **Baltimore** and then for a **Kane Circuit** tour. At this time her private life is taken up with a study in astrology and with the prospects of marrying a **New York** doctor in six months. By birth she is **French** on her mother's side, **English** on her father's with **Italian** and **Scottish** blood added. . . . An earnest appeal for financial help comes from **Ray Cook** to his many friends in burly, niteries and outdoor shows with which he was associated as a talker and a candy pitcher. His last position was as a booker in **Tampa**. His address is **Hinds County Jail**, **Jackson, Miss.** . . . A new pic company, **The Kemp Productions**, has been recently organized with offices at **1650 Broadway**, **New York**, according to **Walter Anderson**, press relations counsel. **Kemp's** first production to start shooting next month in **Florida** will be "The Burlesque Story," a wide-screen musical in color. Completion of the film will be in **Hollywood**. The screen play is an original by **Walter Hartman**, for years a feature writer on drama of **The New York Daily News** before joining the **East Coast Story** department of **Paramount** pix. Negotiations are on for **Mitzi Gaynor** to play the ingenue lead of a stripper opposite **Bert Lahr** as **Mr. Burlesque** himself. . . . **Mitch Todd** replaces **Jimmie Adano** as house singer at the **Hudson, Union City, N. J.**, January 16 with **Adano** moving to **Grossinger's** in **Liberty, N. Y.**, for

an indefinite stay. . . . **Jack Coyle**, straight man, returned to circuit houses after 16 weeks in **Buffalo** niteries.

Gypsy Nina is back home in **Flushing, N. Y.**, under medical treatment for a wrenched spine as the result of a fall down stairs at the **Carman**, **Philadelphia**, where she was to have been the headliner week of **January 5**. . . .

Rose LaRose opens **January 17** for one week at the **Mayfair Club** in **Rochester** thru **Eddie Kaplan**. Following her nitery week, **LaRose** shifts to the **Empire**, **Newark, N. J.**, and then to the **Hudson, Union City, N. J.**, for week of **February 6**. . . . **Bob Collins**, comic, is in **Ward D. Polyclinic Hospital**, **New York**, merely for a check-up on his recovery from a heart ailment. . . . Start of the demolition of the **Garrick** in **St. Louis** began on **January 3**. The 50-year-old theater, dark for a year, is being razed to make way for a parking lot. House was erected for the **St. Louis World's Fair** and named for **David Garrick**, the **English** actor. It played legit until after **World War I**. Then it became a burly stop until the 1940's, and after that it showed pix occasionally. . . . **Clara** and **Paul Milmar**, of vaude and burly, parents of **Estelle Milmar**, celebrated their 50th wedding anniversary and their 60th year in show biz **New Year's Eve** at the **Trouper's Club** of **Hollywood** of which the **Three Milmars** are old-time members. . . .

Dave Kayne, brother of **Harry Oakene**, manager of the **Hudson, Union City, N. J.**, where he is the spot-lite man, is out of the **Mount Sinai Hospital**, **New York**, for the second time to renew his walking on crutches. Foot trouble has been **Kayne's** worry for a long time. . . . **Edith** and **Mickey Markwood**, old-time straight woman and comic, are living in retirement at **2537 Alvar Street**, **Apartment E**, in **New Orleans**. . . . **Sequin** opens at the **Palace**, **Buffalo**, **January 27**.

PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

Ohio Meeting Big But Spending Off

Betsch New Prexy; Wyandot Top Fair; Capener Releases Fairgrounds Survey

COLUMBUS, O., Jan. 15.—A capacity crowd of fairmen, their wives and allied members of the industry jammed the main ballroom of the Deshler-Hilton Hotel to capacity Thursday night (13) to give a fitting finale to the three-day 30th annual convention of the Ohio Fair Managers' Association.

With virtually everyone of the State's 96 county and independent fairs represented, the conclave again attracted more than 1,200 fairmen, carnival men, attraction people and suppliers. Attendance-wise, the meeting was on par with other seasons, but the attraction people, bookers and supply house men found a lack of spontaneity in buying, with many of the fairmen present merely parading and looking, while holding up on the finale okay until the future.

The banquet program kicked off with Russell S. Hull, association president, introducing former Governor of Ohio Myers Y. Cooper, who served as toastmaster. Principal speakers were Dr. Arthur S. Flemming, Director of Defense Mobilization in Washington, and the Rev. Laurence H. Hall, rector of St. Paul's Episcopal Church, Cleveland. The banquet show, emceed by Bob Shaw, of the Gus Sun Booking Exchange, featured Cathy Carr, singer; Buddy Ross, accordionist; Sandra, 11-year-old vent; Paul Kohler, xylophonist, and Jackie Swift, comedian.

The Myers W. Cooper Trophy for the Champion 1954 Ohio Fair went to Wyandot County Fair, Upper Sandusky, of which Ross A. Winter is secretary.

At the final session Thursday, Charles Betsch, of Ross County, was named to head up the Ohio Fair Managers' Association for the ensuing year. Others elected were James D. Murray, first vice-president; Russell Ault, second vice-president; Goldie V. Scheible, executive secretary, and Henry C. Richards, treasurer.

Nothing of a sensational nature developed at the Wednesday or Thursday sessions. But as in past years, the programs were well planned and run off in a punctual manner. All sessions were well attended. Principal speakers Wednesday was Harold C. Peder-

son, executive secretary of the Minnesota Federation of Fairs, who outlined the workings of fairs in his State and told briefly how Minnesota built its State annual to the status of one of the best in the nation. His talk evinced considerable interest and discussion, many of those present feeling that Ohio could well emulate Minnesota if the operation of the Buckeye annual were taken out of politics.

There was also talk on the convention floor of having members of their Junior Fair groups participate in the convention program next year, with an award being made for the best kids fair. Much talk also centered around the proposal

(Continued on page 53)

Ore. Centennial Comm. to Hold Cele in 1959

Votes to Go Ahead; Large-Scaled Fair Seen Probable

PORTLAND, Ore., Jan. 15.—The Oregon Centennial Commission this week decided to go ahead with a celebration in 1959—probably a large-scaled fair.

J. A. Mount, of Portland, chairman of the committee appointed by Gov. Paul L. Patterson to plan observance of Oregon's 100 years of statehood, said the scope of the celebration remains to be determined. To this end money is being raised to employ the Stanford Research Institute to study the possibility

'54 Minn. State Fair Turns in 159G Profit

Net Doubles '53 Surplus; Doug Baldwin Sees Million Gate With Good Weather in '55

MINNEAPOLIS, Jan. 15.—The 1954 Minnesota State Fair more than doubled its profit of the previous year, Douglas K. Baldwin, fair secretary, told the annual meeting of the Minnesota Agricultural Society in the Radisson Hotel here Tuesday (11).

In his yearly report, the secretary said the elusive million mark in attendance was possible with ideal weather during the 10 days of the annual fair.

Grossed \$1,212,142

The 1954 profit was \$159,300, compared with \$66,552 in 1953. Last year's gross was \$1,212,142 with expenses \$1,052,842, Baldwin said.

The average daily attendance in 1954, Baldwin told one of the "smoothest-going" annual sessions in recent society history, was 94,656.

"With moderate temperatures in 1954," he said, "attendance for the first half of the fair reached 458,651. In 1953, with the thermometer in the 90's on four of the first five days, the corresponding attendance total was lower by 72,342."

Participation Soars

In recent years, the secretary said, there has been a "dramatic increase in participation of the State Fair's educational departments" and "phenomenal expansion of exhibits by manufacturers and merchants." He contended the public recognizes the fair's "invaluable contributions to the advancement of agriculture, commerce and the arts."

Henry W. Swenson, of Chicago City, was re-elected president of

the State society for his second consecutive one-year term. He first joined the society as a member of its board of managers in 1945. In his presidential message,

(Continued on page 51)

Minnesota Fair Circuit Pacts Grossman Show

MINNEAPOLIS, Jan. 15.—The Gus Sun-Irving Grossman Booking Agency of Des Moines this week was awarded the night grandstand show contract for the five fairs on Minnesota's Red River Valley Circuit. The contract calls for two and a half weeks' work, three days at each annual.

Fairs included are Barnesville, Fertile, Warren, Rosseau and Mahanomen. Program for this year will consist of three different shows. The first day, Gene Holter's animal troupe will perform, with two different variety units to come in for the following two days.

Other offices which presented at the Minnesota convention here included Ernie Young Agency, Charles Zemater Theatrical Agency, Barnes-Carruthers Theatrical Enterprises, Boyle Woolfolk Agency, Hal Garven, Marlo Show Productions and Tom Drake.

Reading Names Giles to 22d Term as Chief

READING, Pa., Jan. 15.—John S. Giles was returned to his 22d term as president of the Reading Fair at Saturday's (8) annual reorganization of the Agricultural & Horticultural Association of Berks County, which operates the fair.

Other officers and 17 directors were also re-elected, including Charles W. Swoyer, secretary; W. Arthur Morris, assistant secretary, and Albert L. Swoyer, treasurer. Heber Ermentrout was named second vice-president, succeeding Harry J. Schad who was elevated to first vice-president to fill a vacancy created by the death of Chester W. Brumbach. Ermentrout is a former mayor of Reading.

Re-elected to the board were the six officers and Newton W. Geiss, Alvin F. Kemp, C. Paul Lied, Jacob H. Mays, Thomas J. Merkel, Horace W. Miller, Russ Moyer, George L. Roller, H. B. Roshon, George W. Schuler, and J. George Zerr.

ANNIVERSARY FEATURE

Allan Herschell Co. To Intro Major Ride

NORTH TONAWANDA, N. Y., Jan. 15.—A new major ride will be introduced soon by the Allan Herschell Company, Inc., here as one of the highlights of the 75th anniversary of the founding of the company.

Lyndon Wilson, president, in making the announcement, also said that the new ride would be unveiled here, with demonstrations to be made for amusement park and carnival owners and ride operators. Such demonstrations, he said, would be spread over several weeks, and will be held before small groups of operators.

The firm also will bring out a new coin-operated ride as part of its 75th anniversary year program, Wilson disclosed.

He also revealed that all Allan Herschell rides turned out this year will be equipped with timers, pointing out that they have become so popular that they must now be regarded as standard equipment.

Wilson also said that the Little Dipper has been redesigned and all of the new units will go out renamed the "Roller Coaster," which he termed more descriptive. The unit, he continued, is now offered in two widths, the smaller 35 feet, 5 inches, intended for easy portability. The standard width will be of 51 feet, enabling three rides to be placed inside.

Slated for a prominent place in the company's anniversary year is the Jolly Caterpillar, according to

(Continued on page 51)

WORLD'S LARGEST BLDG.

Rose, Zeckendorf Set New Skyscraper Fair

NEW YORK, Jan. 15.—Showman Billy Rose gave the world a look—but just a small glimpse—of his latest enterprise last night. As had been rumored around New York, he is planning a permanent world's fair to be located in mid-Manhattan, he confirmed on Ed Murrow's "Person to Person" NBC video program.

Rose's mention that he has been working on the project "for a long time" with William Zeckendorf, president of the powerful Webb & Knapp realty and building firm, instantly brought attention to a recent Zeckendorf move regarding Pennsylvania Station.

The builder announced in December that he had successfully negotiated for "air rights" over the rail terminal. Also a large parcel in Flushing is also being held by Webb & Knapp, the "mid-Manhattan" location strongly indicated that the Pennsylvania Station spot is the one in mind.

'Palace of Progress'

Rose said Webb & Knapp will make further announcements in a few weeks, but he did make the following revelations:

1. The "permanent world's fair" will be in the world's largest building.

2. The trade center will be called the "Palace of Progress" and will cost \$100,000,000.

3. In the skyscraper will be a continual display of both foreign and domestic products.

Prior to the Zeckendorf announcement regarding "air rights" Robert R. Young, head of the New York Central Railroad, had said he was considering several possibilities for developing the terminal's upper area, among them a \$100,000,000 skyscraper proposed by Zeckendorf.

Rose was firm yesterday, insisting that his brief reference to the tremendous project on the Murrow show would be all that he would say about it. Appearances were that the showman, unless broken down by the hammering of newsmen, would let Zeckendorf carry the ball regarding further announcements.

To Hear Creal Speak

TRENTON, N. J., Jan. 15.—Harold Creal, general manager of New York State Fair, Syracuse, will be principal speaker at the January 24 Farmers Week luncheon in the Hotel Hildebrecht here, said William C. Lynn, secretary, New Jersey Association of Agricultural Fairs. Creal's topic will be "My Five Years Managing the New York State Fair," wrapping up his experiences as a fair executive and offering ideas and suggestions to New Jersey fairmen.

Oregon State Fair Gets Roller Coaster

PORTLAND, Ore., Jan. 15.—Carl Miler, of Portland, this week announced signing a contract with the Oregon Fair Commission for construction and operation of a permanent Roller Coaster at the Oregon State Fair in Salem.

Miler said the ride, a medium-size coaster, would incorporate newly patented features that provide big-ride thrills though requiring a smaller area. The attraction, which Miler will operate, will oc-

cupy an area 60 by 320 feet on the midway at a site yet to be selected.

It's all-steel design will incorporate features used in his smaller ride, the Miler Rollo Coaster. Miler said these features allow the cars to run freer with less friction and less wear on the rails. The coaster will be erected at Salem after construction in Miler's Portland plant, which is moving from 8250 S. E. Bush street to 9630 E. Burnside street.

Richmond Sets Hamid Features

WINSTON-SALEM, N. C., Jan. 15.—Virginia State Fair, Richmond, has contracted to use George Hamid & Son grandstand features at the 1955 annual, it was announced here Friday (14) by George A. Hamid Sr. The New York agency will supply its big grandstand show, the "Showtime" revue, and seven acts. Hamid regained the contract after a lapse of one year.

Hamid also reported that Sam Nunis had been contracted by the fair to supply Saturday afternoon big-car races.

Hold Last Rites For Topeka Fair Manager's Wife

TOPEKA, Jan. 15.—Funeral services were held here Tuesday (11) for Mrs. Maurice Fager, wife of the manager of the Kansas Free Fair, who was killed Sunday (9) while on a hunting trip.

Mrs. Fager was accidentally shot while hunting with her husband, their 14-year-old son and several relatives. Death came when a hunting dog bumped one of the guns and it was discharged.

R. I. Plant Up for Sale Over Taxes

PROVIDENCE, R. I., Jan. 15.—The State Fairgrounds at West Kingston are for sale or lease and if not disposed of by mid-February will go on the auction block to pay delinquent 1953 taxes.

Tax Collector Gertrude M. Paterson says unpaid taxes for 1953 and 1954 total \$3,187.24. The 1953 taxes with interest amount to \$1,489.64. The property has a total valuation of \$75,505, of which \$44,785 is for building and most of the remainder is for land.

James C. Muldowney, president and majority stockholder, said the "For Sale or Lease" sign nailed to the entrance on Fair Grounds Road at Route 138 "speaks for itself."

Horse racing has a large part in the fairgrounds woes. Muldowney is represented as willing to continue with the State Fair if allowed to hold pari-mutuel racing, but the State Racing and Athletic Commission has turned down his request. There is heavy objection by town groups to the racing.

In recent years there has been no State fair subsidy appropriated by the General Assembly as it had done in the past. George W. Boutilier of Narragansett has recently failed in attempts to re-open the plant's track for pari-mutuel harness racing.

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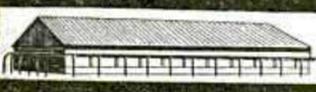
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OVERSEAS JAUNT

Newberry Thrill Show Skeds Paris Opening

CHICAGO, Jan. 15.—Plans for the spring invasion of Europe by Earl Newberry's Tournament of Thrills have advanced beyond the planning stage and embarkation dates for the various units were announced here this week.

Newberry, accompanied by Mrs. Newberry, will leave New York March 16 on the Queen Mary, in advance of the thrill show cars and personnel. The cars, 10 Fords, will be shipped on the Mauretania on April 12. Ramps will be built in Europe and trucks rented.

Performers, under General Manager Leo Overland, are scheduled to embark April 21 on the Queen Elizabeth. The party will include 14 drivers, mechanics and administrative staffers.

Opening in Paris

Opening is tentatively set for Buffalo Stadium in Paris, where the show is scheduled to remain for

nine days in order to get in two weekends. In England the troupe will perform at race tracks operating under the banner of the Greyhound Racing Association. Included will be Harringay Stadium, London, where Evangelist Billy Graham appeared on his '54 tour of Europe.

Abe Saperstein, who, among other enterprises, owns the Harlem Globetrotters basketball teams, is currently in Europe mapping out the remainder of the thrill org's route, which will be completed in the next few weeks.

Talent Listed For Ball-Grier Sports Shows

NEW YORK, Jan. 15. — The Syracuse Sportsmen's Show will offer talent again this year after a three-year presentation confined strictly to displays, it has been learned. The event, along with the sports show in Utica, is promoted by Ball & Grier of Utica. Dates for Utica are March 24-29, and for Syracuse, April 28-May 3.

The William Shilling agency, of New York, will supply the talent for both dates. At Utica will be Ed Gillen & Company, swimming-diving troupe; Jimmy Risk & Norma, horseshoe pitching; the French-Canadian Guides in log-rolling and canoe tilting; the Atomics, tumbling and rope skipping, and Peppy, the log-rolling dog.

At Syracuse will be Sandy the Seal; the Shooting Mansfields; Peppy, the log-rolling dog; Sid Sidinger, comic trampoline; Cal Barry's retrieving dogs, and the French-Canadian Guides.

Business Off At Ohio Meet

COLUMBUS, O., Jan. 15.—The 30th annual convention of the Ohio Fair Managers' Association held at the Deshler-Hilton Hotel here Tuesday thru Thursday (11-13) attracted the usual large contingent of outdoor showmen, attraction people and supply house men. While some of the old standbys failed to put in an appearance this year, their numbers were made up by representatives who were making the Ohio meeting for the first time.

Consensus was that business was not up to par of other years, due largely to the fact that many of the fairmen present were in the throes of altering their horse-race programs and as a result were holding off setting their attractions plans until a later date.

Among those in attendance at the meeting were: D. Bruce Evans, Gold Medal Products; Nelson Breeze, Breeze Rides; Margaret Klein, Bob Kaitenbach, Peggy Kaitenbach, Joe Smiley, Klein Attractions; Joe Chitwood, Chitwood's Auto Daredevils; Bob Corbin, Corbin's Calliope; Russ Simmons; Mr. and Mrs. A. J. Sunny and Gilbert Reichert, Sunny Amusement Company; Harry S. Wigton and Kurt Kuehn, Regalia Manufacturing Company; A. F. Powers, Mr. and Mrs. A. H. Sutton and H. M. Smith, R. B. Powers Company; Ed Gaines, G. W. Gaines and Korah McIntire.

(Continued on page 58)

Ben Groenwold Dies in Toledo

TOLEDO, Jan. 15.—Ben Groenwold, 79, retired city official and long-time associate of circus people, died here Saturday (8) after surgery. He was head of the Shrine Circus in Toledo for many years and earlier had the Sparks and Sells-Floto shows under Shrine auspices.

Funeral services Tuesday (12) were attended by Orrin Davenport and Earl Shipley. Floral pieces

Ringling TV Film Okay Granted By Paramount

CHICAGO, Jan. 15.—Paramount Pictures has authorized Milton Pickman and Ring Bros. and Barnum & Bailey Circus to make and release motion pictures of the circus, it was reported here this week.

This follows word that the circus and Pickman, its promotional director, had agreed with General Foods to present a major TV show in March. The airing probably will be March 29 and will show the rehearsal and preparations for the opening of the circus.

Paramount and Cecil B. DeMille's contract with Ringling for the movie, "The Greatest Show on Earth," provides that the circus is not to be photographed for movies or TV for a period of years. A release, probably on a temporary basis, from this part of the contract is what was reported by Paramount this week. It apparently clears the way for the General Foods program and any other TV plans which Pickman might develop.

Burke Fixes Hitler Car Feb. Opener

NEW YORK, Jan. 15. — Carl Hauptman has been signed to handle advance bookings and publicity for the Hitler Mercedes-Benz car, tour manager Jack W. Burke says. Hauptman was formerly Western field manager for the Ripley Believe It or Not tours, it was reported, while Burke was Eastern field manager for the same organization.

The Hitler Car exhibit closed its season on Christmas Eve in Chattanooga after a 53-week road trip. It will open again on February 11 in Panama City, Fla., Burke said from his home in Baldwin, N. Y. Only the Danbury and Mineola fairs were played in 1954 altho it is expected that there will be a longer fair route this year.

The car is transported on a semi-trailer which becomes a walk-thru exhibit. Most dates played, Burke said, are on city streets altho there are several resort dates played during summer weekends.

Regina Eases Show Charges

REGINA, Sask., Jan. 15.—An amendment to the city's license bylaw gives a new breakdown of traveling show categories and sets up rates that will be easier on small units.

Where transportation is not measurable by railway cars, the license will be \$100 daily. Where transportation is measurable by railway cars, or trucks, the rates are: One car or truck, \$50 a day; two cars or trucks, \$75; three to five, \$100; six to nine, \$150; 10 to 19, \$200; 20 to 29, \$350; 30 cars or over, \$500 a day.

Previously, the tab was the same where transportation was not measurable by railway cars and there were two other categories—for not more than 25 railway cars, \$300 a day, and for more than 25 railway cars, \$500.

The license fees apply to "carnivals, circuses, menageries and shows (which shall include a carnival, circus, exhibition of dancing, jugglery, riding, rope walking, sleight of hand, tumbling or wrestling, hippodrome, menagerie, trained animal show, waxworks, Wild West show, or a show of any kind not otherwise specifically provided for in this bylaw).

They were received from Frank McClosky, general manager of the Ringling show; Merle Evans, Ringling bandmaster; Clyde Beatty, and Davenport.

BUYS BIG

Ill. Event Believes in Billboards

GRIGGSVILLE, Ill., Jan. 15.—The Western Illinois Fair here rates billboards as one of the best attendance-building media, and will go all out this year for the June 30-July 4 run.

Thru a contract, signed recently with Lindy Advertising Service, Jacksonville, Ill., the fair's message will this year appear on 47 boards, covering 24 cities and towns over a 40-mile radius, considered to be some kind of a record for anything below a State fair. Illuminated boards will be used in Jacksonville and Quincy, Ill., as well as in Hannibal, Mo., three largest cities in the coverage. Five outdoor agencies are participating with the Jacksonville firm handling the sub-contracts.

J. R. Skinner, secretary of the fair, pointed out that in '54 the fair used six boards in a local area, featuring only one day of the fair, the usually slow July 5. A car license check for the day, showed the fair took in \$1,100 in admissions from that area, a sizable return for the \$180 paid for the advertising.

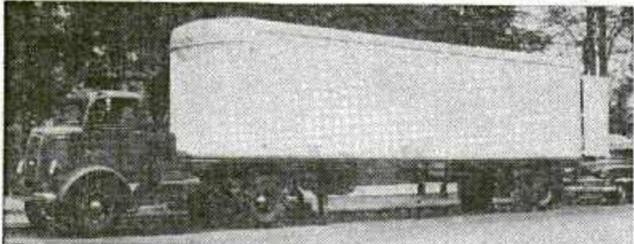
In addition to the boards, the fair will run display advertising in 22 dailies and weeklies serving the central-western part of Illinois.

Hiked Entertainment At 100th Tenn. Annual

TRENTON, Tenn., Jan. 15.—The 100th anniversary this year of Gibson County Fair here, September 5-10, will be marked by an outstanding entertainment program, an expanded corn show, and dairy and beef cattle shows, Frank Stallings Jr., general manager of the fair, announced this week.

Officials are also planning a new swine barn to care for anticipated increases in that department at the fair, called the oldest annual south of the Mason-Dixon line by Stallings.

FOR SALE—WILL SACRIFICE TWO COMPLETELY EQUIPPED MOBILE EXHIBITION UNITS



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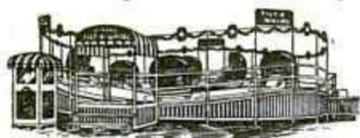


- Stands an impressive 38 feet high.
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- Powered by Ford or Jeep industrial engine.
- 10 big seats; 20-30 riders each trip.
- Easily portable. Can be moved on 18-ft. flat-bed truck.
- Quick set-up time; 2 hours.
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- Choice of red and blue or red and yellow seats.
- Choice of band or star lighting.
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New Flat Ride for adults and teen-agers. Requires space 57x57' and will easily load on one semi-trailer. This is a high speed Major Ride with exciting dips and thrilling turns. Price complete with ticket box, \$6,950.00. Term payments available. Write today for full information and photos.

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Thless United Shows report that this Ride grossed \$640.00 at celebration July 4, 1954. Can be completely set up or taken down in less than 15 minutes by two men. Price only \$2,750.00

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 800 Case Ave., Jacksonville, Illinois



AMATEURS TAKE OVER

Showmen Chirpers in Stellar Mass. Role

WORCESTER, Mass., Jan. 15.—It looked for a time as tho the amateurs were going to take over the entertainment program at the annual meeting of the Massachusetts Association of Agricultural Fairs at the Hotel Sheraton here Tuesday (11). Maestro Mickey Sullivan initially roped in Bob Conto, general agent of the Jack Kochman Hell Drivers, to lead community singing. Mickey then corraled King Reid, showman and Vermont legislator, and Phil Quinn, of the Spencer (Mass.) Fair and a State legislator, to form a duet. The politicians put their hearts into the effort but the audience showed little appreciation of the voice training obtained in legislative halls. Lorraine (Irish) Horan followed and smoothed off the rough spots before the professionals took over. Talent was furnished by the George A. Hamid & Son and Al Martin agencies.

A novel and welcome part of the program was the free cocktail hour preceding the banquet. Each of the member fairs contribute a sum of money on a pro rata basis and a miniature Celtic Bar is kept jumping for the full hour, and a bit more.

Leahys Set for Tour
 John W. Leahy, operator of the Danbury (Conn.) Fair and a guest
(Continued on page 58)

LOCALS ONLY

Jersey Eyes Irvington's Bingo Habit

TRENTON, N. J., Jan. 15.—Irvington's new bingo ordinance has aroused interest in many other municipalities in New Jersey since its introduction last week by the Town Commission. Its intention is to keep bingo and raffles strictly local, and it goes into effect Thursday (20).

The interest stems from developments since last year's local referendum on legalization of the games. Altho voters in most communities okayed bingo, some did not and have been obtaining their
(Continued on page 58)

Ohio Showmen Re-Elect Mere

COLUMBUS, Jan. 15.—Johnny T. Mere, Columbus, was re-elected president of the Greater Ohio Showmen's Association at a meeting held at the Deschler-Hilton Hotel here Tuesday (11) in conjunction with the 30th annual convention of the Ohio Fair Managers' Association.

Don Hole was named vice-president, and Nathan Cohen was elected to his fifth term as secretary. New trustees are M. L. (Whitey) Albert, Roger Duncan and E. W. Hutchinson.

The association is made up of concessionaires who operate at Ohio fairs.

Tulsa Pledges 63G Toward Barn Addition

TULSA, Jan. 15.—The Tulsa State Fair was virtually assured of getting a \$150,000 addition to its big livestock barn here as the result of receiving pledges of \$63,750 from business firms in the area. The pledges were made at a recent banquet hosted by G. C. Parker, president of the Tulsa Exposition and Fair Corporation.

The fair will pay \$50,000 toward the addition, which will make the barn one of the largest, if not the largest, in the world. Upon completion it will cover a total of seven acres.

Largest pledges came from Parker, president of the drilling firm bearing his name, and Jay P. Walker, president of the National Tank Company, who is the immediate past president. Each gave \$10,000. W. G. Skelly, president of the Skelly Oil Company, pledged \$5,000. Among the \$1,000 donors were The Tulsa Tribune, Tulsa World, Future Farmers of America, Cecil Wells, Dan P. Holmes, Vincent Supply Company, David Graham Associates, Glenciff Dairy, Commonwealth Life Insurance Company, Tom D. Mayes, Four-State Oil Company, MK&O Trailways, Joe Barnham, Fred Jones and John Mabee.

Other major contributors and the amounts included Johnson Manufacturing Co., \$2,500; Public Service Company, \$3,000; Oklahoma Natural Gas Co., \$3,000, and Home Federal Savings and Loan Association, \$1,200.

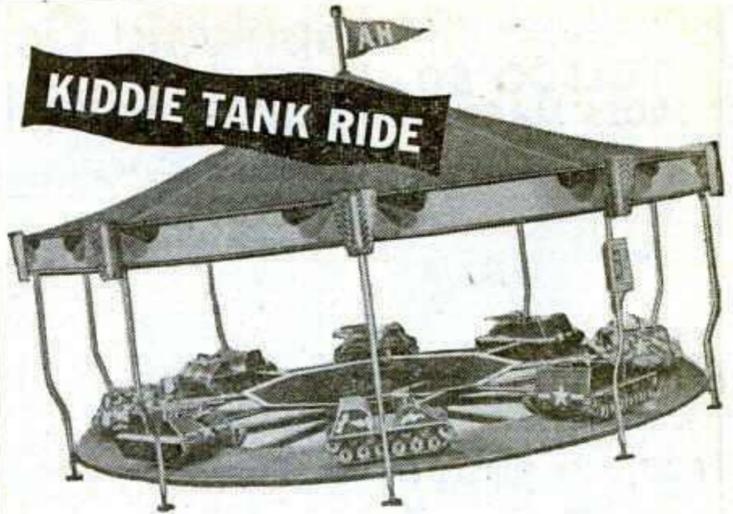
Chitwood Pacts Ohio Annuals

COLUMBUS, O., Jan. 15.—Joie Chitwood, Thrill Show owner and operator, signed the following fairs here this week at the annual meeting of the Ohio State Fair Managers' Association:

Guernsey County, Old Washington, O.; Carroll County, Carrollton, O.; Hardin County, Kenton, O.; Monroe County, Woodsfield, O.; Huron County, Norwalk, O.; Van Wert County, Van Wert, O.; Fulton County, Wauseon, O.; Ritchie County, Pennsboro, W. Va.; Morrow County, Mount Gilead, O.; Athens County, Athens, O., and Trumbull County, Warren, O. One still date was also signed with the Wapakoneta, O., Youth Association.

Hope to Saskatoon

SASKATOON, Sask., Jan. 15.—Bob Hope, with Jerry Colonna, the Deep River Boys and Betsy Duncan, will play the Exhibition Stadium in Saskatoon February 18.



The Tanks are Coming!

The Allan Herschell Kiddie Tank Ride will capture profits for you because it wins the fighting hearts of the kiddies every time. Sensation of the C.N.E. and everywhere else! Eccentric steel wheels on the realistic looking tanks run on a steel track to simulate motion of a tank over rough terrain. Youthful riders make the machine guns "bark" by pulling the trigger. Fluid drive and timer are standard equipment.



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 TALLER THAN A 3 STORY BUILDING
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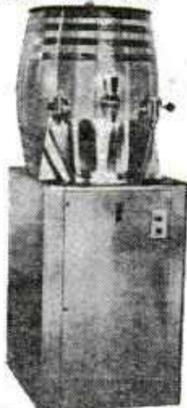
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Spokane Coliseum Draws Large Initial Turnouts

SPOKANE, Jan. 15.—Spokane's newly opened Coliseum drew more than 100,000 persons in its first three weeks of operation and followed up immediately with a record-grossing run by "Ice Cycles" that pulled another 64,892.

Manager Benjamin C. Moore has also been named manager of the Spokane Memorial Stadium and his salary has been increased from \$8,000 to \$12,000 annually.

N. Roy Rofinot, vice-chairman of the Coliseum committee, said the Coliseum, which opened December 3, has enough events booked for 1955 to assure successful operation in its first year. He said at the

present rate of income the \$2,000,000 bond issue would be paid off in less than 20 years.

ICER Gross

"Ice Cycles" grossed \$160,000 in 11 performances ending January 2, according to J. W. Harkins, company manager. In the smaller Spokane Ice Arena a year ago the show drew 34,000 and grossed \$75,000 in 12 performances. The

(Continued on page 58)

Dallas Starts New \$7 Million Convention Hall

DALLAS, Jan. 15.—After "50 years of planning," ground-breaking ceremonies were held here Wednesday for the new \$7,000,000 Dallas Memorial Auditorium.

The downtown auditorium was first proposed in 1905. In 1927 bonds totaling \$1,000,000 were voted and an additional \$6,000,000 in bonds was approved in 1945.

The City Council, headed by Mayor R. L. Thornton, who is also president of the State Fair of Texas, has taken the leadership in getting construction started. The building is expected to be completed in 18 months.

The 26-acre auditorium site is six blocks from the heart of downtown Dallas. It will include parking space for 1,000 cars, with the

(Continued on page 58)

Drive-In Ban Brings Suit By Loew Corp.

BOSTON, Jan. 15.—The E. M. Loew Theater Corporation has launched court action against the North Shore city of Beverly in an effort to obtain a license to build a drive-in theater on a site now being surveyed for a shopping center.

The writs allege that the mayor refused to grant a license when Loew held an option to buy the land. The option expired December 29 when Loew failed to produce a license.

There is a proposal before the planning board to ban open-air theaters in the city.

Calgary Up-Dates Drainage, Track

CALGARY, Alta., Jan. 15.—Several improvements have been completed at the Calgary Exhibition and Stampede grounds, including installation of storm sewers, race-track drainage, construction of a smaller and more compact center-field stampede arena and resurfacing of the stampede infield. Fair will also construct a new and more modern uncovered grandstand for the cowboys in the centerfield, a new calf-roping and steer-decorating set-up, and a change in the location of the racing totalisator.

FAIR ASSN. MEETINGS

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Alta., January 17-19.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18-19. Tom Moore Craig, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs, Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

American Midway: Mission, Tex., 25-30. Blue Grass: Sarasota, Fla. Glades Am. Co.: Riviera Beach, Fla.; Bowling Green 24-29. Stephens, C. A.: Punta Gorda, Fla., 18-23. Tassell, Barney: Miami, Fla., 21-30. Thunderbird Amusements: San Simon, Ariz.

Circus Routes

Send to 2160 Patterson St., Cincinnati 22, O.

Davenport, Orrin: Saginaw, Mich., 18-22; Grand Rapids 24-29. Froman Bros.: Sparta, Tenn., 18-21; Cookeville 24-28. Polack Bros.: Western: Flint, Mich., 18-22; Hammond, Ind., 24-30.

Miscellaneous

Laine, Buddy, Ork: Holiday Club, Chicago, 22-28. Magrum the Magician: Mendon, Ill., 18; Sheffield 19; Biggsville 20; Atkinson 21. Walsh Bros.: World's Most Beautiful Church: New Orleans.

ICE SHOWS

Holiday on Ice, International, No. 1: Frankfurt, Germany, 18-30. Holiday on Ice, International, No. 2: Bombay, India, thru Feb. 20. Ice Capades: Providence, R. I., 18-23; Washington 24-Feb. 6. Ice Vogues: Roanoke, Va., 19-24; Richmond 25-30. Shiptads & Johnson's Ice Pollies: Cleveland 18-30; Toronto 31-Feb. 4.

Nunis Inks Allentown & Flemington

READING, Pa., Jan. 15.—Sam Nunis told this week of signing AAA race promotion contracts with the Great Allentown (Pa.) and Flemington (N. J.) Fairs for this season.

The Allentown program, he said, will consist of a combination stock and midget card on Friday afternoon, September 23, and regulation big cars on the following day. The mixed program will have three stock and three midget events on the same card on Friday.

Clarifies Mix-Up of Firms With Similar Names, Products

CENTRE HALL, Pa., Jan. 15.—Two firms in this town with similar names and manufacturing similar rides has prompted Lewis H. Garbrick, senior partner of Garbrick Engineering here, to clarify the situation.

The name of Garbrick Engineering was registered in 1934 and until 1950 the firm manufactured riding devices for its own use in and around Pennsylvania. Since 1950, in addition to operating traveling ride units and owning rides in Hecla Park, Bellefonte, Pa., Garbrick Engineering, which has no connection with the other firm, has been building and marketing Ferris Wheels.

The firm at present offers a 38-foot Wheel which Garbrick claims can be moved on an 18-foot flat bed truck and requires only two hours of set-up time. The ride has 10 seats with capacity of 30 riders. Lewis A. Garbrick, a son, is an active member of the firm.

Dreyer Preps Package Deal

INDIANAPOLIS, Jan. 15.—The Dreyer Racing Equipment Company, manufacturers of race cars and equipment, have framed a new race car giveaway package, designed for the use of fairs and celebrations. The package consists of a miniature race car, 100,000 coupon tickets, 100 window cards, ad mats and photos, all for the price of the car alone. The miniature racer, which was introduced last year by Dreyer, is self-powered and is also used in parks and Kiddielands.

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Improvements Slated for Bruckner, Break-Ins Costly

NEW YORK, Jan. 15.—Vandalism and robberies at the Bruckner Boulevard recreation area in the Bronx have caused considerable loss to the various operators recently. The amusements are in a thickly populated low-income area which is predominately of Latin origin. In several raids, the intruders broke into the Funland office and took about \$100 in cash and several hundred dollars' worth of ride tickets, damaged Dodgem cars and sprayed fire extinguishers onto the Dodgem roof, and took all registers and much more expensive equipment from three restaurants.

There are protection measures taken by each of the operators, but these were to no avail. The Becker family is increasing its guard force, it reported, since altho the park is well screened this has not prevented the break-ins.

Season a Success
Funland's first full season was characterized as very successful for a 10-ride operation. There are six kiddie units, plus a Dodgem, Merry-Go-Round, Tilt-a-Whirl, and Ridee-O. The last named was set up at the end of the season and has not been placed in service yet.

Promotionally, Funland drew well the times it presented kiddie attractions, among them being the Merry Mailman, Rootie Kazootie and Captain Video. It is intended to continue with this policy as well as with Lolly the Clown, Funland's identifying symbol which was active thruout the season.

Lolly will again visit TV stations and also take in the primary school system, handing out free ride tickets and building good will for Funland. Don Becker, handling promotion, said that beside the clown, "Operation Community" includes the sponsorship of a Little League baseball team in 1955, and the presenting of a puppet show every Saturday morning at the park.

High Ride Planned
Recent improvements for the park, which has been operating on favorable weekends, include laying strips of lawn along the main fence, planting bushes and shrubbery inside the kiddie coaster area, and erecting a new boulevard sign. It is intended to add at least one major ride for this season, preferably a high ride for visual effect. Infrequent spot-checking of ride operations last season is said to

have resulted in loss of several hundred dollars, and to correct this the Becker family expects both to put turnstiles at capacity rides, and to hire a professional checking agency.

Roger Becker is experimenting with a Dodgem safety harness which will allow for an increased number of moppets to ride the device with their parents.

Minn. State Fair

• Continued from page 46
Swenson said he attended his first fair in 1912.

That trip was a memorable one, he said, because it was his first outside of Chicago County and his first ride on a railroad train.

The 1912 fair, he recalled, had a deficit of \$18,000, compared with the society's cash balance on hand November 30, 1954, of \$372,777.

Muckle Elected

Norris K. Carnes, of St. Paul, was re-elected vice-president from the fourth congressional district.

Stan Muckle, of Owatonna, secretary of the Steele County Free Fair, the State's largest county fair, was elected to the board of managers from the first district to fill out the unexpired two-year term of P. J. Holand, of Austin, who resigned following his election as a State senator last November. The two jobs were ruled incompatible.

D. T. Grussendorf, of Duluth, appointed to the board of managers from the 8th district last summer following the death of J. J. McCann, of Hibbing, was elected to his first full three-year term. Re-elected for three years were Albert E. Thompson, of Spicer, 7th district, and Charles Christianson, Roseau, 9th district. Baldwin was reappointed executive secretary.

Earle Brown, Brooklyn Center, former vice-president of the society, was elected to an honorary life membership.

Honor Dr. Cotton

Resolutions paying tribute to the memories of McCann and the late Dr. Charles E. Cotton, of Minneapolis, a life member of the society who died April 21, 1954, were adopted.

Other resolutions urged all concessionaires at the State and county fairs to serve butter whenever possible and extended thanks to members of Congress who helped pass legislation lowering the federal tax on grandstand admissions.

The board approved contracts for the 1955 Fair with the Royal American Shows for the midway, Barnes-Carruthers grandstand revue, Aut Swenson's Thrillcade and Frank Winkley's auto racing.

Tilyous Slate Opener, Defer Ride Decision

NEW YORK, Jan. 15.—The Tilyou family held its annual business meeting last week and discussed several topics of incidental concern to Steeplechase Park, but deferred until next week any decisions on ticket policy or ride purchases for the 1955 season.

Frank Tilyou, who represented the family at the Chicago conventions, brought back several favorable impressions about certain rides, it was reported. At the next meeting, probably Monday (17), it will be decided what will be done. It has been made known that there is every probability of adding to the amusements line-up this year.

Opening date was set at Saturday, May 14. As in past years the park will operate six days every week, being closed on Mondays.

Refurbishing has been going on at the usual pace, it was noted. Several groups, notably photography schools, have made use of both the outdoor and indoor aspects of Steeplechase in recent weeks, taking color photos.

A. C. Hotel Building New Meeting Hall

ATLANTIC CITY, Jan. 15.—Plans for a two-story convention hall with meeting facilities for 1,300 persons have been told by the management of the Ritz-Carlton Hotel on the Boardwalk. Michael T. McGarry, vice-president and general manager, announced the \$500,000 building and remodeling program for the hotel's owners, Harry Katz and Edward Margolin.

The brick convention structure, which will have two large combination meeting and banquet rooms, will be built along the avenue side of the hotel. Borings and specifications are being completed now, and construction is expected to start in about 30 days. The hall should be finished by late spring, according to McGarry.

The structure is being so designed that a swimming pool can be built on its top in the future. Present hotel walls will form the back wall of the hall. Neither the new structure nor a projected swimming pool will cause the loss of any guest rooms. The hotel's current ballroom provides a meeting capacity of 600 and banquet space for 500.

Palisades Closes for Hoffmeister Mirrors

PALISADE, N. J., Jan. 15.—Discount tickets will be distributed by gasoline stations for Palisades Amusement Park, owner Irving Rosenthal says. As projected, service stations will tie the ticket giveaway in with fuel purchases. Last year the tickets were handed out both on a door-to-door basis and in bulk to employers.

Acquisition of three blocks across the street from the park will permit additional parking for about 400 cars, it was added.

Rosenthal said negotiations carried on with Eric Wedemeyer will result in the park presenting the Hoffmeister mirror unit, presumably the Flex-O-Rama by which a moving succession of curved mirrors creates the illusion that the patron is performing weird gyrations.

Also new this season will be Mickey Hughes' Wall of Death motordrome and two kiddie rides, plus another front for the Magnet

Drome. Rosenthal reported the purchase of 10 new Port Morris custard machines and the remodeling of the park's custard stands, which will again be managed by Irv Konowitz.

One of the developments planned for the 1956 season is a picnic grove overlooking the Hudson River, which would be operated as an outdoor ice rink in the wintertime. In efforts to provide winter activities, Rosenthal said, there is also being contemplated the use of the old Edgewater bus right of way, recently purchased, as a ski slide.

New B'walk Set At Ocean City

OCEAN CITY, Md., Jan. 15.—An eight-block section of Ocean City's old Boardwalk is being torn up and will be replaced with a modern concrete promenade. Officials hope to have it completed by spring. The work will cost about \$35,000.

At its widest point, the concrete walk will be 40 feet. Timbers salvaged from the old walk will be used to repair and widen wooden sections at the north end of the beach.

Free Act Tells Of Latin Park

CARACAS, Venezuela, Jan. 15.—Capt. Earl McDonald, high diver, has completed a four-week engagement at Coney Island Park here. He said that the spot has been doing good business. It is owned by Borgas Villegus and Bakerman Brothers. Another U. S. act, Henry, Stanley and Waldo Trio, also is appearing in Caracas.

The park has a number of rides and concessions, McDonald said. It is equipped with an outdoor stage where free acts are presented. This unspot operates only on Fridays, Saturdays and Sundays. It is about six miles from the city, where a building boom is in progress.

Fritz Kidspot Buys Hot Rods

MELROSE PARK, Ill., Jan. 15.—Art Fritz said here this week that he has purchased a Hot Rod auto ride, a product being built in Germany, for use next season at his Kiddieland here. Work is underway in his shops here, with train and coaster cars going thru the paint department this week. Fritz said that he is going to Florida for a vacation, after which he will go to Hot Springs.

Allan Herschell

• Continued from page 46
Wilson. Pointing out that the ride has received the endorsement of such operators as Patty Conklin, Floyd Gooding, Harry Suhren and W. A. Schaefer, Wilson says that he looks for the ride to enjoy a big sale this year.

He also said that the firm this year offers a "much-improved" Sports Car, which has "a larger, industrial-type gasoline engine, creep-free clutch and positive stopping mechanism."

Summer Legit At Norumbego?

BOSTON, Jan. 15.—Norumbego Park may have a summer theater this season if present plans jell. Monte Prosser and New York theater man "Cork" O'Keefe visited the amusement center Friday (7) to discuss a strawhat venture on the grounds. Operator Roy Gill reports the New York men are enthusiastic about the project and further meetings are scheduled.

RIDES WANTED

New 5-acre amusement park on Atlantic City highway near Camden, N. J., has concession openings for two or three good adult rides. Could use Caterpillar or Tilt-A-Whirl or equal rides.
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Wichita 16, Kansas

FAIR ASSN. MEETINGS

• Continued from page 50

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 24-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 27-28. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary-treasurer.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 30-31. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 1. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Little Rock, February 8-9. Clyde E. Byrd, Box 907, Little Rock, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 18. Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

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Occupation

Kansas Events Up Aid 100% in 6 Years

Assn. Elects C. S. Peck President; Earl Simmonds Takes Over Veep Post

By FRANK JOERLING

TOPEKA, Kan., Jan. 15.—Kansas fairs, thru organized efforts, have increased county aid payments over 100 per cent in the past six years. This was revealed here at the 32d annual convention of the Kansas Fairs' Association Tuesday and Wednesday (11-12) in the Jayhawk Hotel.

The average county aid (there is no State aid) during '54 amounted to \$3,800 to each fair with the lowest being \$700 and the highest \$15,350. Of the money appropriated to fairs, some 40 per cent goes for 4-H premiums.

The meeting was also told that practically all the State's 98 fairs wound up their '54 runs on the black side of the ledger. And the total attendance at 50 fairs reporting their figures, was 648,000, or an average of 13,000.

New Record

The two-day confab broke all previous attendance records, altho the turnout of attraction reps, particularly carnival owners and agents, was held down by the wholesale overlapping of fair dates in August.

C. S. Peck, Abilene, '54 vice-president of the association, was moved up to the post of president. Other new officers re Earl Simmonds, Liberal, vice-president; Everett E. Erhart, Stafford, and president of the Kansas State Fair at Hutchinson, secretary-treasurer, and Mike Burns, Topeka, publicity director. The latter two were re-elected. Directors for the various districts are: No. 1, D. Linn Livers and John Keas; No. 2, Kenneth Cunningham and John Morse; No. 3, Lloyd Hittle and Dr. V. L. Partridge; No. 4, Peck and Fred Ar-

Texas Confab To Spotlight Money Problems

DALLAS, Jan. 15.—Financing will be the chief topic of discussions when fair managers and showmen converge here February 3-5 for the annual Texas Association of Fairs and Expositions convention at the Baker Hotel.

Headline speakers, who have been busy surveying Texas fair managers, will talk on new sources of revenue, selling commercial exhibits, cut-rate financing of coliseums, and insurance.

Nelson McElroy, Baytown program chairman, said that Dan Clinton, president of the Texas County Agents Association, would discuss the role of extension agents at county fairs.

R. L. (Bob) Thornton, president of the State Fair of Texas, will welcome the group to Dallas and keynote the convention.

Association directors will meet at 3 p.m. on February 3. That night convention delegates are invited to a dance sponsored by the

(Continued on page 52)

Sask. Event Gets 5G for Jubilee

SWIFT CURRENT, Sask., Jan. 15.—City council has authorized a \$5,000 grant to the Swift Current Agricultural and Exhibition Association, the money to be used toward observance of the province's Golden Jubilee at this year's summer fair.

Fair is seeking a special attraction with a jubilee theme and the night grandstand show, presented by Bob Di Paolo, of Calgary, will have special scenery to fit in with the jubilee plans.

nold; No. 5, Earl Simmonds and Virgil Miller, and No. 6, L. H. Galloway and Carl H. Beyer.

Outgoing President Fred Arnold and Peck shared the presiding honors at the business sessions. Roy Freeland, secretary of the State Board of Agriculture, gave the address of welcome and E. A. Byrant, Lane County Fair, spoke on entertainment. The new veep, Earl Simmonds, discussed "Rest Room Facilities," with Lawrence Smith talk-

(Continued on page 53)

Mass. Funds for Fairs Jeopardized

Fairmen Hear of Move to Eliminate Special Monies; Campbell New Prexy

WORCESTER, Mass., Jan. 15.—Members attending the 35th annual meeting of the Massachusetts Agricultural Fairs Association at the Hotel Sheraton here Monday and Tuesday (10-11) were warned that a surplus of money held for their benefit might be lost in the current campaign to realign the State's finances.

Allan M. MacLeod, chairman of the State Racing Commission, told the fairmen that the more than \$200,000 now held for future distributing among fairs by the Department of Agriculture might well be lost if current plans to eliminate special funds went thru. At the same time, the wiping out of special funds could easily mean that that part of the State's pari-mutuel earnings allocated to fairs might also be discounted.

Noting that, in his opinion the annuals were entitled to this aid, MacLeod urged the fairmen to make their needs and rights known to the Legislature and the ways and means committee of that group. The difficulty of making income equal outgo in these days of high costs was stressed.

President Jack Reynolds said that a committee would be appointed to plot any action to be taken by the fair group. This will be a function of the new officers who are Richard H. Campbell, Greenfield, president; Edward M. Dwyer, Marshfield; John Tutko, Danvers and Richard F. Sagendroph, Spencer, vice-presidents; and Paul Corson, Topsfield, secretary-treasurer. Reynolds was named chairman of the executive committee.

TV PASSING

Fairs' Outlook Deemed Good By Danziger

WORCESTER, Mass., Jan. 15.—The outlook for fairs in 1955 is good, according to preliminary studies by Milton Danziger, general manager of the Weymouth (Mass.) Fair.

Danziger, an experienced and successful operator in a metropolitan zone, said the curtailing effect of television on other branches of the entertainment industry was declining. With the wearing off of the novelty attraction in living room entertainment, plus the fact that many fairs operate in a period when replacement shows and their acknowledged lesser appeal are

(Continued on page 58)

DINE & DANCE

1,500 Hosted At CCE Social For Exhibitors

OTTAWA, Jan. 15.—Exhibitors, wives and friends totaling more than 1,500 attended the fourth annual social evening Friday (7) as guests of the Central Canada Exhibition Association in the Coliseum.

The Lansdowne Park structure had tables arranged around its floor, and those who attended were treated to refreshments, square and round dancing, and vaudeville. Guests came from as far as 100

(Continued on page 53)

Increased State Aid To Be Sought in Mo.

Agriculture Commissioner Carpenter Tells County Fairmen He Will Seek Increase

JEFFERSON CITY, Mo., Jan. 15.—Increased State aid for Missouri county fairs will be sought this year, L. C. Carpenter, Missouri Commissioner of Agriculture, told the annual convention of the Missouri Association of Fairs and Agriculture Exhibitions here Wednesday thru Friday (12-14) in the Hotel Governor.

Carpenter said that he personally will appeal to the State Legislature for increased aid. In '54 such aid totaled \$68,511, the convention was informed.

An unusual heavy attendance marked the three-day session, more than 300 persons attending the annual banquet. J. F. Knollmeyer, of Linn, was elected the '55 president, and Rollo E. Singleton, this city, was re-elected secretary-treasurer.

Convention Speakers

Convention and banquet speakers included Bud Moore, Lamar, outgoing association president; Mrs. John T. Sutliff, Huntsville; Don Townley, Missouri Department of Health; John M. Dalton, Missouri attorney general; Roberto de la Rosa, Monterey, Old Mexico, and W. H. Ritzenthaler, who headed a panel discussion.

Attraction and show people present included:

Jack Duffield, Thearle-Duffield Fireworks Co.; Al Sweeney, National Speedways, Inc.; Fred Kressmann and Billy Senior, Barnes-Carruthers Theatrical Enterprises; Earl Newberry and Leo Overland, Tournament of Thrills; Mr. and Mrs. Kenneth Garman, Sunset Amusement Co.; Mr. and Mrs. Jimmie Henson, Greater Dixieland Exposition; Pete Bailey, Hollywood Dare-

devil Thrill Show; Fred Herrin, Paramount Fireworks Co.; M. S. Albright, Albright Concessions; Earl D. Backer, Blue Grass Shows; Mr. and Mrs. Floyd Kile, Floyd Kile Shows; John Francis and Harry Smith, Schafer Just for Fun Shows, and Mr. and Mrs. H. W. Bartholomew, American Beauty Shows.

Frank Shortridge, Boyle Woolfolk Agency; Ed Campbell and Bruce Campbell, Campbell's Rides; Chris Zaharias, St. Louis Wrestling Enterprises; J. C. Michaels Sr. and J. C. Michaels Jr., J. C. Michaels Attractions; Mr. and Mrs. Ferd C. Bogle, P. C. Bogle Shows; Frank Sharp and John J. Willis, Regalia Manufacturing Co.; M. H. Lines and Keith McCabe, E. G. Staats & Co., Inc.; G. O. Hoey and L. T. Sparks, Pinkerton National Detective Agency; Ernie Campbell, Campbell Tent & Awning Co.; Everett Winrod, Imperial Shows; Les Wingate, Hendricks Productions; Mr. and Mrs. W. E. Mahaffey, Mahaffey Bros.; Tent & Awning Co.; Lou Black, Top Talent, Inc., and Frank M. Frytas, Fair Publishing House.

Leroy S. Hackmann, Hackmann Sound Service; M. Turner, Turner Sound System; Jimmie Downey, Mori Downey and Harry Bieler, Jimmie Downey Attractions; Mrs. Pearl Evans, Bill and Don Evans, Evans United Shows; Paul Long, Paul Long Rodeo; Mrs. Sybil Lashbrook and Mr. and Mrs. W. R. Lashbrook, Orla Lashbrook & Sons Tent & Awning Co.; William Garrett, Garrett Sound Systems; E. J. Corbett, Delta Tent & Awning Co.; Bill Dillard, Sonny Myers Amusement Co.; Charles M. Oliver and J. R. (Bob) Alsobrook, Mound City Shows, and Robert G. Walker and Fred R. Prouse, Sico Grandstands, Inc.

Joe O. Greene, Tivoli Exposition Shows; Billy Papon, Grossman Entertainment Service; H. C. Hensen, Hensen Hollywood Rodeo and Wild West; W. G. Hale, Hale's Shows of Tomorrow; Carl Burkhardt, Burkhardt Shows; Phelung Graham, Holiday Amusement Co.; Aut Swenson, Swenson's Thrillcade; Alma LaRose, LaRose Theatrical Agency; Elmer Brown, Elmer Brown Enterprises; Bessie Eck and Alvin Rapp, Eck Hammond Organ Agency; Billie Veach, Veach Rodeo; Joe Sigmund, Sigmund Bros. Tents.

Pa. Governor Seen as Talker At Fair Meet

HARRISBURG, PA., Jan. 15.—Gov. George M. Leader, first Democrat chief executive of the Keystone State in 16 years, is expected to be a chief speaker at the Pennsylvania State Association of County Fairs' convention on Thursday night (27). The invitation was extended by Charles W. Swoyer, secretary of the association.

The annual get-together will last from Wednesday (26) to Friday (28) in the Penn Harris Hotel. The new governor is to be introduced by John S. Giles, president of the Pennsylvania Motor Federation and the Reading Fair.

Other convention speakers are to be Dr. William L. Henning, new

(Continued on page 58)

EDMONTON NETS 195G ON '54 RUN

Pulls Million Patrons During Year; Earmark \$157,000 for Improvements

EDMONTON, Alta., Jan. 15.—A profit of \$195,266 on the 1954 summer exhibition was \$5,392 less than the record high for the 1953 fair, Walter Bissell, president of the Edmonton Exhibition Association, told the annual shareholders' meeting.

James Paul, executive director, reporting on the year's activities, said nearly 1,000,000 persons entered the fairgrounds during 1954. The record attendance, he said, brought a profit of \$27,032 from a gross revenue of \$346,328, with payments for improvements and building accounting for another \$243,000 of the revenue fund.

Building expenses, which were only \$5,000 less than the near record spent in 1953, included new sales pavilion addition, \$119,000; new Gardens floor, \$38,000; stage and dressing rooms at the grandstand, \$56,000, and totalizer and judges' stand, \$30,000.

'55 Plans

Paul outlined a proposed building program for 1955 to cost \$157,000. Included will be a \$27,000 jockey room and an improved storm sewer and water system to cost \$75,000. About \$35,000 will be spent repairing and beautifying the race track infield and painting buildings. Another \$20,000 will go toward renovating buildings near the grandstand for exhibition purposes. The buildings have been used to provide emergency housing for eight families.

Moose Jaw, Sask., Switches Stand

MOOSE JAW, Sask., Jan. 15.—Grandstand at the Moose Jaw Exhibition grounds is being moved to face east instead of north. Officials feel the change will protect grandstand patrons, who will be protected against winds from the west and northwest, usually prevalent at fair time.

List \$68,000 Profit From 1954 York Fair

YORK, Pa., Jan. 15.—A surplus of \$68,317.73 was achieved by the York Inter-State Fair last season, according to the annual report of the sponsoring York County Agricultural Society. Altho this is a decrease, president and general manager Sam S. Lewis noted that the sum will be added to by some \$10,000 by insurance companies for the fair's expenditures in repairing several storm-damaged buildings.

The society, Lewis added, enters the 1955 fiscal year with a cash balance of more than \$91,000 and a nucleus building fund of \$141,000 in U. S. Savings Bonds.

Lewis cited work accomplished to date on the Exhibition-Auditorium Building, adding that the 250-by-120-foot exhibition room will be completed sufficiently early to allow its use for displays this year.

Poor Weather Cited

A major factor in the lessening profits was that there was not one entirely clear fair day last year, it was brought out. Had it not been for the permanent covering over

the stage, it was said, the income would have been still less since the covering permitted shows to go on despite the rain.

The surplus was arrived at from income of \$318,378.72 from all sources, and total expenditures of \$250,060.99. On the admissions side, the fair received \$74,024.80 at the gate, \$12,667.50 from autos, and \$93,535.95 in grandstand admissions. On the concession income side were \$19,656 from grandstand exhibits and concessions, \$10,140 from other exhibits and concessions, and \$76,530.13 from "general concessions."

Top expenditure was the \$39,462.15 laid out for grandstand attractions last year. Office and administrative expenses totaled to more than \$49,000.

Other major expenditures included: building repairs, \$16,304.23; police and attendants' wages, \$20,942.25; advertising, \$14,324.91; electric current, installations and materials, \$13,892.11; and harness and running race prizes, \$14,710.

Ohio Meeting Big But Spending Off

Continued from page 46

made by Roger Cloud, speaker of the Ohio House of Representatives, to the Study Group of the Ohio Legislature calling for all county fair officials to be selected by the voters of the county. Cloud's proposal met with virtually total opposition, the fairmen feeling that such a proposal would put the fairs in jeopardy by placing them directly in politics. The feeling was that Cloud's proposal wouldn't go far in the legislature.

Racing Problems

While much comment was made about the lack of buying on the part of fairmen at the convention, particularly regarding attractions, it was agreed that it was not due to any lack of interest on the part of the fairmen but rather due to switch in their racing programs. Many fairmen who have been experiencing a notable drop-off in attendance at harness racing programs at their fairs in recent seasons are seeking to make a shift in their horse-racing plans. Some are asking concessions from the horse racing association to permit them to operate profitably with the racing. Until these angles are ironed out, these fairmen are holding up on making contracts for their fair programming.

To Lure Teen-Agers

Of interest to the convention observer was the appearance here for the first time of representatives of two of the leading band and recording artist bookers, General Artists Corporation and Music Corporation of America. Frank Hanshaw, repping GAC, and Myron Hanley and Fred Horner, for MCA, were pitching the fairmen on the idea of using more name bands and record artists at county fairs not only for the purpose of building grandstand grosses but to attract the teen-age element who will be the fairgoers of the future. Reprs of both firms reported good reception.

As a means of improving county fair operation in general, it was resolved that the Ohio association recommend that the College of Agriculture of the Ohio State University establish a workshop not to exceed four days at the Ohio State University for fair managers and directors. Details of such a workshop would be worked out with the university by a committee representing the fair managers' association and the Ohio Department of Agriculture.

Capener Makes Report

Possibly the most interesting topic was the report made at

Thursday's session by Dr. Harold Capener, Rural Sociologist, Agriculture Extension Service, Ohio State University, based on a survey made by him at the 1954 Ohio State Fair in co-operation with the farm publication, The Ohio Farmer; A. L. Sorensen, Ohio director of agriculture, and Ohio State Fair Manager Sam Cashman. Of particular interest, because of the comment during last year's fair, was a finding of the survey that there was basis for reported complaints that the farm machinery exhibit was too small.

"A major interest of the Fair Management," said Capener, who interviewed 845 adults on the fairgrounds in a precise sampling, "was to determine the kinds of items and suggestions which the public might give about changes, improvement and the operation of the fair."

"One question was asked in this manner: 'Suppose you could sit down and talk with the fair board or manager about planning the fair, are there any new features or exhibits you would like to see included.' The largest single response was 'Bring back the farm machinery.'"

Interview Adults

The interviewees were all adults. Each one-hundredth adult visitor was met at the gate, given a card requesting that he spend at least two hours on the grounds inspecting the fair, and then make himself available at The Ohio Farmer building for a 15-minute interview. More than 50 per cent of those selected turned up for the interview.

The survey also showed that of the 845 interviewed, there were three city people for each one who received his income or support from the farm.

But Capener emphasized that the census proportion of city people to farm people in Ohio is 10 to 1 and that the survey indicates that twice as many farm people are attending the fair as might be expected to attend on the basis of the census.

The fair managers were warned in Capener's report that the study of the State fair could not be applied directly to their individual expositions. He said: "Great caution should be exercised in applying these results to local county fairs since there is such great variance in the kind and nature of the fairs in each of the counties of the State."

But for the State fair itself, which Capener called "the big show window," there were innumerable findings to provide a guideline for the fair administration in 1955.

Many Findings

Among the many findings were these: Of the city people who attend, there are two women for every man, but of the farm people, the ratio runs about one-to-one. Thirty-eight per cent of the people are from Franklin County with percentages from the four quarters of the State ranging from 17 per cent from the Southwest to 12 per cent from the Southeast, with 4 per cent from out-of-State.

Thirty-six per cent travel from 75 to 90 miles to attend, while more than 30 per cent travel more than 90 miles. Last year 17 per cent were visiting their first State fair and 39 per cent had attended 10 or more. The largest single age group was that between 30 and 39 years.

Half of the adults at the fair have children in their group and the largest age group of the youngsters is that from 7 to 12 years and the smallest group in number that below six years of age.

Livestock is the biggest attraction, with arts and crafts second and farm machinery and farm related buildings third. Twenty per cent think of the midway as the prime entertainment feature and approximately the same number—a different group—list the midway as the feature they'd "just as soon skip."

WINTER FAIRS

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Arizona

Yuma—Yuma County Fair, April 13-17. Ken Baker.

California

Cloverdale—Cloverdale Circus Fair, Feb. 18-22. J. Leroy Wehr.
Imperial—California Midwinter Fair, Feb. 26-March 6. D. V. Stewart.
Indio—Riverside Co. Fair & National Date Festival, Feb. 17-22. R. M. C. Fullenwider.

Florida

Bowling Green—Hardee Co. Strawberry Festival, Jan. 24-29.
Clermont—South Lake Co. Fair, Jan. 17-22.
Clewiston—Sugarland Expo, Jan. 27-31. H. L. Johnson.
Dade City—Pasco Co. Fair, Jan. 12-15. J. F. Higgins.
De Land—Volusia Co. Fair, March 7-12.
Delray Beach—Florida Gladiol Festival & Fair, Feb. 28-March 5. R. C. Lawson.
Eustis—Lake Co. Fair, March 15-20. Karl Lehmann.
Fort Myers—Southwest Florida Fair, Jan. 31-Feb. 5. J. Clyde King.
Inverness—Citrus Co. Fair, March 7-12.
Kissimmee—Medlin.
Kissimmee—Maximines Valley Livestock Show, Feb. 10-13. Carlisle Branson.
Largo—Pinellas Co. Fair, March 1-6. J. H. Logan.
Miami—Dade Co. Youth Show, Jan. 26-30. P. K. Price.
Ocala—Southeastern Fat Stock Show & Sale, Feb. 28-March 5. Louis Gilbreath.
Orlando—Central Florida Colored Fair, Jan. 31-Feb. 5.
Orlando—Central Florida Fair, Feb. 21-26. C. T. Bickford.
Palatka—American Legion Post 173 Street Fair, Feb. 7-12.
Palatka—Manatee Co. Fair, Jan. 24-29. W. H. Kendrick.
Punta Gorda—Charlotte Co. Fair, Jan. 18-23. Harry Jack.
Quincy—West Florida Fat Cattle Show & Sale. A. G. Driggers.
Riviera Beach—Riviera Beach Fair, Jan. 17-22.
Sarasota—Sarasota Co. Fair, Jan. 17-22. K. A. Clark.
Sebring—Highland Co. Fair, Feb. 28-March 5.
Stuart—Martin Co. Fair, Feb. 22-26.
Tampa—West Coast Dairy Show, Feb. 5.
Charles E. Loe Jr.
Tampa—Florida State Fair, Feb. 5-19. J. C. Huskisson.
Wauchula—Trio Co. Fat Stock Show, Jan. 27. J. F. Barco.
West Palm Beach—Palm Beach Co. Fair, March 5-12. Lamar Allen.
Winter Haven—Florida Citrus Expo, Jan. 15-22. Phillip Lucey.

Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

Mass. Funds

Continued from page 52

missions (\$1.25 for adults, 60 cents for children) plus an additional 25,000 including the free entry on school day and fair participants.

Reid Defends Shows

Tracing the relationship between fairs and carnivals and thereby pointing out the importance of these industries to each other, King Reid, owner of the shows bearing his name, told the fairmen that a happy situation could continue only when shows made money. Fairmen would be well advised to be concerned with the earnings of a show, he said, because only if a show is successful can the fair be assured the best in midway entertainment.

There are risks involved in dealing with the so-called "independent" midway formations, he said, citing the possible lack of adequate insurance coverage as one of the most important.

Leo F. Doherty, director of fairs for the Department of Agriculture, said that 1,137,000 persons attended the 143 fairs in Massachusetts in 1954. Prize money included \$61,694 contributed by the State and \$36,705 put by the fairs.

Other speakers included L. Roy Hawes, commissioner of agriculture, and S. Lothrop Davenport, president, Worcester County Horticultural Society.

About 200 attended the annual banquet.

Dine-Dance

Continued from page 52

miles for the exhibitor's party, a unique event in fairdom.

Greeting the guests were S. F. Dadson, CCEA president; H. H. McElroy, general manager, and James G. Gardiner, Canada's minister of agriculture. Gardiner complimented the management for offering exhibitors this chance to meet socially and exchange ideas which could not be done during the exhibition.

Entertainment included a battery of majorettes from a local high school; Edith Eaton, accordionist; Skippy Renaud, vocalist; Richard Patterson, Shirley Kerr and Bill Dick, dancers, and the Four Hits quartet. The CFRA Melodiers played for square dancing, and Al Saunders' orchestra took care of regular dance music. Cliff Cummings was emcee.

RX: 'STREAMLINING'

Updating of Plants Urged in Minnesota

MINNEAPOLIS, Jan. 15.—County fairs must "streamline" their activities to bring them "up with the times," delegates to the annual convention of the Minnesota Federation of County Fairs were told here Monday.

The federation meeting was held in conjunction with the annual session of the Minnesota State Agricultural Society, sponsor of the Minnesota State Fair. The conventions were held in the Radisson Hotel and the groups joined in their annual dinner Tuesday night at which Dr. J. O. Christianson, of the University of Minnesota, spoke.

Cites "Musts"

The "streamlining" advice to county fair delegates came from L. H. Conlin, manager of the Minnesota Dairy Industries committee, who placed special emphasis on physical plants operated by most of the State's 97 county fairs. Representatives from 89 of the exhibitions attended.

Education should be given greater stress in county fair programs and improved breeds should be high on the list of "musts" for future growth, Conlin said.

Anderson New Prexy

C. A. Anderson, of Little Fork, for 25 years president of Koochiching County Fair, was elected federation president to succeed Earl E. Huber, of Wheaton. Succeeding Anderson as vice-president is Murray Jessen, of St. Charles, former first district director. Clyde E. Kelsey, of Wadena, was re-elected treasurer and Harold C. Pederson, of Minneapolis, was reappointed secretary.

Named to the board of directors were Merle O. Almo, of Caledonia, to succeed Jessen in the first district; M. W. Zipoy, Hopkins, third district, succeeding Fred S. Lammers, of Stillwater, who became a member of the State Fair Board. Re-elected were George Rerat, Minneapolis, fifth district; Robert Wells, Clinton, seventh district; O. M. Mattson, Warren, ninth district.

287G in Premiums

In his annual report, Huber, retiring president, said that of the \$287,165 in premiums paid out by the 97 county fairs, \$134,741 went to 4-H clubs and Future Farmers of America units. General class livestock got \$85,521 in fair premiums and women's exhibits \$36,000.

The Steele County Free Fair at

Owatonna, which drew 114,949 in attendance last year, was named the State's largest county exhibition. Next was the Mower County Fair at Austin with 110,000 attendance. Other leaders were Martin County Fair at Fairmount, 88,000; Olmsted County Fair at Rochester, 85,000; Freeborn County Fair at Albert Lea, 80,000; St. Louis County Fair at Hibbing, 52,237.

Kansas Events

Continued from page 52

ing on "Special Events." D. Linn Livers and John Morse headed up a dissertation on legislation.

Discusses Taxes

Virgil Miller, secretary of the Kansas State Fair, was the key speaker at the Wednesday session, discoursing on taxes, including grandstand admission levies. Other speakers and their topics included Noble Bradbury, "Local Support"; Joe W. Cook, "Publicity"; C. S. Peck, "Machinery Displays," and an open discussion on fair problems.

The association's Tuesday evening banquet, held on the hotel's Roof Garden, drew a record-breaking turnout. Sale of tickets was halted early that afternoon and the 400 who held duets were considered lucky. Gov. Fred Hall, new top executive of Kansas, who was inaugurated Monday (10), was guest of honor and went on record as definitely being in the fair manager's corner. Following supper, Lew Galloway, perennial emcee, introduced the floorshow, supplied thru the co-operation of the various booking offices.

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REID REPORTS

Midway Needs Vital To Future of Fairs

WORCESTER, Mass., Jan. 15.—King Reid told fairmen attending the annual meeting of the Massachusetts Agricultural Fairs Association here Monday and Tuesday (10-11) that they had better be cognizant of the needs of carnival operators if they are to insure continuing good and profitable partnerships.

The Vermont showman and legislator stressed the fact that carnivals are the only entertainment units aligned with fairs that pay

money directly to the operators. To be able to continue to do this, and at the same time present the type of attractions wanted and needed, it is necessary for the shows to make a reasonable profit, he said.

Noting that the boom of the early forties may well have resulted in a greatly over-expanded industry, Reid said that only the elimination of the 20 per cent federal tax last year made it possible for some shows to survive. It is increasingly difficult for shows to overcome rising costs, he said, and charged fairs with the responsibility of helping their midway contractors to the extent that these operators were given an opportunity to make money.

Fairs Can Help

Carnivals making money benefit fairs, Reid said, claiming that they were quick to reinvest their earnings in new and better attractions. Fairs can help by scheduling programs with a view toward midway needs so that fair patrons would be allowed ample time to enjoy the fun zone. Paved midways were said to be a worthwhile luxury that paid off quickly in increased earnings.

The promoters of fair midways who have little or no investment in equipment were termed a bad risk on the part of the fairs by Reid. The independent offerings were often inadequate, he said, and offered little protection, particularly in insurance coverage.

Reid said that the person who assumed the big job of building and maintaining a good organized show deserved the support of fairs. He demonstrated that a show having only five major and five kiddie rides plus transportation represented an investment of not less than \$150,000.

Slate Takes Office at Miami Club

MIAMI, Jan. 15.—Samuel E. Prell took over the gavel at the Miami Showmen's Association on Monday (10) as more than 350 members watched. Presiding for the last time was William B. Moore, who discharged all his standing committees with thanks for their co-operation.

With executive secretary Phil Cook in charge, the following new slate of officers was installed into office: Prell, escorted to the dais by Paul and Mac Prell, president; Ross Manning, escorted by A. R. Whiteside and Tommy Carson, second vice-president; Mel Dodson, escorted by C. Guy Dodson, treasurer; Clif Wilson, escorted by Louis (Stretch) Rice, secretary.

Sydney Goodwalt acted as proxy for Oscar C. Buck who was installed as first vice-president. Also installed were William Tucker, assistant treasurer, and John W. Wilson, assistant secretary.

Fund Appeal Made

Prell made an appeal for all to help him in his administration. "Let Us Strive in '55," referring to paying off debentures owed on the building, was chosen as his slogan for the year. Should all the payments be made, Prell said, the club will throw a bond-burning party free for all members.

The board of directors said that by way of continuing the membership drive, the initiation fee would be waived for another year, making costs for joining the organization \$10 plus \$1 for the cemetery fund.

It was voted to give the Ladies' Auxiliary the 21-inch TV set which had been owned by the parent organization. The women passed on the information that they will donate \$7,500 to the MSA.

Metropolitan Claims Route Set for 1955

NEW YORK, Jan. 15.—Shirley Levy this week reported that legal entanglements which bogged the Metropolitan Show down in Montgomery, Ala., last season have been cleared up. She said 12 fairs have already been contracted for the coming season and that the show is still angling for two or three more.

The railroader's route will be made known shortly, she said, adding that for the most part it will confine its routing to the Midwest and South. Still dates will open in early May in Montgomery, where quarters are located this winter.

Mill Quarters Found

At the 1954 fair season's end in Montgomery where it played a new fair, Metropolitan was tagged with several suits totaling a prohibitive sum of money, Mrs. Levy reported. It was decided to let matters stand

Clif Osteen, Girl Show Op, Dies at 38

GREENVILLE, S. C., Jan. 15.—Burial services were held here Wednesday (12) for Clifton Osteen, well-known Girl Show operator who died Monday (10) in Augusta, Ga. He was 38 years old.

Osteen had toured with many carnivals, including L. J. Heth, Alamo Exposition, J. J. Kirkwood, Lawrence Greater, Mighty Page, and others.

Survivors include his widow, Betty, show dancer; his parents, cookhouse operator Red Osteen and wife Sarah Osteen, and two brothers.

as they were, she said, and city authorities came up with a cotton mill location at 222 May Street for winter quarters.

State law requires that if bonds are not posted within five days the complaints automatically become civil suits, it was said, and that is what happened. Court hearings have been set for January 24 by which time it is expected that the suits will be settled in advance, freeing the show for the 1955 season.

Metropolitan will go out with the same equipment it fielded last year, including the 21 cars purchased from Hyman Michaels and four others bought from Frank Bergen.

The staff will include Bobby Kline, booking agent; Johnny Reed, business manager; Ted Woodward, secretary, and John Byrnes, trainmaster.

DOUBLE TROUBLE

MSA Held Up, Also Loses Bar License

MIAMI, Jan. 15.—A pair of unfortunate occurrences beset the Miami Showmen's Association this week, one of them the revocation of its liquor license, and the other a stick-up which left 14 members standing around without their pants and shorn of several hundred dollars.

The license-lifting had political overtones, as the new State administration has been revoking permits at the rate of one every day. It has been claimed that the acting Governor issued them irregularly prior to the last election, which he lost. The club will seek to have the license reinstated.

Two masked men, each with a .38 caliber revolver, committed the hold-up late Monday night (10), around 2 a.m. and several hours after the weekly meeting. They were described as wearing handkerchiefs over their faces, shabby clothes and felt hats.

The 14 members reported to police that their aggregate losses totaled \$225. The victims were Irving Zacheck, Ben Glass, Harry Modele, Mike Karan, Phil Cook, John Kelly, Tony Gianto, Hom Zolum, Harry Foreman, William Moore, Jim Ferenzi, A. R. Whiteside, Tommy Thorpe, and Jack Chickelli.

WAYS-MEANS

Top Vermont State Post To King Reid

MONTPELIER, Vt., Jan. 15.—King Reid Lefevre, well-known Eastern show owner and one of Vermont's veteran legislators, this week was named chairman of the powerful Ways and Means Committee of the 1955 Vermont General Assembly.

Commenting on his appointment, the State Press Bureau said "This most important legislative post was assigned to King Reid Lefevre of Manchester. A seasoned political campaigner for the past 12 years and one of the General Assembly's most highly respected statesmen, the appointment has been hailed as a logical and wise choice. A gifted and talented speaker with a distinguished record of service to his State, he will carry the huge burden of raising \$80,000,000 in taxes for the incoming administration's program."

Garman Inks Five Stands; Adds 3 Rides

JEFFERSON CITY, Mo., Jan. 15.—Sunset Amusement Company added five dates to its route this week, K. H. Garman, owner-manager, announced. Garman also reported the show purchased one new major and two kid rides.

En route to the Minnesota fair meeting, Garman closed to provide the midway attractions at the Wapello and Tama, Ia., annuals. At the Minneapolis confab he signed with Waconia, Minn., diamond jubilee and closed here for Missouri fairs at Lamar and Hamilton.

New to the ride line-up will be a Rock-o-Plane and Kiddie Autos and a Street Car.

OFFICERS SEATED

Detroit Club Installs William Green as '55 Prez

DETROIT, Jan. 15.—William H. (Bill) Green was installed as president of the Michigan Showmen's Association at a meeting Wednesday (12) in the Park Avenue Hotel.

Green was presented with an engraved rosewood gavel as a token of office. In response he outlined some of his plans of progress for the coming year, among them being a concerted membership drive. He also highlighted the many innovations instituted by the Michigan Showmen's Association thruout the past years.

Green formerly was publicity director for the Polack Bros.' Circus Eastern Unit, and at present is advertising and publicity manager for "Cinerama."

Keys First Veep

Elected to the first vice-presidency was Marvin Keys, and second and third vice-presidents elected were Ben Miller and Fred Silber. Robert Morrison was re-elected for the third term to the secretaryship. Max Kahn was elected treasurer, and Carl J. Lovejoy was named chaplain.

Green appointed the following additional members to the board of directors: Elmer Cote, Issy Cetlin, J. W. (Patty) Conklin, Joe Frederick, Floyd E. Gooding, C. C. (Specks) Groscurth, John F. Reid,

Ned E. Torti, John W. Wilson, Roscoe T. Wade, W. C. Wade Sr. and Lloyd Charles Westerman.

The house committee, during the Monday (10) election hours, served a buffet lunch.

Charles (Chickie) Sherman was presented an engraved trophy for his work on the Christmas children's party, an event originated by the association. Presentation was made by Sam (Pork Chops) Ginsburg, who is chairman of the annual event.

Besides his former publicity connection with the Polack Circus, Green was a member of the exploitation staffs of Metro-Goldwyn-Mayer and Columbia Pictures, and was also associated with the Wisper and Wetsman Theater Circuit in Detroit.

Tampa Club Nominates Whitey Weiss

TAMPA, Jan. 15.—O. J. (Whitey) Weiss, of Blue Grass Shows, was nominated for the presidency of the Greater Tampa Showmen's Association. Weiss heads up the regular slate of nominees selected by the committee headed up by Earl Maddox.

Others on the slate include Sam Gordon, first vice-president; Bernard (Bucky) Allen, second vice-president; C. C. (Specks) Groscurth, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer. The latter two are up for re-election.

Nominees for the board of directors include Harry Rubin, Earl Maddox, George Rinehardt, Irish Gauth, Pete Burkhardt, George Ringlin, Jack Young, J. C. (Tommy) Thomas, Sam Delaney, W. Bill Clain, Tommy Arger, Robert Buffington, Paul D. Sprague, Joe Sciortino, Joe Sanfratello, Harry Hauck, Glenn Porter, Tony Bares, Dock Hartwicke, Dave Schwartz, Pat McGee, Dick Gilsdorf, Jack Norman, Eddie Yeager and John Campi.

Farrow Inks Altenburg Unit

ESCANABA, Mich., Jan. 15.—An Altenburg animal show will again be on the back end of the E. E. (Ernie) Farrow's Wallace Bros.' Shows this season, R. Neil Altenburg, owner-manager of the unit, announced. This will be the seventh consecutive season that an Altenburg unit has been on the Farrow midway.

An all-new panel front, new canvas and cages and new lights will be featured this year. New rolling stock was recently purchased in Chicago. Altenburg will put out three units this year, one to be managed by himself, another by Sam Prestay and the third by Dick Duncan assisted by Mrs. Dolly Altenburg.

Lawrence Dubor is in charge of winter quarters here.

Quiet Marks Booking Action at Mass. Confab

WORCESTER, Mass., Jan. 15.—Carnival booking activity at the annual meeting of the Massachusetts Agricultural Fairs Association was as mild as the weather. The best of the events in Vermont, New Hampshire and Massachusetts, usually represented at this meeting, were allotted in advance.

The World of Mirth Shows with Essex Junction and Rutland, Vt., and Brockton (Mass.) Fairs had their dates securely tucked away for quite some time. King Reid was in a similar fortunate position with the Eastern States Exposition, Springfield, Mass., the midway contract having been again awarded to him some weeks back. The World of Mirth is the only railroader to play the New England States at fair time.

Most of the New England organizations were represented, and the bidding for isolated dates was reported brisk. Once again charges and counter-charges were hurled with the victors often claimed to be the culprits. The losers termed the prices "fantastic." The consensus was that they were often at least unprofitably high.

Reid Reveals Dates

Reid announced a slew of dates in addition to the Eastern States Exposition. They are the Skowhegan (Me.) Fair; Barton and Lyndonville, Vt.; Rhinebeck, N. Y.;

Bloomsburg, Pa., and the Kiddie World Midway at Brockton, Mass. The latter is a supplemental unit appearing with the World of Mirth.

Interested organizations found out that the Lagasse Amusement Company was safe at Weymouth, Mass., styled the State Fair of Massachusetts. This show was reported well routed, as usual, with most of its desired dates already set in the New England territory to which it restricts itself.

Dick Coleman reported his several dates in the territory set with a full route announcement to follow the New York meeting early next month.

Jeff Harris, independent midway promoter and again holder of the midway contract at the Great Barrington (Mass.) Fair, was on hand in an effort to expand his interests.

Harris Adds Three Fairs to '55 Route

FINDLAY, O., Jan. 15.—Royal Midwest Shows has added three more fairs to its route—two in Illinois and one in Kentucky—Bill Harris, general manager, announced. The Illinois events are those at Albion and Vienna, while the Kentucky annual is located at Benton.

MIDWAY CONFAB

Representing the Michigan Showmen's Association at the 70th annual meeting of the Michigan Fair Manager's Association in the Fort Shelby Hotel, Detroit, February 16-19, will be Jack Dickstein, past president; Jack Greeley, Sammy Burd, Bernard Robbins and Irving Stash Rubin. . . . After leaving Clarence and Madge Thames' show, Linda Donohue visited friends in Ohio, Tennessee and New Orleans. She is presently visiting her sister, Mrs. Margaret Hill and family in Tennessee, and will remain there until the 1955 season opens. . . . Jackie Lynn is convalescing at home in Burdine, Ky., and would like to hear from friends. . . . En route to his Warren, O., home, Al (Whitey) Hunt stopped in Louisville to spend the holidays with Billy Logsdon. . . . Jerry Marshall, formerly with Mallott's Side Show, is wintering in Jeffersonville, Ind., with Pinky Pepper. . . . Scrubboard Roy Wallace is still hanging his hat at the Collins Trailer Court, Greenwood, Ind. He reports taking delivery on a new Chevy recently, and adds that he is scheduling a series of Sunday night shows for the local White Cloud Airport.

Theo Meadows reports from the Tennessee Valley Shows winter base at Sheffield, Ala., that Bob Coleman spent four days there. He left his semi there and plans to be back before the opening of the season. William Meyers, Ted Dion, Raymond Austin and Loyd Walton have written that they'll be in for the March opening.

Bob MacFarland, Eastern manager of the Joie Chitwood Auto Thrill Show, and his wife, Margie MacFarland, are proud parents of a girl, Malia Ann, born December 26 in Camden, N. J.

British showman Billy Manning, with his wife, and daughter, Pat, visited recently in Nassau, the Bahamas, with managing director J. W. Shillan, of Palmdale Villas. Shillan was a major manufacturer of rides in England and an international operator, prior to his retirement.

Arthur E. Campfield, New York tent maker, has returned from a Florida vacation. . . . Jeff Harris flew to New York from Boston for the National Showmen's Association meeting and some conferences relating to several key dates in Massachusetts. . . . A. Hymes, concessionaire, will handle novelties again at the Hartford Sportsmen's Show. He will follow with dates at the Memphis Shrine Circus and the New Orleans Mardi Gras.

Mr. and Mrs. William G. Catlett, owners of the Catlett Greater Shows, are visiting friends and relatives around Kansas City. They plan on attending several fair meetings before returning to the Rio Grande Valley, where they are wintering. . . . Jack Haver, of Haver's Minstrels, will put a new show on the road this year called "Minstrels on Parade." Show will have 22 performers, according to Haver.

Mike Calderozzi, concession op with Mighty Page Shows last season, is now associated with M. & M. News and Sports Center, Charleston, S. C. . . . Mrs. Virginia (Boots) Bennett, cookhouse operator, was recently released from a Tampa hospital and is living at the Causeway Trailer Park, that city. Mrs. Bennett infers that she and her husband have new partners for this season. Mr. and Mrs. Jake Hogerman. . . . Reid Lafevre, owner-manager of King Reid Shows, who is also a member of the House of Representatives in Vermont, has been named chairman of the ways and means committee of that legislative body.

Mrs. Toby Kneeland, Girl Show operator on the Mullins Royal Pine

Shows, is in St. Mary Hospital, Troy, N. Y., where she will undergo an operation. She would like to hear from friends.

With concessionaires and novelty men arriving daily, it begins to look as tho the Mobile (Ala.) Mardi Gras will have its share of outdoor entertainment when the event debuts January 24, writes Walter B. Fox from that city. The John R. Ward and W. E. Page shows are quartered at opposite ends of the city, with the Frank Peppers org in between and Marie Smuckler's ride unit nearby. The Gold Medal Shows will bring rides from Dothan, Ala., quarters and Mrs. Hattie Wagner has rides and concessions booked for several lots she has leased. George Harr, who will handle the Knights of Columbus part of the event, recently visited Mobile to inspect the situation.

Joseph Lehr, spot worker, is confined to Jefferson Hospital, Philadelphia, and would like to hear from friends. Recent visitors at Lehr's bedside were Mr. and Mrs. Roy Hunter and Happy Kirwan. Lehr is convalescing from a heart attack he suffered December 18. . . . Personnel joining the Ted Dion Shows recently included Jack Cook and Dick Dixie; Nestor Eldston, pony ride, and C. F. Thomson and Edward Burdick, two-headed cow, freaks and wild animals. . . . Bob Beede visited his former boss, Jack Synrex, who was a Girl Show producer and scenic artist for the Royal American and World of Mirth shows, recently in Bangor, Me. Synrex is now Maine advertising manager for the Blatz Brewing Company and White Rock Ginger Ale. Beede pitched candy for Synrex for four years.

Cobb and Martha Vandiver, concessionaires, have retired from the road and are now operating a pottery stand and service station in Greenville, S. C. . . . Writing from his Universal Motor Company, Avon Park, Fla., Harvey D. Drew reports that Ben Epstein and Carolina Slim Williams visited recently. The threesome cut up jackpots about their tramping days 25 years ago on the old Model Shows of America. Also visiting were brother James, owner of the show bearing his name, and his wife, Evla, They were en route to Miami for a vacation.

New members of the Miami Showmen's Association are George Beardsley, Mike Benton, Gaspare Bonario, Jesse French, Alfred R. Herd, Robert J. Horton, Kenneth Ingram, David Linebarier, Richard McSpadden, Edward March, John G. Morgan, John N. Morton, Jerry Shoup, Angelo Sands, Kenneth Ward, Turner Scott, and Stanton Wrisley.

Shirley Levy made a brief appearance in New York last week, taking in the National Showmen's Association joint installation affair before leaving for points south.

Mrs. Carl J. (Frances) Lauther is convalescing at a Miller's Tavern, Va., farm following surgery in a Richmond, Va., hospital. . . . Lee Hayford, talker with Lauther's Side Show, was in Fort Lauderdale, Fla., recently where he visited with Mr. and Mrs. Al Fisher and in Miami where he cut up jackpots with D. D. (Tex) Blake. Terry Blake, son of Tex, is studying at Price Memorial Academy in Amarillo, Tex., where he was recently named to the all-State football team by the State's newspapers. The younger Blake plans to go to college at Texas Tech where his father was a grid star in the late '30's.

Ray and Ardelle Story, concession ops with Happyland Shows, have moved from Miami to Fort Myers, Fla. . . . Carl Lauther Jr., former talker with his dad's Side Show, recently bought a home in Fort Lauderdale where he is employed in the post office. . . . T. C. (Missouri Slim) Hart posts that he visited Harvey Drew, who is in the automobile business in Avon Park, Fla.

Miami notes: Joe Kelly, of Cetlin & Wilson Shows, is visiting with George Storti and Frenchy LaCroix, (Continued on page 56)



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CONCESSIONS: Cookhouse, Grab, Novelties, Scales and Age, Ball Games, Fish Ponds, String Games, Long and Short Range Galleries, Cork Gallery, Pitch-Till-You Win and any legitimate Merchandise Concessions. **SHOWS:** High-class Girl Revue, Fun House, Side Show, Motordrome and Grind Shows. All must be flashy and have own equipment. **RIDES:** Any major Ride not conflicting with what we have. Also Pony Ride. All address 1330 Grand Avenue, Orlando, Florida, then as per route. For Sale: Diner and Truck with all equipment complete.

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CAN PLACE FOR 1955 Side Show with or without frame-up. Have complete outfit and will furnish wagons for same. Will book A-1 Colored Revue, have a beautiful, complete outfit for same. Can place A-1 Monkey Show and any new and novel attraction for season of 1955. What have you? All communications confidential. Red Holdridge wants Fat Girl.

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CAN BOOK for Orlando, Fla. (Fair), meritorious Shows that don't conflict, also new and novel Rides, also Stock Concessions for this date.

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Eddie McTeague Jr. and Bull Smith, contact Dick O'Brien.

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WANT—Organized Minstrel Show Troupe (Jerrie Jackson, please answer). Want Side Show Manager with Acts for same (Wally White, answer). Girl Show Manager with two or more Girls and wardrobe, Monkey, Snake or any good Platform Show of merit. All our Old Ride Boys come on in; winter quarters now open. Bob Milliken and Merry-Go-Round Dutch, come on back in. All mail and wires to
 BOX 461 **WM. C. (BILL) MURRAY** SUFFOLK, VIRGINIA

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Fair Date Conflicts Cut Kansas Bookings

TOPEKA, Kan., Jan. 15.—Overlapping of county fair dates in Kansas, with many annuals slated to run during the second and third weeks in August, worked a hardship on both fairs and carnivals at the annual fair convention here this week. Quite a number of fair committees left the confab without a carnival.

Of the 98 fairs in the State, ap-

proximately 60 per cent are bunched in those two weeks and as a result there weren't enough midway shows to go around. As one carnival owner put it: "I could book 10 fairs for the third week of August if I could produce a miracle and give each fair a show."

Despite this obstacle, there was the usual booking activity. Alamo Exposition Shows reported closing for fairs at Salina, Columbus and Norton. T. J. Tidwell Shows left the meeting with contracts for Dodge City, Smith Center and Wakeeney, while Evans United Shows booked Russell, Blue Rapids, Rush Center and Glasco. Central States Shows closed for fairs at Abilene and Beloit.

Cherokee Busy

Cherokee Amusement Company came up with quite a list of contracts. Show signed Kansas fairs at Ossawatimie, Herington, Holton and Hillsboro. Org will also provide the midway at the Erie, Kan., July 4 Celebration and Soldiers and Sailors' Reunion. Prior to coming to the meeting here, they inked Oklahoma fairs at Chandler, Wewoka and Shawnee, along with the Ralston, Okla., Labor Day celebration.

Don Franklin, owner of the two-unit show bearing his name, flew here from the Minneapolis fair meeting to huddle with Ralph Wagner, manager of the Franklin No. 2 unit. They reported signing Kansas fairs at Belleville, Coffeyville and Iola. Also Wisconsin fairs at Stoughton and Tomah and Minnesota annuals at Faribault, Austin and New Ulm.

Hugo Fixes Route

Hugo Novelty Shows personnel kept busy. They reported inking fairs at Eudora, Oskaloosa, Effingham, Tonganoxie and Richmond, all in Kansas, and Missouri events at Platte City, Hardin and Richmond.

Grandstand-wise, the new partnership of Ben Truex and Harry A. (Hap) Peebles, of Wichita, reported considerable success in booking "Grand Ole Opry" and acts into Kansas fairs at Stockton, Wakeeney, Colby, Norton and Goodland.

Among the newcomers here were Jimmie Downey, of the attraction firm bearing his name; Lee Williams and Johnnie Semma, of the National Spotlight Revue, and Billy Papon, Grossman Entertainment Service.

Only fireworks rep on hand was Fred Herrin, of Paramount Fireworks Company, who reported he more than doubled last year's bookings in the State.

Other midway, attraction and fair suppliers on hand included:

Jack Ruback, Alamo Exposition Shows; Mike Rockwell, Rockwell Shows; Les Winget, Les Winget Rodeo; O. W. Maddox, Maddox Bros. Shows; Mr. and Mrs. T. J. Tidwell, T. J. Tidwell Shows; William Wheeler, Wheeler-Pittman Agency; Cy Barnville and N. L. Neighbor, Hutcheson Tent & Awning Co.; Malcolm M. Moser, Central States Shows; Paul Long, Paul Long Rodeo; Jerry Hedrick and D. Forest Kuhns, Hedrick-Kuhns Grandstand Attractions; Pete Bailey, Hollywood Daredevil Thrill Show; J. C. Michaels Sr. and Jr.; J. C. Michaels, Michaels Sr. and Mrs. Fred C. Bogle, F. C. Bogle Shows; Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Co.; Tom Drake and Hazel Randall, Tom Drake Attractions; Capt. and Mrs. E. H. Hugo, Mrs. Lorelei Wrigley and George Carpenter, Hugo Novelty Shows; Mrs. Pearl Evans, Bill and Don Evans and Ivan Mikelson, Evans United Shows; Tobe McFarland, Stewart & Stevenson Power Plants; Frank Sharp and John J. Wills, Regalia Manufacturing Co.; Cecil V. Catlett and William G. Catlett, Catlett Greater Shows; M. H. Lines and Keith McCabe, E. G. Staats & Co.; E. S. (Holdy) Webb, E. S. Staats & Co.; E. S. (Holdy) Webb, E. S. Staats & Co.; Fred Brodbeck, Brodbeck-Schneider Rides and Attractions; Tommie Holden, Holden's Rides and Attractions; Mr. and Mrs. A. E. Raines, Raines Amusement Co.; V. F. Craft, Craft's Rides; G. G. Hoey and L. T. Sparks, Pinkerton National Detective Agency, and George Howk, Fairlyland Amusement Park.

MIDWAY CONFAB

Continued from page 55

who are driving buses. Charles Costantino left here for Fitchburg, Mass., after a couple of weeks of rest. John Hershey is operating a parking lot at Hollywood Beach Ocean Front. Sam Edstien, agent for The Billboard on the Wilcox org, is working as a printer in the Hollywood Beach Hotel. Bill (Slim) Chapper recently purchased a new house trailer. Mr. and Mrs. Dick

JOINT AFFAIR

Installations by NSA Women Draw Over 160

NEW YORK, Jan. 15.—The National Showmen's Association and its Ladies' Auxiliary generated as much enthusiasm this week installing new officers as they did bidding farewell to the old. The Monday night (10) affair at the Park Sheraton Hotel drew more than 160 mirth-makers and was handled quickly and sensibly. Speeches, ceremonies and eating were over by 11 p.m. at which time dancing began.

Chairmaned by Ethel Stillman, of the Ladies' Auxiliary, the event actually was an installation of the women's club officers, as the NSA has held installations at its last meeting two weeks ago, the same night as elections.

President John Weisman represented the parent club on the dais, as did attorney Sidney Levine and club physician Dr. Jacob Cohen.

2d Year for Mrs. McKee

Margaret (Maggie) McKee was roundly applauded as she stepped into a second year as Auxiliary president. Marshals Mae McKee and Blanche Kassow escorted the other officers to the center of the floor.

These included Veronica Zucchi, first vice-president; Celia Forman, second vice-president; Margaret Lux, corresponding secretary; Lillian Elkins, recording secretary; Grace Steiner, treasurer; Anna Peterson, assistant treasurer; Florence Thompson, chaplain, and Jean Harris, Auxiliary hostess. Also playing prominent parts in the evening were Bess Hamid, honorary permanent chairman of the board of governors; Dorothy P. Goldberg, honorary permanent president; Dolly McCormick, chairman of the board; Jane Tubis, vice-chairman, and Midge Cohen and Anna Halpin, past presidents.

Mrs. Hamid gave her president's gifts to the chairmen and to Ethel Stillman, and gold life membership awards went to Anna Peterson, Eleanor Rinaldi, and Geraldine Sallenberger. Mrs. Stillman read a poem written for the occasion by Jack Stern.

Telegrams were received from Mr. and Mrs. Morris Brown, Caravans, Inc., Missouri Show Women's Club, Mack Goldberg, Gerald Snellens and Uncle Harry, Harry Rosen, Jeff Harris, Phil and Mildred Isser, William and Irene Moore, Kate Benet Vesely; Jack, Irving and Gladys Rosenthal; Ida Harris, Eileen, Skipper, Butch and Joan Weisman; George A. Hamid, Lydia and Lon, Sylvia Andrews, Vi Lawrence, and the Heart of America Showmen's Club Ladies' Auxiliary.

Club Candles Lit

Before the dais, candles were lit honoring other show organizations by the following persons: Weisman and Maggie McKee for the NSA, Shirley Levy for the women of the Showmen's League of America and Missouri Show Women, Frances Simmons for the Heart of America Women, Flora Elk for the Pacific Coast club women, Helen Rothstein for the Lone Star women, Bess Hamid for Caravans, Katherine Anderson for the Michigan club women, Pearl Meyers for the Tampa club women, Jane Tubis for the Hot Springs women, and Elaine Weisman for the Miami club women.

Also among those present were Lillian Swanson and Frances Simmons, proprietresses of the Kismet Restaurant in New York. Prior to dancing, songs and impersonations were delivered by comic Bobby Shields.

Included on the program were eulogies by Dr. Cohen and counselor Levine, and an outline by Dorothy P. Goldberg of the Auxiliary accomplishments and history.

Wilcox left here for Northern fair meetings. Cliff Mullins is back in Bangor, Me., after a five-week sojourn in Miami.

CLUB ACTIVITIES

Greater Tampa Showmen's Association

TAMPA, Jan. 15.—In the absence of Carl Sedlmayr, the weekly meeting was presided over by O. J. (Whitey) Weiss, first vice-president. Assisting him were vice-presidents Sam Gordon and Bucky Allen; Vernon Korhn, secretary, and Harry Julius, treasurer.

Lloyd Serfass, reporting for the ways and means committee, announced the first benefit show for the club would be held on Sterling Crown Shows at Winter Haven, Fla., January 19.

Harry Julius reported the banquet and ball plans well under way. The annual fish fry is scheduled for January 31 on the Alafia River, 16 miles south of Tampa. Entertainment and games are being arranged by Doc Hartwicke and Harry Wilson.

C. C. (Specks) Groscurth, president of the St. Louis club, and nominee for third vice-president of the Tampa club, spoke briefly.

Ladies' Auxiliary

President Virginia McGee handled the gavel at the Wednesday (12) meeting. Also on the rostrum were vice-presidents Hazel Maddox, Esther Young and Ver Hauk; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Chaplain Ella Stophel delivered the invocation and was presented with an engraved brief case as a birthday present. New members include Mary Knippenberg, Inez Page, Ann Wasserman, Mary Virginia Mercy, Sara Jane Kerns, Ruth Stalford, Esther Garner, Marion Sharpe and Bessie Stuart.

Committee for the secret pal party includes Flo Venner, Zeldia Hercha, Leona Plas and Sally Brown. The ladies will participate in the March of Dimes fund drive under the direction of Helen Julius, Joy Purvis, Dixie Gordon and Olive Sprague. On the sick list are Ruth Casey, Mary Cain and Esther Groscurth.

Jane Warren won a hand-made bag donated by Babe Pizarro. Pat Richards, sergeant at arms, announced 96 members were present. Refreshment were served by Flo Venner, Maxine Cyr and Dorothy Crawford.

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

HOT SPRINGS, Jan. 15.—In the absence of President Paul Olson, the meeting was called to order by Past President Harry Zimdar. Walter Ebel delivered the invocation.

Charles Weaver and Betty Hazen, co-chairmen of the March of Dimes committee, reported a downtown location had been obtained and the club would conduct a bingo there January 19-22. Proceeds will all go to the March of Dimes fund, and a goal of \$2,000 has been set. Walter Ebel will handle publicity for the drive.

Dutch Wilson lettered that he is recovering following the amputation of his left leg.

Show Folks of America 1839 W. Monroe St., Chicago

SAN FRANCISCO, Jan. 15.—The regular meeting of Showfolks of America was called to order by President Charlotte Porter. Other attending officers included Treasurer Oscar Mattley and Recording Secretary Bonnie Townsend.

A special membership drive was announced. New members will be accepted for \$5 initiation and \$5 dues which will give them a paid-up card to July 1.

Word was received from Tampa of the death of John W. Fagg.

Special attention was asked of the membership noting the change of meeting nights from Monday to Friday.

Nellie Baker Ramsey and husband Fred's home was destroyed by fire just after Christmas. Nellie is credited with saving Fred's life by carrying him from the burning home. Fred has been partly paralyzed for some time.

Lone Star Showmen's Club of Texas

DALLAS, Jan. 15.—Vice-President Martha Moss opened the Monday (10) meeting in the absence of President Edna Hacker. Grace Tinder read the minutes of the previous meeting and Pearl Vaught reported on the treasury. Invocation by Jule Conner and Bonney (Five-Star) Allard handled the sergeant at arms chores.

Plans for the coming fair meeting were discussed. Club will host at open house in Room 310 of the Hotel Baker. Memorial services are scheduled for February 3 in the Texas Room of the hotel. Kathy Kearns, who will serve as toastmistress, and Jim Allard have lined up entertainment features for the February 4 banquet and ball to be held in the hotel's Terrace Room. Show will include Judge William McGraw, a quartet of singers and Weldon Flanagan and Red Kearns at the piano. Clint Davis and his ork will also play.

Eddie Vaughn has left Veterans Hospital. Harold Eutah is confined to his home. Mabel Welshman visited her sister, Josephine Powell, who was confined in Houston.

A thank you letter was received from Mrs. Vernon Becker, of the Sunshine Home, for the gifts and party at Christmas. Thank you notes also received from many for food baskets contributed by the club.

Betty Hardy of the Hot Springs club was guest of honor at the meeting. Zeldia Melva Boger, sister of Renee Gordon, is a new member. Next business meeting will be January 24.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, Jan. 15.—The board of directors has voted to hold next year's annual banquet and ball on Sunday, January 8, 1956, at a location yet to be selected. It was also decided that in the future all past presidents who attend these events will be seated on the dais.

Lou Samms passed away January 4 at Broward Hospital in Hollywood, Fla., from a heart attack. The funeral was held Thursday (6) from Lithgow's Funeral Home. Samms was 66 and a well-known talker who was among the first to use luminous light effects on shows. He was with Lawrence Greater, Frank Pepper, Penn-Premier and Cavalcade of Amusements, and is survived by his widow, Hazel, and a son and daughter (non-pro). Many floral wreaths and cards were sent.

Pete Norman and his wife are mourning the loss of Mrs. Charles Tesno, mother of Mrs. Lillian Norman. Mrs. Tesno passed away Saturday (8) in Racine, Wis.

Year Books are being mailed to all advertisers and friends of the club. A thousand are going out to all manufacturers, novelty houses, ride manufacturers and supply houses connected with outdoor show business.

Leo Bistany has left for Cuba where he is in charge of operations for the Coney Island Shows. They are playing the entire island and will be gone for 10 to 12 weeks.

Club attorney Wallace N. Maer is the proud father of a nine-and-a-half-pound son.

Recent visitors to the club have included Albert Scopelliti, Gilbert Keene Jr., Bill Kaplan, Ralph W. Jacobs, Carl J. Sedlmayr Sr., Carl J. Sedlmayr Jr., S. T. Jessup, Harry Julius, Charles M. Daly, Nathan Abrams, Phil Isser, Nunzio Errigo, James E. Perry, Joseph Bellinger, Charles Travers, Mark Reilly, James J. O'Connor, and James F. Burke.

On the sick list are Max Sharp, 5980 Indian Creek Drive, Miami Beach; Stanley Plas, Municipal Trailer Court, Tampa; Marty Saul, President Hotel, West 48 Street, New York; Pete Burkhardt, Greater Tampa Showmen's Association, Willow at Carmen; Harry Benjamin, Doctor's Hospital, Coral Gables; Bob Conner, Battery State

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CANCER FUND**

Hospital, Rome, Ga.; John De-Vaney, Otto (Mack) Magend and Steve Homan, State TB Hospital, Lantana, Fla.; David E. Fineman at home; Robert Hazzard, U. S. Veterans' Hospital, West Haven, Conn.; Al (Whitey) Herzon, Ward 8 West, V. A. Hospital, 408 First Avenue, New York; George McLean, McDill Air Force Base Hospital, Tampa; Carl E. Manthey Jr., 127 Hart Street, New Britain, Conn.; Pete Richardson, 2027 West Grace Street, Richmond, Va.; Joe Vernick, V. A. Hospital, Rutland Heights, Mass., and Ed Yeasted, V. A. Hospital, Coral Gables.

Ladies' Auxiliary

The following officers were installed at the January 6 meeting, which was held in the Delido Hotel: Ada Cowan, president; Freda Wilson, first vice-president; Irene Moore, second vice-president; Agnes Crosso, third vice-president; Charlotte Wright, corresponding secretary; Kitty Glosser, treasurer, and Elizabeth Murphy, recording secretary. Mrs. Betty Endy was installing officer, and Martha Weiss, mistress of ceremonies.

Guest of honor was Francine Victor, daughter of the incoming president. Effie Blue, Miss Outdoor Show Business of 1954, was also present. Nan Rankin delivered the invocation and Regina McLinden opened the ceremonies with the "Star Spangled Banner."

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Jan. 15.—President W. R. Siebrand called the Monday (10) meeting to order with 60 members present.

Report was made on the memorial services which were held Sunday (9) at the club's plot in Greenwood Memorial Park. Mrs. Marguerite Stone served as chairman.

The No. 1 ticket for officers was elected, headed by Millard Freeman as president. Other officers include Ralph Horstman, William P. Siebrand and George Sackson, first, second and third vice-presidents respectively; Don Hanna, treasurer, and Earl Falter, secretary. A banquet for outgoing officers is set for January 17 and new officers will be installed at the January 24 meeting.

Herb Sprague, old-time circus biller, now on the Cheyenne, Wyo., Fire Department, visited the clubrooms. Mr. and Mrs. Hiko Siebrand are back here after a visit to Long Beach, Calif. New members are William D. Davis and Vincent P. Duddy. Mr. and Mrs. Frank Kretz are back after visiting kinfolk in Philadelphia and Boston. Meeting closed with a venison supper served up by Jane Rittenhouse. The meat was donated by William J. Siebrand. Frank Kretz took the pot of gold.

National Showmen's Association

317 West 56th St., New York

NEW YORK, Jan. 15.—President John S. Weisman conducted his first meeting of both the board of governors and general assembly, wielding the gavel like a veteran. There was quite a large attendance which gave the president a lot of encouragement that the members will do their best during his administration. He has just returned from a short vacation in Florida. Gerald Snellens has been asked

to represent us at the Greater Tampa Showmen's Club banquet.

The club has been assured by two members that they will go out for a gold life membership card this year, Irving Sherman and Morris Batalsky. Applications have been received from Leo Berstell, Alfred Drexler, Harry Cooke and Steven M. Cicala, all sponsored by Morris Batalsky. Just as soon as the eligibility committee is appointed, these will be acted on.

Welcomed at the meeting were three members who have been on the sick list for a long time. Sol Wahnish, Isadore Reichenthaler and Morris Saul. Recovering from recent illnesses are Treasurer Harry Rosen and Walter Brault.

Louis Light, gold life member, was recently given a dinner by the Madison Square Garden Corporation and gifted with a wrist watch and bond.

Recent visitors were Sam Applebaum, Steve Libitz, Sam Glickman, Steve Yerkes, Joe Gilbert, Joe Prell, Dave White, Al Stryker, Jack Silverman, Harry Hewler, Max Gruberg, Nunzio Blando, Sam Solomon (Chicago), Michael Wynn, Al Howard, Ben Herman, Frank Rappaport, Alfred McKee, John J. P. Tumelty, Frank Capell, James Burgdon, Joe Lux, Henry Kaufman, Jack Alfred, Frank Blatsky, Harry Joffe, Sam Weisser, Sam Walker, Harry Horner, George Bovino, David Brown, Louis Elias, Tom Coffey, Edward and Leo Nacht, and many others.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Jan. 15.—President Eva LeRoy conducted the regular meeting. New members include Lillian Tucker, Joy Purvis, Hermine Hirsch, Elsie Busch, Lillian Reilly, Emily Koch, Edith Meyer, Edna Ikemire, Elizabeth Stiehl, Marie H. Brennecke and Ella Weinberg.

Jeanette Hart will represent the club at the installations of the Missouri Women's Club and Ann Doolan was scheduled to do the same at the Pacific Coast Showmen's Association event.

Welfare chairman Mae Taylor reported Ann Sleyster suffered a severe cut on her hand. Gladys Pivor in Billing Hospital here and Josephine Clickman due to re-enter that hospital for examinations. Irene Coffee recuperating at her home.

Effective at once, dues will be \$5 but initiation fees have been eliminated. Agnes Barnes announced the marriage of her son, Harold, to Elaine Ornstein on January 9. Meetings will be held the first Tuesday of each month with socials on the third Tuesday of each month.

Evening awards went to Jeanette Wall and Rose Jarboe. President LeRoy and Marianna Pop served refreshments. Helen Hoffmeyer is still taking orders for greeting cards with proceeds going to the club. Edith Streibich is eager to receive wrap-in-wax coupons. Claire Sopenar is handling tickets for the Al Sopenar Post's bingo. Attending the meeting after absences were Agnes Banti and Ann Graebert.

Missouri Show Women's Club

415a Chestnut St. St. Louis, Mo.

ST. LOUIS, Jan. 15.—The business meeting was called to order by President Clara Campbell with 50 officers and members present.

This will be the 25th anniversary of the club and the installation banquet and party arrangements are all in order for the observance. Plans are now under way for the dinner-dance to be held in February at the York Hotel.

Verna Schantz, chairman of the program book, reported the book is nearly half completed. Mary Thompson, in charge of tickets, reported that calls are coming in fast for tickets.

Sally Prevost surprised the members of the ladies' and men's club with a fried chicken lunch with all the trimmings. After the business meeting and lunch, canasta was played.

New Coffee Carrier Out By Cecilware

NEW YORK, Jan. 15.—A new coffee carrier, the Cecilware in four sizes, has been prepared for marketing, according to Murray Kaplan, of Cecilware-Commodore Products Corporation. Designed as lightweight and of superior insulation, the carrier is available in 3, 5, 7 and 10-gallon capacity models.

There are two types of carrier, one having a stainless steel interior and bonderized grey metal exterior for industrial use, and the other being of stainless interior and exterior.

Approximate retail prices are from \$99 for the industrial models, and from \$129 for the all-stainless models. All have 11-inch openings at the top, and carrying handles. Dimensions range from 14 by 14 inches for the three-gallon size, to 14 by 32 for the 10-gallon size.

Diving Horse High and Dry

NEW YORK, Jan. 15. — The Diving Horse, boomed in its revival last year as a spectacular outdoor attraction, will not be available thruout the 1955 season, agents George A. Hamid & Son announced this week.

Sale of the act is being delayed until suitable portable equipment is perfected. Last year an aluminum tower with an elevator-type lift was used to hoist the horse into diving position. A sizable hole had to be dug in the ground and filled with water to provide a landing place. The arrangements precluded the possibility of making the horse available for many dates.

Hamid said that the Reynolds Aluminum Company is now working on the designing of a new rigging, including a tank and tower that will be easily transportable.

Estevan Fair Okays Arena Proposal

ESTEVAN, Sask., Jan. 15.—Members of the Estevan Agricultural Society, at their annual meeting, gave approval to a plan for an arena which would provide skating and hockey facilities in winter and accommodation for activities of the society at other times.

The proposal is to build an \$85,000 structure on the fairgrounds. A federal department of agriculture grant of \$20,000 would be available, provided the building is used for agricultural purposes and if the society itself contributes \$20,000, the members were told. Under a similar agreement, a grant of \$10,000 would be available from the provincial department of agriculture.

Local support, thru service clubs and other organizations, would be expected to provide at least another \$20,000.

A number of factors are yet to be considered before a final decision is made to go ahead with the project.

Sask. Cattle Assns. Offer 30G Prizes For Jubilee Events

REGINA, Sask., Jan. 15.—The three major beef cattle associations in Saskatchewan are offering \$30,000 in prizes for Golden Jubilee year shows at the Regina and Saskatoon exhibitions this summer.

The largest event, the British Commonwealth Hereford show and sale, will be staged during the Provincial exhibition at Regina, August 1-6, with prizes totaling \$17,000. Aberdeen-Angus and Shorthorn international shows will be held during the Saskatoon exhibition, July 25-30. The Shorthorn show will have \$8,700 in prize money and the Angus shows \$5,000.

A NEW REVOLUTIONARY IDEA IN RUPTURE SUPPORT

"2 IN 1"
TRUSS & SUSPENSORY



What do you expect of a truss: support, comfort, light weight, sanitary? All of these features are embodied in this new patented truss. It combines a truss with a suspensory. Your doctor will tell you that you need that extra support afforded by the suspensory. The truss is self-adjusting, requires no fitting, weighs only three ounces, easily washed. You yourself control the pressure required to hold the hernia in place. No steel bars to irritate. Comfortable in any body position, bending, running, walking, jumping it always stays in place once you adjust it. In fact you can keep it on when you go to bed, you won't know you have it on. Regardless of the type of truss you are now wearing, you owe it to yourself, for your health sake as well as your comfort, to try this revolutionary truss now! The price is only \$4.95 Post Paid. Send for one today. Money back guarantee.

B. Brodick, 1457 Broadway, N. Y. 36, N. Y.

WILSON FAMOUS SHOWS

NOW BOOKING FOR 1955 SEASON

CONCESSIONS—Can place a few more legitimate Merchandise Concessions. SHOWS—Any well framed organized Shows. No Girl or Athletic Shows. HELP—Foreman and Second Men with license. Diesel Electrician for 10 Ride Shows. FOR SALE—Smith & Smith Boat Ride used 2 1/2 seasons. In perfect condition. G-12 Miniature Train in perfect condition. Ticket Booth, Fence, Light Tower and special built Trailer. Priced to sell.

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For Dade County Armory Grounds, Miami, Fla., starting Jan. 21-30
2 Fridays—2 Saturdays—2 Sundays
First time in history, no admission charge.

Want major Rides not conflicting. Shows of all kinds and strictly legitimate Concessions, Can place Pitchmen and all direct sales. Wire

BARNEY TASSELL SHOWS

115 N.E. 71ST STREET MIAMI, FLA.
P.S.—If you can't make it for Friday opening, a substantial deposit will hold same for Sunday or Monday opening.

WOLFE AMUSEMENT CO.

Now booking for 1955. Will be at Columbia and Raleigh meetings. Want Cookhouse, Popcorn, Candy Apples and Bingo. Ted Cole, get in touch with me. All Hunky Panks open. Have for sale Short Range Gallery on 2-Wheel Trailer. Will book same. Have two 50 kw. 2300 Transformers for sale also. We open in Spartanburg, S. C., Saturday, April 2—two Saturdays.

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One more major ride, Tiltawhirl or Flyplane. SHOWS: Glass House, Fun House, Illusion. Also use good Jig Show. CONCESSIONS: Any Concessions that work for stock.

JERRY SADDLEMIRE or JOHN KEELER
RIVIERA BEACH, FLA., THIS WEEK.

AMERICAN MIDWAY SHOWS

Can place Stock Concessions of all kinds, also Shows, for these three big Texas dates: Texas Citrus Fiesta, Mission, Jan. 25-30; Charro Days, Brownsville, Feb. 12-20; Rio Grande Livestock Show, Mercedes, March 8-13.

Address DON M. BRASHEAR, Mgr.
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TENNESSEE VALLEY AMUSEMENTS

Two Saturdays—Opening March 19—Two Saturdays. Seven flashy office-owned Rides. BOOK Flashy Bingo, Cookhouse, Lead Gallery, Jewelry, Photos, 6 Cats, Pan Game, two Mitt Camps, any Hunky Panks not conflicting. Good Digger territory. SHOWS with own equipment. Girl, Snake, Monkey, Geek or any Grind Show. HELP—Wheel, Merry-Go-Round, two experienced Tilt-a-Whirl Men; sober help only. Blackie Collins, Paul Cross, come on. Man for new Panel Marquee and sell tickets, Flashy Sound Truck with Concessions.

Winterquarters open—Turner's Corners, Rte. 1, Box 43, Sheffield, Alabama. Wire, write or phone 2441. THEODORE MEADOWS, Owner-Mgr.

ATTENTION, WANT PARTNER

No cash needed. I have six rides—Merry-Go-Round, No. 5 Ell Ferris Wheel and four Kid Rides; beautiful Sound Car, Diesel Light Plant, Cable, Junction Boxes, four Hunky Panks, everything beautiful and in first-class condition, ready to go. I will consider partner with equal amount of equipment, with his active services connected, or will sell complete unit with rolling equipment, which is the very best. All hunky panks contact, opening in South Georgia March 17, with two Saturdays; town announced later. All replies to

J. A. Milliken, Milliken Bros.' Shows
BRISTOL, GEORGIA. Phone 3710 or come and talk it over.
P.S.: Mort Messias, contact at once.

EDDIE'S EXPO SHOWS

Opening in April
WANT SHOWS, RIDES, CONCESSIONS
EDDIE DIETZ
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SEASON 1955 NOW BOOKING SEASON 1955

Major and Kid Rides not conflicting. Clean Legitimate Concessions. Everything open, no flats or grift. SHOWS—Glass House, Big Snake, Animal, Illusion, Girl, etc. Tex Newwell, Cookhouse is open. Cris Cross, Tex Owens, Frank Hunter, Dan Riley, Rex Allen, Lou Peaso, Helen Golden, Johnny Sneed, Bill Pratt and Al Blue, get in touch.

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SUNSET AMUSEMENT COMPANY

WANT FOREMEN & SECOND MEN, MUST BE SEMI-DRIVERS

For Dodge, Caterpillar, Tilt, Merry-Go-Round, Ferris Wheel, Octopus, Rock-O-Plane, Kiddie Ride, Light Towers, Front Gate. Bonus to all that start in Winterquarters and end in Winterquarters at Excelsior Springs, Mo.

ADDRESS: P. O. BOX 25, CORAL GABLES, FLA.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

WANT FOR CASH

Two or three Kiddie Rides. Must be first-class and within several hundred miles of here. Can also use 12 Ferris Wheel Crates.

Shamrock Shows—Harry Flanagan
1185 McBride Ave., Little Falls, N. J.

AMERICA'S BEST CARNIVAL & CIRCUS SIDE SHOW BANNERS

SNAP WYATT STUDIOS
3517 10th St. Tampa, Fla.

WANTED

Diesel Light Plant. Prefer one mounted on semi. Cash waiting.

HARVEY D. DREW, PRES., UNIVERSAL MOTOR CO., INC.
Box 695 U. S. Highway 27 Avon Park, Fla.

New Year's Party Nets \$117 to NSA

NEW YORK, Jan. 15.—A profit of \$117.38 was realized from the National Showmen's Association's New Year's Eve party, chairman Jack Stern and Charley (Davenport) Padrone reported to Wednesday's (12) meeting. Gerald Snellens added another \$10 to this and the entire sum was turned over to Danny Thaler's shut-in committee fund.

Stern's report thanked Irving (Steve) Yerkes for a \$200 contribution which, added to the ticket receipts, allowed for a great night for all who attended. There were nearly 200 tickets sold at \$1.50 apiece.

It was the first meeting under the gavel of new President John S. Weisman, who encouraged members in the future to speak up on any subject during the meetings. The resultant discussions brought out several topics which had been discussed during the board of governors meeting, and it was agreed that a rundown of the board's sessions would henceforth be presented to the general membership.

Waldorf Seeks Banquet
Weisman made two appointments known, and it was also brought out that the Waldorf-Astoria Hotel has bid for the 1955 annual banquet. The hotel proposed Friday, November 25, a departure from the NSA's traditional Thanksgiving Eve banquet night. Thanksgiving Eve there is reserved for another affair, the dinner-dance of the Guild for the Jewish Blind, the hotel said.

Max Tubis was named banquet chairman and said all recommendations for the affair should be ready for a decision in a month's time. Also appointed by Weisman was Thaler as chairman of the house committee.

The next meeting will be Wednesday, January 26.

Other officers on the dais with Weisman were Snellens, Morris Batsky, Jeff Harris and Dada King. Dr. Jacob Cohen also attended.

Biz Off at Ohio

Continued from page 48

Gaines Tent & Awning Company; Harry Hagler, Gerald Nash and Mr. and Mrs. Harry Shannon Jr., Hagler-Nash Sound Equipment; Ray Shaffer, Shaffer & Sons. Roy Jones, Tom Gillespie and Paul T. Little, Pepsi-Cola Company; W. S. Myers, Maurice Myers, Ray and Joanne Prowant, Myers Concessions; L. E. Holt, Interstate Fireworks Display Company; Joe Kury and Monty Blake, Station WVVU; Frank Hanshaw, General Artists Corporation; Ken Smith, Earl Haupt, William Querner and Julius Turner, WLW Promotions, Inc.; John J. Anderson, Mr. and Mrs. Earl J. Coburn, Enquirer Printing Company; Corren Luender, Luender's Grandstand Attractions; Jimmy Hetzer, Bob Kelley, James Bicknell and George Charles, Hetzer's Theatrical Agency; Thomas Turnbull and Robert Cloud, York Sound Sales; Myron Hanley and Fred Horner, Music Corporation of America.

Mr. and Mrs. Joseph Caccavello, Columbus Fireworks Display Company; Rodger M. Work, Playland Amusements; Mr. and Mrs. Jack Lampton; Buck and Mary Saunders; Mr. and Mrs. Floyd E. Gooding, Mr. and Mrs. John Enright, Mrs. Lee Frantz; John Gallagher, Hal Elfort and Joe Kempner, Gooding Amusement Company; Stan Fischer, Jack Kochman Hell Drivers; Lucky Lee Lott, Lott's Auto Thrill Show; Howdie Reed, Reed's Concessions; Henry A. Theodor, Henry A. Theodor Company; Dave Rosenberg, Triangle Poster Company; Circus Sortman; Sortman Jewellers; John H. Foster, Foster Trophies; Mr. and Mrs. Bob Otto and Bill Scott; Happy Powelson, Powelson Amusements; Mr. and Mrs. Cherokee Hammond, Chuck Turner and Jimmy and Alice Foster, Cherokee Hammond Wild West; John Collier and Kenny Wesse, National Auto Racing; Edward Tinkham, Jim Woody, Mr. and Mrs. Ray Howard, Chet Howard, Louis Howard and Al Hatch, Howard Bros. Shows; Bob and Mayme Shaw, Gus Sun Jr., Mitchell Robinson and Buck and Rose Steele, Gus Sun Booking Agency; Mr. and Mrs. Lee Becht, Becht Shows; V. S. Scott & Sons; Loyd and Amanda Schermerhorn; Mr. and Mrs. Bob McKinley, McKinley's Rodeo.

C. V. Lutz, Advance Promotion Service; Jimmie Chanos, Chanos Shows; Bob Vogel, Bob's Concessions; C. F. Walther, Walther Sound Systems; Mr. and Mrs. Ward Beam, Mr. and Mrs. J. E. (Cap) Ramsey, Peter Grant, Beam's Attractions; Pat Jones, Eddie Stewart, Bill Reed, Jack Adair and Bud Fischer, Jimmie Lynch's Death Dodgers; Jack Lindahl, Boyle Woolfolk Agency; Jinx and Clara Hoagland; Art Fulk, Echo Valley Folks; Randolph F. Avery, Barnes-Carruthers; Don McCullough; Don Mack Circus; Mr. and Mrs. Carl Bradford, Bradford's Border Colliers; Gettys and Garnet Pugh and C. N. Pierce, Pugh's Concessions; A. D. Michele, Hudson Fireworks; Frank A. Conway, Atlas Fireworks Display Company; Bechdol's Sound Equipment Company; Morvaty Sound & Photo; Chester Rotroff, Rotroff Attractions; Dick and Dot Richards.

EAT HEARTY

Tampa Club Barbecue Draws 475

TAMPA, Jan. 15.—A total of 475 members, guests and city officials turned out for the seventh annual barbecue held by the Greater Tampa Showmen's Association here Sunday (9).

Helping to entertain was the band from the Mary Help of Christian School. Guests of honor included Mayor Curtis Hixon of Tampa, Judge Bob Johnson, State's Attorney M. M. McEwen, Police Inspector G. Latture; city representatives Lee Duncan, Joseph Rodriguez and L. B. McSwain; City Comptroller H. D. Pelhank, Tampa Times Fishing editor Sol Fleischman; George Sergeant, of Station WDAE; Al Fast, of the American Guild of Variety Artists, and Mr. and Mrs. Wally Gray.

Following a sumptuous barbecue dinner, a dance was held in the clubrooms honoring Mrs. Evie Belw, winner in the contest to select Miss Outdoor Show Business of 1954. Mrs. Earl Maddox, runner-up in the contest, presented the queen with a bouquet of roses and also introduced Mrs. Joy Purvis, runner-up, with an orchid. Mrs. Leona Plas femseed the program.

Jack Norman headed the barbecue committee. On the committee were Doc Hartwicke, Eddie Yeager, Virgil Pate, Herman Bomberry, Charles Cohen, Harry Vleit, Jackie Knipperberg, Curtis McKinstry, James Buhel, Bill Harrington, Charles LeRoy, Bob Campbell, Oscar Adams, Eddie Pastercyzk and Eddie Lowe. Mrs. Mary Ruth Tillery supplied the table decorations.

Ams Take Over

Continued from page 49

speaker here, will entrain next week with his wife for a trip to the West Coast. John will rent or purchase a car there so that he can follow his usual intensive program of looking and studying. A visit to Disneyland is planned.

Thrill Shows Galore

Thrill shows, as usual, seemed to account for most of the activity. It was judged that the numbers of their representatives closely approximated the number of events having the needed track facilities in the State. Represented were Jack Kochman's Hell Drivers, Joie Chitwood's Hell Drivers, Irish Horan's Lucky Hell Drivers, Buddy Wagner's Tournament of Thrills, Ward Beam's Congress of Daredevils, the Canadian Congress of Daredevils, and a new entry, Dick Sullivan's troupe.

Snellens Scores Again

Gerald Snellens, general representative of the World of Mirth Shows, stole the show, publicity-wise. On the morning of the first day of the meeting practically all of Bill Boile's column in The Worcester Telegram was devoted to the colorful Snellens.

Pals Buzz Carroll

Ed Carroll, operator of the Great Barrington (Mass.) Fair, got early morning telephone greetings in Florida (where he is vacationing) from his aide, Harry Storin, and a host of friends and associates. The estimated cost probably matched the price of a one-way plane ticket to the meeting.

MacFarland Lauds Offspring

Bob MacFarland, Chitwood agent, father of a two-month-old girl, kept prospects enthralled with stories of the new addition and his prospects for getting home between meetings.

Vintage Photos Shown

Carl Larson, new manager of the Brockton (Mass.) Fair, had a host of ancient programs depicting the past wonders of the annual. Included were several pictures of acts including George A. Hamid in the days of his tumbling.

Coleman Calm in Lobby

Show owner Dick Coleman held down the lobby as usual. Calm as a Sphinx, Dick had no worries, with all dates reported sewed up tight.

Show Folks New Officers Installed

SAN FRANCISCO, Jan. 15.—Ceremonies marking the annual installation of officers of Show Folks of America were held here last week (10), Judge Walter Carpent and Attorney Nathan Cohn serving as hosts.

Installed were Charlotte Porter, president; Eddie Hellwig, W. H. Meyer and E. S. Fitzgerald, vice-presidents; Albert Roche, corresponding secretary; Bonnie Townsend, recording secretary; Oscar Mattley, treasurer; Billie Hodges, executive secretary, and Dwight Kane, auditor.

Following the official ceremonies, Duke Navarro, chairman of entertainment, provided a stage-show featuring John Barrintos, Larry Chicchi, Carolyn Vogel, Ruth Olansen and Ray Reynolds. Arthur Unger provided refreshments for the evening.

Membership meetings have been changed from the usual Monday to Friday evening, effective January 14.

Penny Governor

Continued from page 52

State Secretary of Agriculture; State Senator John H. Dent; John W. Wilson, manager of the Cetlin & Wilson Shows, Edward F. Hackett, secretary and attorney of the U. S. Trotting Association, and Giles. Convention chairman will be Paul D. Jacobs, association president.

All fair business will be transacted on Thursday, it is reported, but two horsemen's meetings will officially open the affair on the preceding day. Race secretaries of the Central Fair Circuit tracks meet Wednesday afternoon, and the annual reorganization of the circuit will take place at a meeting that night.

On Friday, members of U. S. Trotting District No. 8 will reorganize and elect a director to fill the expired term of Lawrence B. Sheppard.

The annual banquet will be held Thursday evening (27) at 7 o'clock, with tickets at \$5 each. Governor Leader is to be the chief speaker, with attractions to be provided by leading agencies, and music by Howard Gale and his orchestra. Addresses on various topics will be given at the Thursday afternoon session starting at 2 p.m.

Irvington Bingo

Continued from page 49

licenses in other communities and holding the games there as well. More than 40 locations have asked the Town Clerk for copies of the Irvington measure.

In Irvington's case the municipality has been the scene of out-of-town bingo games. Basically the Irvington ordinance interprets the State's bingo-rafts enabling acts as giving the municipality complete home rule license in the method of enforcing the local control laws.

The ordinance reads that the State acts "by reason of the home rule provisions thereof, did not authorize or permit, and did not intend to authorize or permit, an organization, association, church, etc., not a resident in and part of a given community to hold, conduct and operate games of bingo and raffles therein."

More than 90 per cent of the over-500 communities voted in favor of bingo last May. Only denial in a city holding a fair was Bridge-ton, and there were a handful of other denials in coastal resort places.

Chicago Showfolks To Install Officers

CHICAGO, Jan. 15.—Showfolks of America will install its new officers January 18, Helen Wong, secretary, announced. Ceremonies will be held at 8 p.m. in the Hotel North Park here.

Spokane Crowd

Continued from page 50

1954-'55 date was Shrine sponsored.

Dedication Shows Profit

More than 90,000 were counted in the 13-day dedication period which saw new Spokane attendance records established for every type of indoor event presented.

Moore said it was the first full-scale dedication week in the United States to show a profit. He reported a net profit of \$6,000. Heavy advertising covered four Pacific Northwest States and British Columbia. Approximately 100 employees were used for major events.

Attendance Detailed

Patrice Munsel and the Spokane Philharmonic orchestra drew a capacity opening night (December 3) audience of 8,000. An 11-man operational crew required only 12 minutes to clear the arena floor and convert the Coliseum from concert hall to ballroom for dancing which followed, Moore said.

London Festival Ballet drew 11,000 in two performances, December 4. Opening hockey game in the Coliseum had a 5,500 gate, double the largest crowd ever to see the sport at the Spokane Ice Arena, he said. Initial college basketball drew 7,200. Boxing made its bow in the Coliseum before 7,800 fans. An Inland Empire talent show attracted 5,000 and Jimmy Wakely 2,500.

An industrial exposition drew 35,000 in three days. Professional talent consisted of Glenn Derringer, boy organist, and the Sneed Family, Western entertainers.

Fairs' Outlook

Continued from page 52

functioning, the annuals should benefit accordingly, he said.

Other hopeful signs include a more stable economy, Danziger said. This situation is expected to improve, if anything, by the time fair season rolls around. Of particular aid to his own fair is the State highway building program. High speed arteries will soon make it possible for Weymouth to look twice as far afield for its drawing area.

Dogs will race in front of the grandstand in a pari-mutuel program on five nights this year. Joie Chitwood's auto daredevils will be featured on the opening two days and a program of acts chosen from the "Big Top," CBS television feature, will be furnished by the George A. Hamid & Son Agency. The Lagasse Amusement Company will furnish midway attractions.

Texas Confab

Continued from page 52

Texas Showman's Club, according to Mrs. Jackie Huffines, arrangements chairman. Formal sessions will begin at 9:30 a.m. February 4 with E. O. Wedgeworth, president, presiding, and concluded with a luncheon sponsored by the State Fair of Texas on February 5.

Special entertainment for the Friday night banquet will be provided by E. O. Stacey, Music Corporation of America.

Fair managers scheduled to deliver talks include Othel Neely, Waco; Bob Murdoch, Tyler; A. B. Davis, Lubbock. Alphonso Ragland Jr., Dallas, will discuss insurance problems.

Dallas Bldg.

Continued from page 50

way left open for future construction of a three-level open-type parking garage.

Designed principally as a convention center, the new auditorium along with completion of the new 1,001-room Conrad Hilton Hotel, is expected to help Dallas attract larger conventions of a type for which the city has not heretofore had facilities.

The facilities are actually to be two separate buildings. One is a giant convention hall suitable for trade shows and with seating space for upward of 10,000 people, and the other is a theater building seating 1,750. The building will be air-conditioned thruout and there will be 10 meeting rooms.

Phoenix Club Names Freeman

PHOENIX, Jan. 15. — Millard Freeman was elected president of the Arizona Showmen's Association at the annual election held here Monday (10).

Freeman headed up the club's regular ticket which included vice-presidents Ralph Horstman, William P. Siebrand and George Sackson; Don Hanna, treasurer, and Earl Falter, secretary.

A banquet for outgoing officers was scheduled for January 17 with installation of new officers set for the January 24 meeting.

Grain Belt Inks Two Celebrations

FULLERTON, Neb., Jan. 15.—Grain Belt Shows have signed to provide the midway attractions at two '55 festivals, one in Iowa, the other in Nebraska, it was announced here. Events are the Santa Lucia Festival, Omaha, July 30-August 7, and the Centennial and July 4 Celebration at Fontanelle, Ia., July 2-4. Ten rides, plus shows and concessions are called for in the contracts.

Clarence Jensen is scheduled to go out with the show this year with his Kiddie Planes, Train and live ponies.

Icer Review

Continued from page 50

skates the first of her rhythm numbers, a calypso.

Barbara Ann Appears

Then Barbara Ann Scott is introduced in a sophisticated number that reveals her as a capable performer, theatrically as well as skate-wise. Bobby Blake comes on with a revivalist theme for his eye-catching skate work. But the theme of this and the calypso number are not unlike and the format for several of these introduction numbers is repetitive.

Gundi Busch, a current skating champion, rates the pagentry-type of introduction and proceeds to demonstrate excellent skating and show awareness.

The show's first production is an appealing 1890 beach number with trolley and boat bits to set off the chorus work.

Trenkler Scores

Freddie Trenkler comes in for speedy stops and goes with comedy and illustrates that this year's show depends more than ever—and successfully—on the comics. "Wizard of Oz" is a well-executed skate story. Barbara Ann Scott is cute and doll-like as Dorothy.

Things move right along in the second half. Opener has Gundi Busch and Skippy Baxter in a blue-hued classical thing called "Symphony to a Starry Night." Gundi, a newcomer to U. S. shows, has the abilities that might bring her continued top roles in ices and her skating is easily one of the top features of this show.

The Bruises, like Trenkler, depend upon well-developed routines for solid laughs. Their chambermaid act is still tops.

Gypsies, Scots, Firemen

A beautifully produced number is "Gypsy Flirtation," with Barbara Ann Scott and Jimmy Grogan. Here the skaters, costumes, music, lyrics, dancing and lighting are at a peak. It closes with a Scott-Grogan duo that is fine blade dancing.

Skippy Baxter shines with figure skating to lead into his famed multiple somersault for a big hand. Trenkler is back for another laugh routine, this time using a firehouse theme. Bits that always click are those with the house of many doors and the swinging over the audience via an invisible cable.

Another big production number carries a Scottish theme. Use of many drums is effective and costumes are of out-of-the-ordinary plaid. The skating drill, giant wheels and other specialties go over well and the costume and music themes combine to add much. Wind-up of the revue is a showboat number that brings on the entire cast for bows.

ROADSHOW REP

THE FAST SEASON was highly successful from every standpoint and the best experienced in many years for the Rabbit Foot Minstrel Show, according to Earle Hendren, president of Capitol Amusements, Inc., Erwin, Tenn., who acquired the outfit in 1950 from F. S. Wolcott. Previously, the latter had owned the attraction for 38 years. In 1954 the show experienced only three days of rain and closed in Brinkley, Ark., October 19. Equipment is again stored on the Mid-South Fairgrounds, Memphis. Last year the show exhibited under an 80-foot round top with three 30-foot middle pieces, and carried 18 lengths of blues 10 high, in addition to 1,000 reserve seats. A fleet of 14 vehicles, including five semi-trailers with Chevrolet tractors, concession truck, three bill trucks, sound truck, passenger bus and management cars, transports the attraction. Besides Hendren, the staff includes Mrs. Earle Hendren, secretary-treasurer, and Joe Hendren, vice-president. On the show roster are J. W. Foster, general agent; Ed W. Erwin, purchasing agent, superintendent of transportation and reserve and concert tickets; Ed (King) Gentry, lot and seat superintendent; Glen Ingle, sound car and front door tickets; T. C. Morrison and Ross Martin, billing trucks; Dee Calloway, mechanic and electrician; M. L. Mitchell, assistant electrician; David Harper, boss canvasser; Leonard Rogers, concession manager and commercial advertising agent; Willie Duncan, canvas crew chief; Rikki Butler, producer of choreography; Lonnie Butler, scenery and lighting; Clinton Walters, musical arranger, assisted by Benny Murrel; Sarge King, bandmaster; Sonny Foxx and Sweetie Walker, stage managers; Memphis Lewis and Sweetie Walker, comics and comedy directors; Bertina Jackson, wardrobe mistress; Sonny Foxx, emcee; Mary Smith, blues singer; Tommy Kea, vocalist; Benny Williams, eccentric dancer; Bobby

Grant, song stylist and impersonator; Mentress Maddox, skate and iron jaw; James Dodson (Lopez Siki), voodoo fire dancer; Hosea Sapp, production trumpeter; Otha (Catfish) Bradd and Kilroy Noland, comics; Mary Belle Davis, chorus captain and ballet dancer; Bertina Jackson, exotic dancer; Sarah Fox, soubrette; Lucille McKessick, ingenue, and Dorothy Williams, Easter Gordon, Lela McFerron and Hattie Jackson, production and specialty dancer. In the band are Sarge King, Freddie Jones, Hosea Sapp and Benny Murrell, trumpets; Eugene Harris and Worthia Thomas, trombones; Jessie Charles and William Sims Jr., tenor sax; Joe Walker and Robert Somerville, alto sax; Remus Culpepper, clarinet; Anna Belle Jones, piano; Barney Johnson, drums, and Herby Shotwell, bass. Hendren reports that the show received excellent publicity in all key spots played last year. Eldon Roark, in one issue of The Memphis Press-Scimitar, devoted his entire "Strolling" column to the show, incorporating interesting historical facts relating to past traditions and present operation policies of the show. In subsequent issues he used special stories pertaining to personnel, especially blues singer Mary Smith. In reporting elaborate plans for the 1955 season, the management states: "Altho it was the consensus that the 1954 edition of the Rabbit Foot show was the best of all its productions in 42 years, we plan to make it bigger and better next season." A major film studio has recently conferred with Capitol Amusements in regard to using the Rabbit Foot title for a Technicolor picture to be done in CinemaScope with TV rights. The story under consideration will be of a cavalcade type, from the time colored minstrel shows began to the present. If negotiations materialize, much of the Rabbit Foot equipment and personnel will be used in the filming, said Hendren. Capitol, which holds a copyright on the Rabbit Foot title, operates indoor and outdoor film theaters and tent shows.

Ventnor Hosts Skating Horse

ATLANTIC CITY, Jan. 15.—One of the most unusual features ever presented at the resort was offered when a horse put on roller skates and did his stuff at Ventnor Skating Rink, Chelsea Heights, Saturday (8).

The nag was Jimmy the Roller Skating Horse, the only one of his kind in the world. His appearance featured the Optimist Roller Carnival, which was staged at the rink for the benefit of the Atlantic City Optimist Club's Boys' Week fund.

Skaters from other cities also appeared on the program with a sizable contingent coming from Shore Roller Skating Club, Asbury Park, N. J. Special exhibitions of dance, free style, novelty numbers and racing made up the program.

Carver Joins Ice Rink Firm

NEW YORK, Jan. 15. — Pete Carver, former manager of the Casino Ice Palace in Asbury Park, has joined the Arthur Magher low-temperature refrigeration contracting firm in a rinks sales capacity.

Magher consulted and contracted ice equipment for the Asbury Park building's renovation for its Thanksgiving Day opening after the structure's years of inactivity. Carver was a skater and held numerous other positions in his 10 years with "Holiday on Ice."

McLaughlin Intros Rubber Toe Stop

CROWN POINT, Ind., Jan. 15.—Hugh J. McLaughlin & Sons here has announced a new roller skate toe stop which the firm says brings to skaters a stop that will not chatter, wear loose or pinch the toe.

Called the Excel, the unit is made of white hard rubber, measures 2½ inches in width across the bottom, has a rounded bumper 1¼ inches in height and a half inch thick, and comes with metal mounting toe plate which, when installed, is countersunk a quarter inch into the half-inch thick rubber of the bottom. An eight-inch thick bar and cushion disk across the inside toe section clasps the edge of the shoe toe sole so securely that the stop becomes an integral part of shoe, skate and foot, the firm states. Thus, when in use, absolute firmness is assured with no bending, vibrating or giving. Thickness of the bumper assures long wear, says the firm, and no metal can come in contact with rink floor, regardless of how much wear the stop receives.

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DRIVIN' 'ROUND THE DRIVE-INS

CONSTRUCTION of a major drive-in is planned for a tract along the Bethlehem Pike above Line Lexington, Pa., near Philadelphia. The property was sold recently to a syndicate represented by Herbert F. Diener & Company. It is reported that several of the larger motion picture circuits are interested in operating the proposed drive-in, which will be part of a development including a supermarket, junior department store and some 30 smaller store units. . . . Harry Alberth, manager of the Boulevard Drive-In, Allentown, Pa., now spends the winter weeks between the Rialto and Colonial theaters in that town until the open-airer reopens on March 1.

CinemaScope has been installed at the Texan Drive-In Theater at Pecos, according to Carl Freeman, manager. . . . An employment and technical information office has been opened at Dallas by the Texas Drive-In Theater Owners' Association. . . . Mr. and Mrs. Lee Welch have completed the installation of CinemaScope at the Sage Drive-In at Van Horn, Tex. . . . The capacity of the Skyway Drive-In, Bryan, Tex., operated by Jack A. Farr, has been increased from 650 to 900 speakers. . . . Sanford Hodge, owner and operator of the H. & H. Drive-In at Stamford, Tex., has installed CinemaScope equipment.

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ROBERT R. WARE SR., president of the Chicago Roller Skate Company (center), and the company's youthful management team (left to right) Joe Shevelson, Gordon Ware and Robert Ware Jr., beam as the company starts its second half century.

50 YEARS YOUNG

Able, Energetic Team Heads Chicago Skate

CHICAGO, Jan. 15.—The Chicago Roller Skate Company is entering the second half century of its operation with a management team that closely approximates the youth, energy and forward look that stamped the Ware brothers, founders in 1905 of the company that they developed into the largest manufacturer of roller skates in the country.

The management team consists of Gordon Ware, 36; Robert Ware Jr., 41, and Joe Shevelson, 37, along with Robert Ware Sr., the firm's president, who prefers to take a back seat and watch the youngsters run with the ball.

In this respect he fills something of the role which had been played by his father, E. C. Ware, a highly successful trader in Chicago real estate, who had encouraged two of his sons, Ralph and Walter, to go into the manufacturing of skates and who a few years later induced Robert, the current president, to join his brothers in the venture.

Both of the Ware brothers who started the business are dead, but Gordon Ware, the son of Walter, is a vice-president. Robert Ware Jr., another vice-president, is the son of Robert Sr. The other member of the management team, Joe Shevelson, is no relative. A former pilot in the Army Air Force with 35 missions to his credit, Shevelson is in charge of sales.

Oddly, the first skate brought out by the Ware brothers was a flop. It was a three-wheeler with spring action, two wheels in front and a fixed wheel at the back.

But Ware's next try—the Model A skate, with steel foot plate and ball bearings—clicked. And the Wares were off to success.

Improved models followed. Currently, 14 different models and 20 different type wheels are turned out.

At the inception there were 15 employees. Four years later the payroll had grown to 35. Now the firm employs close to 250 plant and office workers during peak production.

Business Booms

As business boomed—the records show the firm doubled almost every 10 years—first one, then another plant became too small. Today the firm's modern plant has 100,000 square feet of floor space.

Over the years, the firm has played a vital role in advancing roller skating as a sport, and the present management team plans to continue in that role.

Quite apart from manufacturing skates, officers and employees take pride in their wartime achievements. During World War II the firm suspended its skate making, turned instead to making parts for the projectile heads of M21's.

In the first World War the firm turned out airplane parts and compiled an outstanding record, not once having a single part rejected.

The present management team is an alert, well-balanced combination. For the 50th anniversary it has brought out a new line, fittingly termed "Gold Medalist." It has indicated not only willingness but desire to continue to improve skates and expand the sport, all of which augurs well for the company as it enters its second half century.

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CRISTIANI BUYS CUNEO BEAR ACT

Books Foreign Girl to Work Cage Act; Will Send Animals to Winter Dates

LIBERTYVILLE, Ill., Jan. 15.—Lucio Cristiani, owner of the Bailey Bros. & Cristiani Circus, this week bought the Olympic Bears, 14-animal cage act, from the Hawthorn-Melody Farms here. He said the animals would make the indoor winter dates that had been firmly contracted by John Cuneo, of Hawthorn-Melody. Then the bears will be featured with the Bailey-Cristiani show.

Cristiani said his show would open in Florida for a week and then move to South Texas. Opening will be in the early spring.

He also announced that his newly acquired bear act will be worked by Rahna Keo, a well-known European trainer who has been with the Hagenbeck organization. She was booked thru Umberto Bedini.

The act formerly was worked by Charlotte Walch and it was broken by her late husband. She recently remarried. Cuneo retains his Hawthorn Bears, Paramount Bears and boxing kangaroo acts. Indoor dates that Cristiani's Olympic Bears will make include Wooster, O., starting January 23 for Al Martin, and the Minneapolis date of Edna Curtis.

Cristiani said here that he was keeping his new feature elephant under wraps until time for the season to open. He announced recently that he acquired a white elephant.

The show owner was returning to Sarasota, Fla., where winter

quarters have been established. He left Chicago by plane Wednesday.

From Gainesville, Tex., Cristiani agent Bob Stevens reported that Missoula, Mont., had been booked with the Western Shrine Club for two days in June.

Miller Corrects Show Report of KM Seat Wagons

HUGO, Okla., Jan. 15.—Reports from the Al G. Kelly & Miller Bros. Circus that it is building seat wagons for next season were denied by General Manager Obert Miller. He said the earlier announcement from the organization was without foundation.

As the earlier statement also indicated, Miller said that the show was buying a giraffe. He also confirmed that new canvas had been delivered. But he said that few other changes in equipment were being planned.

The show also is buying two rhinos along with the giraffe. One is to go with Kelly-Miller and the other is expected to be with the George W. Cole Circus. Also, as reported earlier, the new big top is wider and shorter than the long, narrow tops the K-M show has had in the past.

Slayton Joins Polack Eastern

CHICAGO, Jan. 15.—Richard N. (Dick) Slayton, formerly with Ringling Bros. and Barnum & Bailey Circus, has been named equestrian director for the Eastern unit of Polack Bros. Circus. He succeeds Nate Lewis, who was with the show for a number of seasons.

Slayton was manager of the Ringling Side Show thru last season. Before joining R-B in 1950, he was entertainment director for troops and civilians in Europe for five years. His wife, Carmen, will work aerial and web numbers. They will be with Polack Western until time for the Eastern show to open.

Hunt's Quarters Busy; Acts, Bosses Signed

FLORENCE, N. J., Jan. 15.—Owner Charles T. Hunt, of Hunt Bros. Circus, has announced signing of staff and performing personnel for the coming season.

Meanwhile, the show is running its trucks thru the machine and paint shops. The new cabled big top and aluminum quarter poles have been delivered. Acts are being worked at the ring barn and a number of the show's animals have been making TV and other appearances in New York and Philadelphia.

Plan Camel Act

New animal acts being broken include a camel act and a Sicilian donkey act, both worked by Welby Cooke. The Walter Jenniers have been signed for his seal act with Buddy and the aerial act of Miss Aerialetta. The Boginos are working out daily here, as are Ray Sinclair, Bob Stanley, Louis Arley and Diane Hunt.

Staffers include Marvin Case, Lew Barton, Welby Cooke as stock superintendent, Roy Bush as elephant superintendent, John Cloutman on press and office work, Walter Long in the office, Ed Shuster as agent, Albert Underwood as brigade manager, Ivan

Douglas for boss canvasser, Charles Dagmar to manage the Side Show, George Foster on banners, John Wasowsky heading the mechanical department and George Gifford at the front door.

Several more appointments are to be made soon, it was reported.

Give Weekend Shows

Charles Hunt, Charles Jr., and Harry Hunt have been busy in recent weeks as the winter operation has taken shape. A 35-cent charge is made to view the proceedings in the heated ring barn, with special rates available to groups. The program is limited to weekends, but many schools have been sending busloads of youngsters.

About half of the new trek has been contracted under auspices, with ticket sales already going on. Several new daily sellouts have been added to the route, Charles Hunt Sr. reported.

The three largest elephants were booked for "Big Top" television show for Saturday (15), and an animal unit has been contracted to appear in Buffalo. The unit's animals have been outfitted with headresses by the South African Feather Company, Philadelphia.

NEXT WINTER: A PAINT SHOP?

PUNTA GORDA Fla., Jan. 15.—Jimmy Heron, who has been with a good number of them, recalls with a laugh that old-time shows used to winter at fairgrounds and come out in the spring with seats built of grandstand lumber. And he says a motorized show wintered next to an auto wrecking yard and came out with fully equipped trucks.

Now Heron's Animal Oddities Show is wintering in a lumber yard, so Jimmy says it is coming out with all-new cypress truck bodies. It is no dark-of-the-night deal, he declares. Owner of the place is John R. Jack, friend of showmen. Also being built at the lumber yard are several cage bodies for Franco Richards' Ring Bros. Circus.

North, Staffers Confer on 1955

SARASOTA, Jan. 15.—John Ringling North, president of Ringling-Barnum, presided at a 1955 policy making conference at winter quarters here Tuesday (11). Out of the meeting was expected to come a summary of plans for advertising, promotion, routing and performance.

Among those in attendance were Edward J. Knoblauch, publicity director; F. A. (Babe) Boudinot, general agent; F. Beverly Kelley, radio-TV press agent; Milton Pickman, special promotions director; Frank McClosky, general manager, and other top staff personnel.

MEETING COMING UP

Circus World Speculates On Concello Staff Plans

CHICAGO, Jan. 15.—Speculation churned this week as circus circles considered probable line-ups for the new Clyde Beatty Circus under management of Art Concello.

Actually Concello was making no announcements. He left Sarasota for Deming, N. M., quarters of his show, where he, Beatty and others are scheduled to meet next

week for decisions on the staff make-up.

But unofficial word and studied guesswork were everywhere. It seemed probable that Paul Eagles, former agent for Beatty and promotional manager for Ringling, will be active as the Beatty agent, at least in some sections of the country.

Petty May Stay

Tuffy Genders will be second in command on the Beatty show, according to best guesses, and Wallace Love will have the wagon. It is likely that William Petty also will be in the office as Beatty's representative.

A representative of the Beatty circus reportedly has contacted some present Ringling-Barnum employees with offers of positions.

Roland Butler apparently will not troupe with the show, according to this week's speculation. Although he handled the release to wire services of news about Concello's purchase and first reports said he would be in charge of the Beatty show's press department, it now seems likely that he will not troupe. Anything he does for the show will be done from his Palmetto, Fla., home, it was understood.

ShIPLEY Keeps Bulls

Dick Shipley, Beatty's elephant superintendent, is scheduled to stay on. The Hanneford Family's contract has been reconfirmed by Concello, according to reports. Al Moss probably will be ticket superintendent and Red Larkin may become pie-car boss.

Beatty concessions for several years have been leased to the Jacobs Brothers' Sportservice Company and it was expected that this arrangement would continue at least for the '955 season.

But actual make-up of the new show's staff and personnel will not be known until after the upcoming meeting in Deming.

DAVENPORT NAMES WINTER DATE ACTS

Tasso, Julian's Dogs, Kigordo Join; Unit Opens for Saginaw, Grand Rapids

SAGINAW, Mich., Jan. 15.—Orrin Davenport this week announced the names of acts which will appear in his circus here and at Grand Rapids. The acts were assembling here over the weekend for the Sunday (16) opening.

Ward-Bell Sets T. H. Unit; Top, Trucks Readied

GAINESVILLE, Tex., Jan. 15.—Ward-Bell Circus is being shaped for its move to Honolulu, where it opens February 15 under Shrine auspices. Five people will go by boat, along with animals and equipment, and about 40 persons will go by air.

At quarters here, the new big top was put up for the first time Thursday (13) and seats and rigging were fitted. Painting of trucks and trailers has been in progress a week and the fleet is about ready to move. Equipment will be loaded next week.

Manager Gus Bell announced two more acts have been signed for the Hawaii stand. They are Hubert Castle, wire, and Howard and Wanda Bell, equilibrists. About 30 people have been in quarters for some time and the others are arriving.

Much of the rolling stock and equipment being prepared here now is for the under-canvas tour of the States, which is to follow the Hawaiian engagement.

Jack Mills Flies Atlantic to See European Acts

CLEVELAND, Jan. 15.—Jack Mills, general manager of Mills Bros. Circus, and Mrs. Mills have flown to Europe where they will scout acts at shows in Paris, Berlin and London, as well as other cities. They left here Saturday (9) and expect to return January 24.

Jack Mills is in charge of the Cleveland office and Jefferson, O., winter quarters now. He and his wife will make their annual winter visit to Florida circus centers shortly after the Jack Millses return here.

Plans for the show's opening and annual banquet, April 16, are taking shape. Auspices will be Ash-tabula County Fair Association.

Work in quarters has been stepped up since the holidays, according to Starr DeBelle, press department chief, who is in Jefferson. Painting of rolling stock, however, has been an on and off proposition because of weather, he said. Elephants and horses are worked daily.

Hamid-Morton Line-Up of Acts Announced for Memphis Date

MEMPHIS, Jan. 15.—Make-up of the Hamid-Morton Circus for its engagement here February 12-18 at the Auditorium has been announced by the Shrine auspices.

The performance is scheduled to include Pat Anthony's lions; Alberto Zoppe Troupe, bareback riding; the Wazzan Troupe, (8) Arabian acrobats; Karpis Duo, Risley; Yokoi Troupe, cyclists; Joe Hodgini's dogs; the Lacy Troupe (6), acrobatics; Irah Watkins' Chimps;

Among the performers will be Dieter Tasso, juggling wire walker, who has been with Ringling the past couple of seasons, and Victor Julian's Canine Revue, center ring dog act with Ringling last season.

Prince El Kigordo will work his lion act. Others will include Rietta, sway pole; Johnny Welde's Bears; Jack Joyce's Camels; George Hanneford Family, bareback riding; the Kimris Duo, airplane aerial act; Cole Bros.' Elephants with Bert Pettus, and the Triska Troupe, high wire.

Clown Alley Named

The LaBlonde Trio, aerial bars; Martells, rollo-bollo; Helen Haag's Chimpanzees; Tien Tsi Liu, Oriental act; Luciana and Friedel's Lippizan horses; Corrine Dearo, Joanne Day, the Ortons and Ingrid Meredith are booked. Clown alley is to include Earl Shipley, producing, Otto Griebling, Carl Marx, Jimmy Davison, George LaSalle, Dick Lewis, Ernie Burch and Percy Rademacher.

Staff includes Orrin Davenport, producer; Harry Thomas, equestrian director and announcer; Izzy Cervone, guest band director; Charles Marine, properties, and Clarence Marine, transportation.

The Saginaw date will be followed by Grand Rapids, opening January 24. February will be split between Cleveland and Detroit engagements, where an augmented show, featuring Clyde Beatty, will be presented.

Doc Capell Tells Plans for Buck; Cutting 8 Units

PRESCOTT, Ark., Jan. 15.—The Edgar B. Buck Circus in quarters here is being reframed to go out on 15 trucks in 1955, cutting eight trucks from its 1954 set-up. Plans also call for using a 90 with a 50 and two 40's plus a 60 with two 30's, two platform pit shows, pony ride and concessions.

H. N. (Doc) Capell said that his sons would operate it. Bob and Bill Capell will be managers and Jack Capell will be agent. Lot and license auspices will be used. Doc Capell said he would be with the show but that he was not continuing as manager.

Truck and trailer bodies are being rebuilt in line with the new size planned for the show. The pit shows will be on two newly constructed semis arranged so that they may be used on streets as well as lots. One will have a tapir, which was acquired in a recent trade for a camel. The other will have a big chimp. Elephants and cage animals will be taken out again this week as a school unit, following a holiday shut-down.

Bill Ballantine, Ringling press agent, back, and free-lance artist and writer is doing a column about circus people for The Sarasota Herald-Tribune.

the Skytones (Atturbury), high wire act; the Flying Marilees, flying return; Aerial Chapmans, high revolving ladder; Los Wladas, doves; the Amazing Hogar, high pole; Sylvia's Kennelcade, dogs; Aida the Star in the Moon, aerial and Hamid-Morton Elephants with Al and Joyce Vidbel.

Col. Bob Morton will be in charge of the show. Joe Basile will have the band. This will be the show's 13th Memphis stand.

UNDER THE MARQUEE

By TOM PARKINSON

The first "circus" program of the season at the rebuilt Cirque Royal in Brussels is a hodge-podge of circus, ice show, dancing fountain and fireworks, which has some good horse numbers but is shy on sensational acts. Animal and horse numbers are from the Williams and the Althoff circs in Germany, and from Circus Belli, Italy. Fred Petoletti presents Circus Williams' Liberty horses and a mixed group of three camels and three horses. Arthur Belli presents four baby elephants and a quintet of bare-back riders. Circus acts include the Ben Mohamid Troupe, tumblers; Miss Janet, trapeze; Rose

Rezy, tight wire; Bario Trio, musical; Elvira Trunk, high-school horse; and the Barios-Bario group of clowns. Alternating with the circus acts is a Viennese ice ballet and solo skaters, plus La Dolyna, juggler, and Three Original Malox, acro-comics, which work on the big stage. Final display is a "Dancing Fountain" with aerial fireworks, which is set up in the center of the ring. Cirque Royal seats 2,700.

Phoenix that he caught the Circo Atayde at Mexico City, visiting with the Wallendas, Caudillo Sisters and Repenskys. In the audience the same night were the Great Bartons and the Escalantes. Tom and Betty Hodgini worked their roly boly act at the Arizona Showmen's Club recently.

Degenkold, Vern Williams, Harlan DeWitt, Pat Graham, Abe Goldstein, Ira Millette, Clyde Carlton, Ben Fink, Ted DeWayne and members of the DeWayne Troupe, Dan Dix and Arthur Hockwald in recently.

tion at Hot Springs. He reports that the Evansville Zoo's elephant, Kay, has been sold to Curley Vernon of the United Exposition Shows. The Knechts visited in Hot Springs with Mrs. Fanny Linderman.

J. J. Weyer, who invented the Bolte and Weyer lights, used by circuses for years, was planning to enter the hospital this week in Jacksonville, Fla. He writes that his seventh great grandchild arrived recently.

Congratulations
Mr. Lucio Cristiani
on his purchase of the Olympic Bears. I am sure they will be as successful for him as they were for us.
HAWTHORN MELODY FARMS ZOO
Libertyville, Illinois

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Orion Brunk and Mr. Chipps, come on in.
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or man and wife combination. Phones in—two months here. Others to follow. Tickets, program—pay daily.
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PHONEMEN FOR OMAHA
30% Book, 25% Tickets. Also have new type promotion. Not a show deal. Jack Poster, contact.
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AT 2960 or RE 0732

SI RUBENS
610 W. 24th St. Charlotte, N. C.
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Can use two Promotional Men with small crews. Phones in ready to go to work right away. Also two Phone Men on tickets and program. Contact me right away. Can use good Agent for Stadium Circus.

PHONE MEN—2
For established Masonic affiliated publication and Legion sponsored sports publication in 14th year. Salary and commission if you are capable and reliable.
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617½ West 33rd St., Kansas City 11, Mo.
P.S.: Tom Briggs, contact me.

PHONEMAN
King Bros.' Circus Promotion Crew contact
ELMER YATES
115-16th Ave., North, Nashville, Tenn.
Phone: Days 5-4720—Nights 6-4673
No collects

The Miami Herald for Sunday (9) included a feature about Winnie Colleano and an interview with Clyde Beatty. . . . Don Marcks, El Cerrito, Calif., will have his model show on display in Richmond, Calif., starting January 29. Vic Hyde, back at Niles, Mich., after a long engagement in Europe, was returning to Germany to join the Circus Krone. . . . Bill Bailey will be in clown alley on King Bros. this year.

Billy Dale Wood, of the Ward-Bell Flyers, and Patty Henry, daughter of the Glen Henrys, were married at Gainesville, Tex., Saturday (15) and will be with the Ward-Bell Circus.

Richard and Edith Barstow expect to arrive in Sarasota in mid-February to begin work on the 1955 edition of the Ringling show, which they will stage and do choreography for.

From Circus Royal Dumbar, Billy Pape writes that the Victoria (Segundo) Yacopis are parents of a new baby. . . . that Roy Griebling and John Armstrong are with the Yacopi Troupe. . . . that Renee Pape's baton twirling in the spec gets much attention from Latins. . . . Dumbar recently added a hippo, four tigers and other animals and has a giraffe on the way. . . . Werner and Sigrid Proebster handle Dumbar animals. . . . Other acts with the South American show are Magus, Angela and Carmen, Brunette Brothers, Shald and Abul, Cape Brothers, Beta Naba, Oliver Gembus, Zana and Fanny's animal act, Orlando Ramos with elephants, and Aguilas Herman.

Joe Lemke has been in show business 12 years but his chimp act has been going only the last few seasons. He is with Orrin Davenport now.

J. C. Admire advises that the Froman Bros.' school unit operated by him, Ward Hall and Harry Leonard, is doing good business in Tennessee towns. He is laying plans for a ballpark show for next summer.

Durwood Fisher visited John Facer in Fairfield, Ia., recently before returning to Kelly-Miller winter quarters at Hugo, Okla. Fisher and Facer formerly clowning on Rogers Bros.' Circus.

Matthew Cordock reports from Morristown, N. J., that his calliope factory now is limited to that location and that the Western branch has been closed. Jacob A. Kisler formerly had the branch, Cordock said.

Ernst, Muti and Astrid and Franklin spent the holidays with Claire and Tony Conway and James Waldo Fawcett. Astrid and Franklin were playing the Lotus Club in Washington, with Montreal following. . . . J. C. Admire advises that his agent, Max Maurer, recommended they stay away from the Texas drought area, so the Froman school show is headed for Kentucky. They dropped plans for a second unit.

Arnold and Esma Maley, of King Bros.' Circus, attended the Orange Bowl game at Miami on New Year's. They were accompanied by Doug and Bess Brown, also of King Bros. The Maleys also spent several days in Sarasota and Tampa.

Wyatt Davis, clown, visited Danny Styron, Richards Bros.' clown, in Louisiana recently. . . . A British impalement performer was injured when her partner shot an arrow into her chest, but she went on with the act as usual. . . . Joe Hodges Hodgini, back from a trip into old Mexico, reports from

Johnny Welde and family, of Weldes Bears, bought a new home at Gibsonton, Fla., where Andre and LaNorma Fox were holiday guests. The Weldes had a house warming on New Year's. . . . Frieda and Ernie Wiswell had Slivers and Jo Madison as holiday guests in their Riverview, Fla., home. . . . Buster and Helen Haag Hayes had a surprise birthday party for High-pockets Duval, former circus performer who is mayor of Gibsonton. . . . Weldes Bears and Haag's Chimps join Orrin Davenport January 16. . . . Chai and Somai spent the holidays with the Wiswells, where Eddie Zacchini, the Frank Cromwells and Bert Turner also looked in.

Jim Stutz has the Hitler Car in South Carolina, with Florida to follow. With him are Mary Stutz, Amos Hicks and George Gifford. . . . Mrs. Minnie Johnson, widow of Spader Johnson, famed clown, is recuperating at Reseda, Calif., after a fall some weeks ago.

Bill Curtiss, Continental, O., show printer, has been released from St. Joseph Hospital, Fort Wayne, Ind., after a month's treatment for heart and bladder conditions. Curtiss has served outdoor showpeople over 40 years, and is a charter member of the Miami Showmen's Association.

Murat Shrine, Indianapolis, has leased the Wixom Bros.' Menagerie for its March 16-20 circus to be held in the fairgrounds Coliseum at Indianapolis. The menagerie recently played Christmas dates at Robinson and Paris, Ill., and Worthington and Terre Haute, Ind. Mrs. Esther Wixom is carrying on in the place of her husband, John D., who was killed July 8, 1954, in an auto accident at Linton, Ind. . . . Still at McDonnell Aircraft, St. Louis, is L. E. (Roba) Collins, who reports word recently from his old friends, Tommy and Lucy Arenz, who now operate a tourist court near Benton, Ark. During the holidays Collins was visited by Lige Chism and Herb Antes.

Bill Kay, Polack promotional director, and his wife, Patricia, left their Sarasota, Fla., home January 3 for Lewiston and Portland, Me. Joining him there were Bob and Stella Fulsher, Des Moines; Stan Shaw, Utica, N. Y.; Jim Mahoney, Green Bay, Wis.; Fred Hastings, New York, and Ben Murray, Erie, Pa. . . . Duke Patterson has been signed to clown with King Bros.' Circus in 1955.

George L. Chindahl, Maitland, Fla., national historian of the CFA, has been visiting in Sarasota and Fort Myers recently. . . . George Dorsey, former owner of Dorsey Bros.' Circus and now living in Chicago, is leaving this week for Tucson, Ariz., for a vacation.

Ben Davenport is back in Gonzales, Tex., after a junket that took him to Quincy, Ill.; Joplin, Mo.; Hugo, Okla.; Prescott, Ark., and Gainesville, Tex. He advises that his elephants and cats are to stay in South America for another year, with Circo Razzor reporting big business. Arumi Singh, who handles the Davenport animals, was married recently in South America.

John M. Kelley, of the Baraboo, Wis., circus museum, has been vacationing at Coral Gables, Fla., and this week was off on a West Indies cruise. He visited recently at Sarasota with John L. Sullivan at the circus museum there. . . . Beatrice Dante and her chimp act are at the Wild Animal Compound, Vero Beach, Fla., doing six shows daily.

The Paul Eagles Luncheon Club, meeting at Phillip's in Los Angeles on Mondays, has had Eagles, Bill Arthur and Gus

Among those spotted in Sarasota in recent days are Massimiliano and Sonia Truzzi, Ely Ardelty, Unus, Daviso and Louise and Tony Cristiani, Tommy Hanneford, Eddie Zacchini, George Chamberty, Arnold and Esma Maley, R. E. McAfee, John Staley, Walter Forbes, Red Larkin, Dave Murphy, Louis Ringold, Roy Bowen, Mike Healey, Louis Ginsburg, Jack Leontini, Paul Conway, Vander Barrette, Henry Kyes, Bob and Louise White, Arthur Springer, Joe Trossey, Bert Walker, Bobby Hasson and Nate Eagles.

Claire and Tony Conway visited recently at Hunt Bros.' quarters and saw Mrs. Eddie Hunt and daughters, Mrs. Harry Hunt and daughter, Charles Hunt Jr., Marvin Case and Welby Cooke. Looking in at the Trenton fairgrounds quarters of Hamid-Morton, they learned that Al and Joyce Vidbel had the elephants out on Canadian dates. At Philadelphia, they visited the Harry Bakers, of Mills Bros.' Circus. Baker was with Ringling before the Barnum combination.

Fred Pfening, who is associated with a new show scheduled to come out of Columbus, talked recently in California with Col. Tim McCoy and Buster Cronin about the old McCoy show; with Dave Bradley about some antique wagons; Mel Koontz, Captain Phillips and Albert Fleet at World Jungle Compound, and at Louis Gooble's, where Ed Widaman and Clark's Bears are wintering. With him on part of the junket were the Gordon Borders and Bob Hayden. He also talked with Charles Puck and Bob Bernard.

Lamont's Cockatoos has sold a bird act to the Miami Rare Bird Farm and J. Lamont is flying from San Francisco to Miami to break in some one to work the act, after which he will return to the West Coast. . . . Karl K. Knecht is back in Evansville, Ind., after a vaca-

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Season's work on top dates for good men.
Bud Snyder and Red, contact. Obtain phone number from Police Station. F. O. P. date. Bill Coyle, Portland, Indiana.
Two for Columbus, two for #3 crew (Fire Dept. date).
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Capital 1-5777 Columbus, Ohio
Fran, Bob Adams, Ray Wright, contact. (No Collects)

PHONE MEN
Public service radio deal—25% comm. daily—start off 1955 with a bang! 8 weeks at Knoxville, then on to other stations already booked; no slack seasons.
Call, Write, Wire
LOUIS SHARP
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PHONEMEN
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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.

Bell Sales Company, Chicago, is introducing a new line of novelties that include binoculars, dangling clowns, stuffed animals, etc., for pitchmen, peddlers, wagon jobbers and concessionaires. Also on display by the firm is a large variety of fishing equipment, cameras, electrical appliances, hardware, silverware, dolls, children's games, fans, lamps, lawn chairs, leather goods and a new line of friction toys. Two other items which are a must for pitchmen and concessionaires, says the firm, are a new mystery balloon and a hand bag individually packed in plastic bag. Demonstrators, dealers, etc., are invited to write for quantity prices.

Sprinkl-On is a product introduced by Universal Brokers, Inc., Faribault, Minn. It cleans carpets, upholstery, drapes, woodwork, painted walls, leatherette covered chairs, etc. Sprinkl-On requires little effort to use and the firm claims it has over 1,000 practical applications. Inasmuch as the product is a detergent, it is guaranteed not to harm the finest fabric or finish. It is odorless, non-flammable and deodorizes as it cleans.

Suzette is a new action toy causing a lot of interest among adults as well as young folks. Manufactured by S. A. Tarrson Company, Chicago, this 39-cent retailer is a tiny doll that walks when you raise and lower its hair ribbon. Made entirely of plastic with hand painted elfin features, the doll wears a colored fabric hoop skirt. Because of its size (four inches), Suzette makes a particularly appealing toy. Write for quantity prices.

Movado Watch Agency, New York, distributor of internationally known watches, revealed that during the last two weeks of November a stock automatic water-resistant Movado watch made a trip

across the Atlantic and back, fully submerged in sea water, with no ill effects. The watch was mounted to the casing of the Ile De France's steam condenser as it left France. During its 7,000-mile trip to New York and back the watch was continuously submerged, being subjected not only to corrosive action of the sea water but to pressures of the ship's turbine system and motor vibrations. The watch was examined both in New York and in France by horological experts who signed affidavits stating that their examinations showed the watch was functioning in perfect order and that no condensation, moisture or invasion of foreign particles had occurred. Of particular interest is the fact that the watch tested was a stock model, selected at random from a group that had no special conditioning or waterproofing. Movado's advertising agency plans extensive merchandising use of this proof of reliability.

Sherfy's, Ltd., Seattle, Hawaiian-American flower distributor, is featuring two items which, because of their appeal to the housewife, should be good money makers. The first is the ti plant log, a log shaped cutting which when placed on its side in a container of water, soil, peat moss, etc., will grow into an attractive plant having lush green leaves about two feet long and five or more inches wide. The plant has a striking appearance that adds a tropical touch wherever planted. Plants send up a single stalk on which foliage is arranged in bushy tufts on top. The log cuttings are offered at \$14 per gross or \$75 per thousand. The second plant is the Hawaiian fernwood burl, which is shipped with a growing chemical. This plant produces luxuriant, lace-like, delicately shaped leaves. Directions come with the plants which sell for \$14.40 a gross or \$65 a thousand.

PIPES FOR PITCHMEN

By BILL BAKER

GET A LOAD OF THIS... letter from Doc George Bender, the Philadelphia herb and tonic merchant. "Had a great surprise the day when old Mike Sullivan walked into the office. When I last heard from him I thought he was on his way to meet the angels. But far from that—he looks like he's good for another 30 years. We had a long talk about the old times when things were quite a bit different than they are today. I was mindful of the fact that a lot of the old-timers aren't with us any more when Mike told me that Harold Wood had died in Reading, Pa. Harold was the son of old Andy Wood, of Newark, N. J. Harold had a med show. He was a good worker and a pretty good egg. I had known him for a long time because I had worked for his father, Andy, a good many years back selling corn cure in the stores. After Mike and I chewed the fat for a couple of hours we went down to see another old-timer, Dewey, who runs the Dewey's Lunch Rooms in Philadelphia. That meeting developed into quite a chin fest, too. Well, Mike left for Pittsburgh. He says that he's got to keep moving—here's wishing him the best of luck. As for myself, I'm feeling about six and seven eights, but I can't get out and make that pitch the way I used to. Any of the boys who might be coming this way are welcome to drop in and see me at 214 Brown Street in Philly.

also reports that he will not have the pitchman's store this year. "How about reading a pipe from Joe Lunsford, Bob Williams and any of the boys who might be working in Kentucky," says Harry.

WE HAVE A REPORT... that Paul Houck has pitched camp somewhere in Kentucky. Harry Worthy would like to know how he's makin' out.

THE FINAL CURTAIN... column in The Billboard reports the passing of another veteran pitcher who was well known to many of the boys in the trade. Orville (Shorty) Gardner, after suffering a heart attack, bowed out January 9 in Indianapolis. He was buried January 12 in Anderson, Ind.

BIG AL WILSON... infos that he has finished the sheet for The Miami Herald and is headed for Venice, Fla., to see Duke Wilson's big show.

WE DON'T THINK... that your editor has to be much of a handwriting analyst to figure out that he's indebted to Big Al Wilson for the very fine copy of The Orange Bowl Edition of The Miami Herald—Many Thanks.

THERE CAN'T BE... many pitchmen operating north of the Mason-Dixon Line at the present time because, according to reports, most of them are basking in the sunshine around Miami. What a pity it is that they are missing the invigorating opportunity to frolic around in all the slop and slush that currently prevails in this northern neck of the woods.

HARRY WORTHY... postals that he's been racking up some few 10 and 20 dollar days working the paper around Atlanta. He's been holed up in that territory for the past seven months. Harry

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Alarm clocks, each \$1.75. Travel alarm clocks, each \$2.55. 4-barrel money changers, each \$1.45. Sun glasses, terrific value, each \$1.20. Deep fryer, \$39.95 value, each \$11.75. Ten extension cords, complete, \$1.50. Scout knife, retail \$1.50, dozen \$8.00. Beautiful 75¢ scatter pins, boxed, dozen \$3.00. Lord's prayer heart necklaces, dozen \$7.20. Hundred vitamin tablets 50¢. Dozen bottles 100s aspirin, \$1.44. Shampoo, 75¢ value, dozen \$2.40. Ten-cent cards, salt pours easy, gross \$2.88. Comb, package of 10, retail to 75¢ dozen packages \$1.80. Gilt key chains, gross \$4.20. Five-cent pencils, gross \$1.95. Number 7 balloons, gross 95¢. Hundred packages of needles, \$2.00. Send deposit or full payment. FREE CATALOGS.

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Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St. Cincinnati 22, O.

Parcel Post

Douglas, Mrs. James, Knight, Barbara, 484 Louise, 6c
Hunting, Mrs. Helen, Stevens, Mrs. Ione, 504 40c

Ackley, Jimmy & Mrs. Akins, Prof.
Albertson, Charlie
Alexander, Al & Jackie
Allen, Mrs. Dore, 400
Allen, Robt. Earl
Alvarado, Tony
(Wonder Circus)
Anaya, Mrs. Edna
Annin, Ralph J.
Architect, Ira
Armano, Bill
Arnold, Richard L.
Arthur, Phrophet
Atkinson, H. A.
Averil, Wm. A. (Billy)
Ayers Jr., Wm.
Backer, Earl Dewey
(Mrs.)
Bailey, M. H. & Mrs.
Barlow, Penny
Barnside, Dale
Beck, Omar A.
Beckwith, Gerald L.
Bell, Bill & Mrs.
Bell, Elliott (Shorty)
Bell, James D.
Bennett, Joe & Bea
Berry, Asa C.
Billings, J. R.
Bishop, Jack R.
Bjork, Paul A.
Black, D.
Black, Don
Blatt, John
Bonner, Ernest R.
Bordelon, Robt.
Bossanac, Milan
(Human Pincushion)
Bowen, Clyde (Lucky)
Brady, L. P.
Brawley, C. E.
Break, Frank J.
Brooks, Art
Broughton, Mabel
(L. P. Powers)
Brown, Clarence
Brown, Mr. Jesse & Mary
Brown, Robt.
Brown, Chester W.
Brown, James W.
Buckland, Thos. & D.
Budd, Charlie
Burch, Ernie (Blinko)
Burger, Walter J.
Burke, Jack
Burke, Jim
Burke, Ted
Burns, Barney
Burns, Wm. Henry
Card, Mrs. J. C.
Carrizo, Alanzo
Carter, A. W. (Kenny)
Caruso, John J.
Caruso, Sam
Cassidy, James & Mrs. Cavalierro, Mrs.
Cavnar, Grover
Chambers, Delores
Chambers, Larry
Chapman, Earl A. (Gray)
Chapman Jr., James
Chapman, Mrs.
Chicostella, Matthew
Chilberg, Alfred L.
Christensen, Geo.
Clark, Mrs. Louise
Coala, Calvin F.
Cohn, Meyer
Cole, Fred R.
Coleman, Max
Cooch, Eddy
Copper, James L.
Cortese, Angelo
Costello, James Jos.
Costner, Harry B.
Cox, W. B.
Craik, Danny
Cranford, A. F.
Crowe, Thos.
Curtis, Geo.
Dale, Wm.
Daniels, Louise
Daves, Doris
Davis, Fred Marion
Davis, Louis Edgar
Davis, Paul Everett
Dean, Aloha Bobby
Dean, Marvin Edw.
Debert, Ed
Del Mar, Mrs. Lisa
Dennis, Alfred N.
Dentinger, Austin
DeRan, Bobby
Dickson, H. B.
Dimock, Kenneth
Donell, Mr. Lacy
Doty, Phil & Mrs.
Doyle, Henry M. (Jugler)
Drew, H.
Drill, Mrs. Paulene
Duren, Orville Red
DuVal, Miss Mickey
Eaton, Bryan
Eaton, Hamilton
Ebenberger, Douglas E.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway New York 36, N. Y.

Arregonis, The
Bagley, James
Bangs, Jerry
Barletta, Michael
Brennan, Lilla
Cruz, Don
Sennig, Thomas J.
Emerson, Joe
Evans, Lee Barton
Evans, Edward
Finnerty, D. M.
Foster, Robert W.
Fuller, Ming Toy, Marion Wilton, Joe

Allen, Frank & Kitty
Andrew, Ray
Baird, William
Baker, Jodie
Baird, Kay
Berry, F.
Braga, Dorothy
Bridger, Helen
Charles, Michael
Clewley, John
Crawford, Arthur
Dearborn, Charlie
Deike, Fritz
Ferguson, Bob
Flanders, Paul
Fox, Benjamin
Giles Sales Company

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St. Chicago 1, Ill.

Allen, Frank & Kitty
Andrew, Ray
Baird, William
Baker, Jodie
Baird, Kay
Berry, F.
Braga, Dorothy
Bridger, Helen
Charles, Michael
Clewley, John
Crawford, Arthur
Dearborn, Charlie
Deike, Fritz
Ferguson, Bob
Flanders, Paul
Fox, Benjamin
Giles Sales Company

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg. St. Louis 1, Mo.

Armstrong, Matt & Dortha
Bain, Gene
Basinia, Tony
Barker, Paul
Baird, Charles W.
Becker, Larry
Bell, Adron E.
Bennett, James
Berryhill, Blackie & Ruby
Bickett, Mr. & Mrs. J. H.
Blackman, J. E.
Brantlett, Mrs. Mammie E.
Brown, Clarence
Bullock, Kenneth
Bullock, John H.
Bautell, Bill
Caloian, Carl
Canipe, Walter
Carlyle, Melcoim A.
Chapman, Glen D.
Childs, C. W.
Chisholm, Iva
Chisholm, John E.
Clark, Jack
Clauson, William
Coleman, Leonard W.
Columbus, Scott
Cook, Mr. & Mrs. Andrew A.
Cooper, Ray
Crisfield, Charles
Crye Jr., Jacob D.
Crye, Mary Pettigrew
Darlington, C. W.
Davis, Deimar D.
Davis Jr., Horace Lee
Decker, Robert C.
Decker, Robert
DeLaney, Mrs. Edna
Delano, M. W.
Dennis, Mrs. Jacqueline
Dillon, Leonard
Doersom, Charles
Dover, Al (Shorty)
Earle, Chief Ed
Eider, Charles
Ellis, Patricia
Erwin, Elmer H.
Fisher, Earl
Flannigan, E. B.
Fox, Mrs. Irene
Fultz, Charles
Gaffner, Charles
Gann, Wm. (Bill)
Garner, Lewis & G.
George, John
Good, O.
Griffin, William (Tex)
Grose, George W.
Gruszczak, Mike
Halpern, Pepi
Hammer, Jimmy
Hammelbacker, John J.
Hampton, Betty
Hampton, Dudley
Hardy, Mrs. Robert
Hawk, Pat
Henderson, Thomas L.
Henderson, Mrs. Vera
Hendy, Mrs. R. (C)
Herman, A. J. (Al)
Hill, John Arthur
Hobbs, Curly & Mrs.
Holston, Mr. & Mrs. John F.
Hysell, Bob
Jones, William
Keller, Mrs. Mike
Kelly, E. C.
Kennedy, Charles B.
Kernes, James A.
King, Larry M.

McCoy, Irish
McGuire, L. D.
McHugh, William
McMahon, Jos.
McNutt, Paul
McMorie, Arthur L.
McMorie, Arthur L. Sykes
Mahs, Elizabeth
Malman, Marvin
Manson, Francis J.
Martin, William
Martz, Harry
Mayer, Prof.
Mercy, Livingston
Meyer, Bob
Miller, Clifford P. P.
Miller, Orville
Milliken Bros' Shows
Minnix, J. C.
Mitchell, Frank
Mitchell, James
Moore, Eddie (Monty)
Moore, Steve
Morgan, Louis
Morrison, Jim
Morton, Clarence M.
Mosely, Elmer
Mowery, Howard
Moyer, Edward
Murphy, Horace
Murray, Cy
Murray, George
Nadja, Jean
Nelson, Jack
Nelson, Jack (Shrimp Boat)
Niblick, Al
Nielson, Whitie & Judy
Nurney, Bill S.
O'Connell, Daniel F.
O'Dell, Larry Pat & Mrs.
O'Haver, Jack & Mrs.
Olechowski, George
Ollis, Paul & Mrs.
Orth, Joseph Wm.
Osborne, W. E. (Bill)
Oswalt, Betty Lou
(S. Name)
Owens, Buck
Park, Franklin L.
Parks, Bob
Parronoff, Phil
Perry, Jack J.
Phillipino, Jimmie
Phillips, Goody
Phips, Jesse L.
Poplin, Charlie & Mrs.
Powell, Billy or Gee
Price, Helen
Qualls, Mrs. Bee
Quigley, Joseph
Quinsey, Donald F.
Wm. H. McMurtrey
Raislon, Vaughn & Mrs.
Randi, R. J.
Raymond, Paul
Redmond, William
Reece, L. P.
Reed, Bobby Neil
Reed, Dolly & Milt
Reynolds, Otto E.
Richard, Raymond J.
Rigdon, Clinton
Ripp & Teddy
Rogers, Louise
Rogers, Steve Whitey
Romas, Roy
Rose, Emilie
Rosen, H. B.
Routen, Willis & Rowles, Harry
Ruck, Robert
Russell, Fred & Mrs. Ruth, Ted
Sands, James
Santara, Elick
Schuld, John
Schuler, T. A.
Scott, Frances
Scott, Lorraine
Scott, Tommy Shows
Seares, Dimie
Segars, H. Cain
Seifer, H. L.
Sellers, Jackie
Shaffer, Howard
Shank, Barbara
Sharkey, Gene
Shoreck, Roy Hank
Shull, John
Signor, Art & Mrs. Sils, Ridolph
(Manager The Clmpe)
Sims, Tom (Stew)
Smallwood, Bruce M
Smiga, Joe
Smith, Mel

Smith, Tommy & Honey Mae
Smith, Vincent
Smith, W. F. (Curley)
Smith, Wm. (Tiny)
Snyder, Mrs. Marge
Sonderland, Capt. Karl
Soret, Joseph & Mrs. Spain, Buddy
Speanburg, Henry
Spitzer, Harry
Stack, Honey Lee
Stafford, Ed
Stevens, Mrs. Ione
Stevens, Shelia
Stinebaugh, Gale
Stoffel, Mary Thelma
Tone, Rita Korte
Stonecipher, O. L.
Strickland, (Stoney)
Strong, Casey
Stroud, Calvin
Styles, John
Styron, Danny
Suter, Ann
Sutton, Mrs. Margaret
Sutton, Richard
Swanger, Clarence
Sweet, Arthur
Seymour
Taylor, Chester
Taylor, Jasper
Taylor, Shirley
Templeton, Ralph E.
Thomas, H. A.
(Minstrel Show)
Thomas, Michael & Mrs.

Edmonton Nets
Continued from page 52

be presented to mark the province's golden jubilee.

Fair Pulls 304,894

In his presidential report, Bissell said summer fair attendance was 304,894, an increase of 7,910 over 1953. Gate receipts were up \$1,297, afternoon grandstand receipts were up \$1,169, and evening grandstand receipts decreased \$9,664.

Net revenue from the Sonja Henie ice show totaled \$4,023 and midway profit was about the same as in 1953, despite the last night being nearly rained out.

Revenue from professional hockey in the Gardens was up \$2,465 from 1953, junior hockey was off \$4,862, and minor hockey ice rentals and public skating receipts were down slightly.

Profit on Gardens operations for the year was \$17,055.

The Sales Pavilion showed a profit of \$9,404, a decrease of \$1,910, which was accounted for by a drop in Celebrity Concerts revenue. Amount realized from this source was \$2,300, compared with \$6,510 the previous year.

Returns from the concessions of the two buildings rose \$2,810 over 1953 to \$54,887.

The rodeo, held in June, drew a paid attendance of 26,736, compared with 17,573 in 1953. Profit on the show was \$12,262.

Spring Show

Attendance at the spring horse show was 1,350 over 1953 and the show's deficit was cut to \$342 from that of the previous year, \$3,506.

Totalisator equipment was used for the first time at the race track in 1954 and another addition was a 4,200-square-foot stage, which can be extended 30 feet over the track.

Spring, fall and summer fair livestock events were reported by President Bissell as having been more successful than in 1953.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St. Chicago 1, Ill.

Holly, Howard
Hopp, George
Huson, William
Koffman, Elmer
Kaal, Edna
Lamorris, W. F.
Lebourne, T. K.
Perr, Ann
Potter, Henry
Rhode, Albert
Ravell, Rita
Souders, C. N.
Sunbrock, Larry
Weller, Smith
White, Frank
Woolley, John
Youngie, Eddy

DIRECT FROM MANUFACTURER!

COTTON STUFFED 30" GIANT PLUSH BEAR

Terrific value. \$20.00
Asstd. colors. \$15.50
Cotton stuffed. \$15.50

24" CLOWN MAJOR

Multi-color all plush, plastic face, poly bag, cotton stuffed. \$14.50
\$15.50 dz. in 3
dz. lots

12" DOLLY

All plush, plastic face, poly bag, cotton stuffed. \$6.00
EASTER SPECIALS!

33" BUNNY

Rayon satin, attract. colors, plastic face. \$14.50 dz.

39" DANGLY BUNNY

Long dangling legs with sequin overalls, bow tie and collar, plastic face. \$24.50 dz.

PLEASE NOTE: No orders will be shipped before Feb. 1. Place orders now for early delivery. F.O.B. N.Y.C. 25% dep., balance C.O.D. if not rated!

TEE JAY TOYS, INC.
48 West 20th St. New York 11, N. Y.

WHEN IN CHICAGO BE SURE TO VISIT Our Show Rooms

We carry a complete line of Appliances • Jewelry Housewares • Premium Goods Novelties, Etc.

STEINBERG-BAUM CO.
3319 N. Cicero Ave. Chicago, Ill.

SENSATIONAL SELLER!

"4 NICKELS TO 4 DIMES TRICK"

Place MAGIC CAP over 4 nickels. Lift cap—you have 4 dimes! Nickels have vanished! No skill required! SAMPLE \$1.00 postpaid. Wholesale Price—\$5.50 per doz. 2 doz., \$10; postpaid. Remit with order. DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes.

D. ROBBINS & CO. 127-B W. 17th St. New York 36, N. Y.

"GAS SHAVERS"

Greatest gag gimmick yet!

\$1.00 Retailer—Dealer's Cost \$6.75 Doz. Send \$1.00 for sample postpaid. Jobbers, distributors, write, wire or phone for quantity prices.

G. & S. MFG. CO., Dept. "G"
Nashville, Tennessee

LITTLE ATOM
World's Smallest Pistol

COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS

ACTUAL SIZE

Dealer's \$12.00
Cost... \$1.95 ea.

Actually shoots blanks with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '54 Catalog.

G & S Mfg. Co.
Dept. B, 514 Deaderick NASHVILLE, TENNESSEE

Buy Direct!

High Grade PLUSH BUNNIES

38".... \$24.00 dz.
30".... 18.00 dz.
20".... 12.00 dz.
10".... 6.00 dz.

Plush Bunnies to fit all sizes available at cost.

24 Pieces \$30.00 (6 of each).

FREE SAMPLE!
10"x8" "QUACKY DUCK"

With purchase of 1 doz. of each above bunnies you receive a new, exclusive ACE "Duck That Quacks." Order today to see quality workmanship and assortment. Compare our prices!

Send for FREE Easter Brochure and 32-pp. catalog of year round sellers. F.O.B. N.Y. 25% dep., bal. C.O.D. if not rated.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

10" PIPE WRENCH \$.75 ea.

Stilson Pattern

(German quality—drop-forged) Individually packaged. Sold in lots of six or more.

25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only.

COOK BROS.
916 S. Halsted St. Chicago 7, Ill.

12 Gorgeous Styles! Beautifully Boxed!

Jewelry Sets \$9.60

DOZEN

Hand set, brilliant stones. Gold plated settings! Assorted colors and black cameo. Send \$1.00 for sample. Catalog FREE! 20% with order, bal. C.O.D.

Cel-Max
582 S. Main St., Memphis, Tenn.

UNCANNY TOY!

Utah Guider Counter. Fun for very young or youthful old. Free information for agents and buyers.

CROWTHER MDSE.
944 No. Harrisville Rd., Ogden, Utah

ILLUSTRATED CARTOON BOOKLETS!

55AY, FELLOW! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$5 MORE, NO POSTAL C.O.D.'S!

REGINALD SALES
210-BB Fifth Ave. New York 10, N. Y.

BUMPER STRIPS

Use Bumper Strips to advertise fairs, rodeos, resorts, political advertising, carnivals, sport events. Silk screened in brilliant fluorescent colors that screams your punch line. Write for free price list and sample.

ENROY DISPLAYS, INC.
5111 W. 25th Street Cicero 50, Illinois
Bishop 2-3082

MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 50% deposit required on C.O.D. orders. Send for free literature.

ALL ART SIGN CO.
179 N. Wells St., Dept. 43, Chicago 4, Ill.

SENSATIONAL \$2.00 SELLER

Sweeping the Country

SLACKY DUET SET

consisting of

1. Zipper Utility Carryall
2. Matching Wallet & Key Chain Set with pass case and coin pocket

SEND \$12.00 FOR 1 DOZEN ASST. SAMPLES PREPAID AND BE CONVINCED

Beautiful New Spring Shades

Write for Free List of Gift Specials

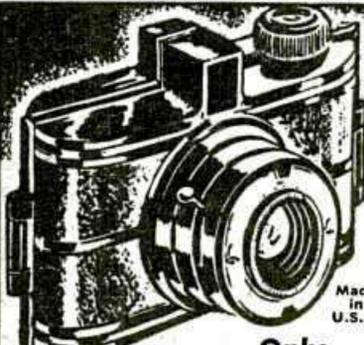


Made of the finest virgin vinylite in stunning new patterns with raised 3 dimensional designs.

SENSATIONALLY PRICED AT **75¢** EACH IN GROSS LOTS

Send Money Order or Certified Check. 25% Deposit, Balance C.O.D.

IMPERIAL MERCHANDISE COMPANY
893 Broadway, New York 3 N.Y.



NEW LOW PRICED CAMERA SENSATION!

Takes 16 full-size pictures on a roll of #127 film.

1. Sharp meniscus lens
2. Molded plastic case
3. Written factory guarantee

Made in U.S.A.

GEM SALES CO.
533 Woodward
Detroit 26, Mich.

Only **\$7.20** PER DOZEN
\$72.00 per gross. Individually boxed. 25% DEPOSIT with order BAL. C.O.D.

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Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35 year record of Honest and Dependable Service is your guarantee of Quality Merchandise, at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassoaks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

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MASONIC AND SHRINE PINS

Masonic and Shrine Lapel Pins in beautiful simulated diamonds on sterling silver. A work of art by master silversmith. Individually packed in attractive plastic case.

SAMPLES \$1.00 EA. **\$7.00** DZ. postpaid

HALLMARK HOUSE
P. O. Box 1438 Springfield, Mass.

JANUARY CLOSEOUTS

ONE DOZEN FOR \$1

- 1 Genuine Briar Pipes
- 1 Gen. Leather Watch
- 1 Straps
- 1 Silver Pl. Butter Spreaders
- 1 Silver Pl. Salad Forks
- 1 Ball Point Pens
- 1 Sunglasses
- 1 Boxed Perfumes
- 1 Perfumed Sachet Bags

TWO DOZEN FOR \$1

- 1 Keychain Pocket Knives
- 1 Brand Name Compact Rouge

THREE DOZEN FOR \$1

- 1 Brand Name Deodorants

FREE 1955 CATALOGUE

\$10 West 27th St., New York City

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GET YOUR BINGO CARDS FREE

in sets up to 6000 cards, in medium or heavy weight cards. For details write

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WADSWORTH, OHIO

Mfrs. largest line of Bingo Cards in the world.

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FOR RINGS OF ALL KINDS

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O.

MAKE \$25-\$100 FAST FOR YOURSELF or organization. Sell friends big value \$1 and \$1.25 All-Occasion Greeting Card assortments, Valentine, Easter boxes. Gift wrappings, gifts, 20¢ items! Experience unnecessary. Samples on approval. Free printed stationery samples. Free \$1 gift for promptness. Hedenkamp, 361 Broadway, Dept. BD-7, New York.

STERLING JEWELERS
PHONE 4646 4621 44 E. LONG STREET COLUMBUS, OHIO

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

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(unless credit has been established)

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COMEDY GOLD MINE FOR SALE! 1,389 pages of smart modern comedy featuring 136 routines containing 5,520 one-liners, 1,497 adlibs, 776 sight gags, 7,016 classified lines, 700 doublets and thousands of miscellaneous yocks. 19,868 gag items in 22 books! For particulars and free comedy catalog write Robert Orben, 73-11 Bell Blvd., Flushing 64, New York. ja29

GUITARISTS ATTENTION — CHORUSES copied from recordings of hillbilly and jazz guitarists. List. Deils Guitar Studio, 715 Eaton Ave., Middletown, Ohio. ja29

INTRODUCTORY OFFER — THIS TIME only. Comedication, \$2 adlib. solo. \$2 parody song titles; \$2 "My Girl" monolog. \$2. Order all four only \$5. Showbiz Comedy Service, Dept. B22, 1613 East 29 St., Brooklyn 29, N. Y.

PROFESSIONAL COPIES—"I SEND MY LOVE" available. Send for one. Albert H. Atkinson, 1730 S. 9th St., Omaha 8, Neb. ja22

SONGWRITER'S DEMONSTRATION RECORDS. Professional vocalists. Superior service; low cost. Write for details. Holiday Recording Company, 100 West 42 St., New York 36, N. Y.

AGENTS & DISTRIBUTORS

A FREE KIT PUTS YOU IN BUSINESS making good money selling World's Famous Genuine French-Type Perfumes. Make 70¢ profit on \$1 sales; make \$2.44 profit on \$3 sales. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. ja29

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AGENTS, DEMONSTRATORS — "STOP-A-Thief," new, patented, fast selling item. Ideal for store, fair or home show pitches. Every homeowner buys one. Send 50 cents for sample sales literature and quantity prices. Myerco of Canada, Box 27, South Burnaby, B. C. ja22

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AAA AMAZING CLOSEOUTS

Ropes, all beads, asst. dz. \$ 5
Ropes, chain & beads, asst. dz. 4
4 Tailored earrings, asst. gr. 15
Tailored pins, asst. gr. 15
Stone Earrings, asst. gr. 18
Stone Pins, asst. gr. 18
Rhinestone neck & earrings, boxed, dz. 9
Bracelets, round & link, asst. gr. 30
Sample dozens reg. price, 20% deposit, balance C.O.D. **NEW ENGLAND JEWELRY**
124 Empire St. Prov., R. I. ja29

BINGO BLOWERS AND FLASHBOARDS! "Pullman Suitcase" electric blowers, \$49.50; electric flashboards, \$175. Free sample of the sensational "Bingo Roll Game" - Lipson Mfg. Co., 617 E. 11th St., New York 9, N. Y. ja29

BUY WHOLESALE DIRECT—25,000 ITEMS: electric appliances, silverware, jewelry, watches, cameras, haberdashery, etc. Catalog 25¢, refundable. Matthews, 1478-C41 Broadway, N.Y.C. 38. ja29

CERAMIC BRAHMA BULLS—NOT CHALK. Imported Hot Item for stock shows, raffles and fairs. Perfect conformation. Size 8 1/2" x 8", \$9 dozen, l.o.b. Majestic Sales, 432 Diane Drive, Longview, Texas, 3 samples, \$3 postpaid. ja29

COLORED COMIC STATIONERY—IF YOU are interested in a line of fast-selling comic stationery that will make you money, send for culture for sample box and distributors' prices. Baxter Lane Co., Box 175, Amarillo, Tex. ja29

CREW WORKERS, HOUSE-TO-HOUSE sales men, etc. Sell sensational color filters. Puts television in color the inexpensive way. For 1955, Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. ja22

FAMOUS MFR. CLOSEOUTS

Tie Slides, boxed \$1.45 dz.
Asst. Earrings, gang carded 1.55 dz.
Cufflinks, carded 1.95 dz.
Cufflinks, boxed \$3 & 5
Rosaries (made in Italy) 1.95 dz.
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Baby Heart Necklaces, boxed 3.50 dz.
Baby Cross Necklaces, boxed 3.50 dz.
Neck & Earrings, boxed 9.00 dz.
Rhinestone Neck & Earrings, boxed 12.00 dz.
Beautiful Ropes, asst. 4.00 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.
FREE JEWELRY CATALOG FOR AGENTS, salesmen, distributors. Write our factory today for yours. Pickeraft Mfg. Jewelers, Attleboro, Mass. fe5

FROM MANUFACTURER—LUXURY, HIGH quality simulated pearls; 5 pc. boxed sets \$24 doz. Simulated pearl buttons and tear drop earrings, assorted sizes, \$36 gross; 3 doz. \$10. Cultured pearls, 1 string necklace, \$15, \$20 and \$30. Earrings, 14 kt. wh. gold with cultured pearls, \$10, \$15, \$20 per pair postpaid; no catalog, no c.o.d. Money refunded if not satisfied. Rothblat, 9 Thayer St., New York 40, N. Y.

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O.

MAKE \$25-\$100 FAST FOR YOURSELF or organization. Sell friends big value \$1 and \$1.25 All-Occasion Greeting Card assortments, Valentine, Easter boxes. Gift wrappings, gifts, 20¢ items! Experience unnecessary. Samples on approval. Free printed stationery samples. Free \$1 gift for promptness. Hedenkamp, 361 Broadway, Dept. BD-7, New York.

"NATIONAL DIRECTORY OF DISCOUNT Dealers." Directory of New York Importers. Related Services. Send 25¢ for names and addresses where to buy directories. Max Saltzman, Dept. BB, 7635 Hinds Ave., North Hollywood, Calif. ja29

MAKE LONG PROFITS — SELLING Lighter Flints to most retailers; low price and sample display card, \$1 (value \$2.40). McKirrick, Mount Vernon, Ill. ja29

NECKLACES, PINS, BRACELETS AND Earrings. Discontinued line, good selection, smart styles; set with first quality stones, highly polished and plated, limited quantity, \$24 gross; 8 dozen samples, \$14. Postage extra, cash with order, satisfaction guaranteed; excellent promotional jewelry. Debonair Manufacturing Co., 188 Whitmarsh St., Providence, R. I.

NEW 7"x11" ULTRA-BLUE SIGNS, 77¢ retail 50¢, 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 838, New York 3. ja29

ROPES—\$5.75 DOZEN! EARRINGS, GOLD- Ballester, Dept. B22, Box 204, Upper Darby, Pa. \$6-\$8 dozen! Price lists free! Jewelry-Of-Season Manufacturing Co., 661 Westminster, Providence 3, R. I.

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 try. Write today for samples on approval. Regal Greetings, Dept. 8, Ferndale, Mich. ch-ja29

SELL MEN'S PRODUCTS: EXTRA LARGE size. Novelty Gifts, Combs, Sundries, etc. Send for price list. Carleton House (BB), Texas City, Tex. ja29

SELL 8x10 OIL COLORED SILK FINISH enlargements; attractively framed from any photo for only \$2.95. Big commission. Write Acme Enlargers, Levy Station, North Little Rock, Ark. ja29

SIGN MEN WANTED—TO SELL ALL types of signs to stores, taverns. Comedy and all occasion group of samples, \$1. Hudak Signs, 511 South Blakely St., Dunmore, Pa.

SLOANE'S HAIR FOAM SHAMPOO MAKES hair silky, glamorous. Big profits, easy sell. Remodeled. Sell only one bar 50¢; give one free. Samples, 50¢. Sloane Products, 570 West 172 St., New York 32. ja29

STRANGE "DRY" WINDOW CLEANER— Sells like wild. Replaces messy rags, liquids. Simply glide over glass. Samples sent on trial. Kristite 106, Akron, Ohio.

\$1 PROFIT EACH SALE PLUS OVER- rides. Two, three or more orders, one family Photo enlargements only \$2.95. Allen Studio, Riegler Bldg., Little Rock, Ark. ja22

\$2 PROFIT — APPOINT AGENTS, SELL sample case for \$2; keep it all. Medicine Card. Write May Houck, Box 1519, Cincinnati, Ohio. ja29

17-INCH TV SETS, \$113.50; 500 BUSINESS Cards, \$3.27; 500 Imprints, \$1.30 each; \$4.27; 500 Letterheads, \$5.57; 5 Star Wonder Tool Sharpener and Glass Cutter, any quantity, \$1 each, 300 Punch Boards, \$150. Goldenwest Specialty, Wilder, Idaho. ja29

ANIMALS, BIRDS, PETS

ALLEN—ON HAND BOA CONSTRICTORS, Cobras, Rattlesnakes, Indigos, Rat Snakes, Baby Alligators. Grade B Boas, 6 ft., \$6; 7 ft., \$10; 8 ft., \$15. Live delivery guaranteed. Grade A Boas, \$12.50 each. Write: Ross Allen's, 1112 North Miami Ave., Miami, Fla. Phone 3-4806. ja29

FOR SALE — PAMAHASIA'S FAMOUS Bird Act; Cockatoos, Macaws. Will consider partner; active. 3504 N. Eighth St., Philadelphia 40, Pa. ja29

GOING OUT OF BUSINESS—HAVE THE following healthy reptiles for sale: 20 Indian, 2 Sumatra, 1 Black Bengal Cobra, 1 Murrana, 6 ft.; 3 Russell Vipers, 1 Spiny Lizard, \$15 each; 1 African Python, 13 feet long, heavy, \$300; 1 Puff Adder, 3 ft., \$20; 2 Baby Python Adders, \$12.50 each; 3 Copperheads, \$1.25 each; 1 Eastern Diamondback, 5 ft., \$6; 12 assorted small Rattlesnakes, \$1 each; 1 Red Racer, \$1.50; ten cages 8 feet long, 2 feet wide, 2 1/2 feet high, glass fronts, very nice, use only two months, \$50 each. While they last. Contact Herman Atkinson, 51 East Congress St., Tucson, Arizona. Phone 3-5335. ja29

MONKEYS OF ALL TYPES—OCELOTS, pumas; many other animals and reptiles. Animals Tropical, Inc., 2324 Amsterdam Ave., N. Y. 33, N. Y. fe5

TAME SKUNKS, \$15; TAME GOLDEN Spider Monkeys, \$18; shrunken heads, imported from Ecuador, long hair with case, \$15. White face ringtail babies, \$27.50. Monkey House, 191 N. Magazine, New Orleans, La. RA. 4454 day; CH3228 night. ja22

ORANGE, SELF-FEEDING HUMBOLDT Penguins, \$75 each. Immediate shipment. Tame two-year-old male Puma, a beauty, \$300. Baby and training age Chimpanzees, \$400. Baby and training age, \$850. Rare Bird Farm, Kendall, Fla. ja29

WILL BUY TRAINED MONKEYS, TRAINED Ponies, Monkey Speedway. Any other trained animals. Florida Wild Animal Farm, Callahan, Fla. Telephone 454 Hilliard, Fla. ja29

BUSINESS OPPORTUNITIES

ACTION, ACTION! ARCADE, 50 PIECES; title range studio at market prices. Take lease on store, 20x120; heart of city. Retiring; I made mine; come and get it. 3-year lease; \$400 month. You can't loose on this. Bert Elam, 338 King, Charlotte, S. C. ja22

LIFE TIME OPPORTUNITY: HOLLYWOOD Theatrical Agency and Artist Management Bureau for sale! Owner retiring. Catalogue thousands attractions, acts, contacts, etc. \$1,000 takes all. Hurry! Agency, Box 2841, Hollywood 28, Calif. fe5

NEW ELECTRIC MACHINE BAKES greasless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn. ja29

RECORD SHOP WITH TV AND RADIO repairing in area of 40,000 shoppers. Owner has other interests and will make good deal for cash, also sell a home to purchaser of business. Wonderful opportunity for man and wife team to run radio repairing and record shop and make excellent money. Low overhead. Long lease. Record Heaven, Griffin, Ga. ja22

START A BUYING SERVICE — BUY wholesale thousands nationally advertised products. Make big profits selling at large discounts. Free details. Kord Sales Service, Box 2152, Oak Ridge 10, Tenn. ja29

COSTUMES, UNIFORMS, WARDROBES

DEBRIES, \$1; WHITE ORCHESTRA COATS, \$4; Costumes, Wig, Rhinestones, Ostrich Feathers, Clown, Minstrel, Strip, Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J. ja29

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

QUALITY COSTUME JEWELRY FROM

manufacturer. Earrings, \$5 dozen; Pins, \$5 dozen, beautiful Tiaras, \$4 each. Special order work accepted. George Sassen, 350 West 31st St., N. Y. C. 1. ja22

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mar5

CONCESSION OR SHOW TRAILERS, 2— Sides and back will raise for awnings. Factory built, 33 ft. long, tandem axle, electric brakes. Box 116, c/o Billboard, 390 Arcade Bldg., St. Louis, Mo. ja22

THIRTEEN PASSENGER SEMI-TRAILER modern sleeper Bus; good for orchestra or road show. Contact Dick Mango, 1640 Clarkson, Fremont, Neb. ja22

FOR SALE—SECONDHAND SHOW PROPERTY

ALL SIZES, SLIGHTLY USED TENTS AND wall at bargain prices. George's Tents, 103 North St., Auburn, N. Y. np

BUILD RIDES FROM TESTED PLANS— Kiddle Auto, Airplane, \$100 Chairplane, Carrousel, \$5 each; major Ferris Wheel, \$25. Free circular. Brill, Box 875, Peoria, Ill. ja22

COMPLETE FREAK SHOW—12x14 TENT, poles, panel front, lights, 30 human freak photos. \$85 full, cash. Charles Fretz, Shelly, Pa. ja22

CONCESSION TRAILER, 18 FT.—IN GOOD condition. One side all glass, sliding screen serving window. Custard sign painted on side. Fluorescent lighted. Wired for 220 volts. \$500 cash. Fred Payne, 4639 Sacramento, St. Louis, Mo. ja22

EXHIBITORS, ADVERTISERS — NEW 500 watt Projectors. Two carriers, 34x4 and 2x2, color wheel, \$33. Circulars, Groberg Projectors, 1612 E. Cervantes, Pensacola, Fla. fe12

FOR SALE—MUST LIQUIDATE

Property condemned for park purposes. Must sell. Spiffire, 12 car Whip, 1 car Kiddle Auto, Airplane, \$100 Chairplane, Ride, Magic Carpet, 20 car Scooter, A. B. T. Shooting Gallery, 20 Poker Tables, Fish Pond; all in good condition; also assorted tools, motor and equipment.

B. SELIGMAN
416 Seaside Blvd., South Beach
Staten Island, New York
51-9972

FOR SALE—5 MAJOR RIDES, 1951 25 ELI Wheel, 3 abreast Parker Merry-Go-Round, aluminum horses; Comet with new Wisconsin air cooled motor, Roll-A-Whirl and Chairplane. All in A-1 condition. Will sell with or without transportation. Rates must be paid to seller. Write or call Esther Hollister, North East, Pa. 291-J. ja29

FOR SALE—ELI WHEEL, KINHAM VAN, 48 Chev. tractor. Thirty-eight fifty, \$3,850 cash. Ira Burdick, 611 N. Seventh St., Temple, Tex. ja29

FOR SALE, RETIRING—12 Ferris Wheel, 80 car Dodgem, 3 abreast Merry-Go-Round, beautiful German organ, built on wagon, in operation at 22nd St., Causeway and 59th St., Tampa, Fla. Information to interested parties. P. O. Box 328, Gibsonton, Fla. Phone 4-3857, Tampa, Fla. ja29

FOR SALE—COMPLETE WITTE ELECTRIC plant, 12 h.p. horizontal Diesel with 8000 watt generator, 10-220 volt single phase, self-contained. Guaranteed perfect. Repossessed after 30 days use result sheriffs sale. Cost \$2500. Sell for \$1200. Conklin Appliance Co., Gillespie, Ill. ja29

FOR SALE—SMALL CARNIVAL; COM- plete. Ready to go. Write for details. Not Junk, a real Fun-k Hunt, 711 Houston St., Wichita Falls, Texas. ja29

FOR SALE—COOK HOUSE, 22x24, FRAME and top, seating capacity 36, loads on 16ft. van body Int. truck. Kitchen built in low semi. Int. tractor. Must see to appreciate as is. Also equipment, not junk. Complete \$1,750 or will sell separate. Lee Larsen, Box 382, Tuckerman, Ark. ja29

FOR SALE—MUST SELL NUMBER FIVE Big Eli Wheel; excellent; late type improvements. No leasing. Byron Hiatt, Creston, Iowa. ja29

GASOLINE POWER GENERATORS (LIKE Generators) Ready to go. Foot wall type Trailers; can be opened on a side, write, wire Talley Laundry Machinery Co., Greenboro, N. C. ja29

IN ONTARIO, CANADA—KIDDIE RIDES with transportation; excellent condition. Box C-158, c/o Billboard, Cincinnati 22, O. ja29

MANGELS BOAT RIDE — USED FIVE times. Like new, \$1700. Gerald Bury, 2729 E. Market St., York, Pa. fe12

MAPLE FLOORING—USED 33,32, 4500 SQ. ft. Good condition, \$750. K. H. Anger, 243 Mally Blvd., San Antonio, Tex. ja29

MINIATURE TRAINS — ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ja29

MINIATURE STEAM ENGINE—3 STEEL coaches, attractive equipment to all ages. Will sell engine separate. 14 Stanley, Burlington, Mass. ja29

ONE TENT 40'x80'—300 SEATS, DROPS, Electric Equipment and Stage. Everything complete, \$975. All replies Billy Fitzpatrick, 262 North Main St., Waterbury, Conn. fe5

OTTAWAY STEAM TRAIN—500 TRUCK, Airplane, Pony Car, Streetcar, Jenny, Swine, Auto Rides, \$6000 takes not Tiny Tot Ranch, 12345 E. Carson, Artesia, Calif. ja29

P. A. SYSTEM—20 WATT, \$45; ONE 15 watt, \$40. Portable new mikes. Good condition. Ed Roach, 223 Spillman, Rolla, Mo. ja29

POPCORN TRAILER, COMPLETE HOTDOG, hamburger, carmelcorn, nut and corn equipment; must be seen to be appreciated. Write for quick sale. Robert Loped, 53 W. Chicago St., Coldwater, Mich. ja29

POPCORN MACHINE—MANLEY STYLE 47, double cooker; cost over \$17

60-INCH SEARCHLIGHTS — SPERRY & GE Lamp assemblies and lamp operating assemblies, casters, other parts new, in original crates. 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. fe3

1947 VAN TYPE, DUAL WHEEL 1-TON truck, new motor; 12x12 center top and frame; set of buckets, 1 Evans Hand Binger, enough dishes to operate and pay for itself. Over \$1500 in merchandise and about \$308 in jewelry. This truck, equipment and merchandise is in storage in Augusta, Ga. No reasonable offer refused. Should be seen to appreciate. Write or call Rev. C. N. Hughes, St. Matthews Church, Box 11, Statesboro, Ga.

2000 STADIUM CHAIRS — FOLDING chairs, theater chairs, screens, tents, side-wall, bleachers, projectors. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curios, charts, spiritual products. Free booklet, Dazari, 2300 South Michigan, Chicago 16, Ill. fe12

FREE — ILLUSTRATED, INTERESTING hypnosis, self-hypnosis. Catalog. Learn this fascinating science. Private instruction also available. Write Hypnotist, 1324 Wilshire, Hollywood 17B, Calif. ch-17

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oakkosh, Wis. ja29

LOCATIONS WANTED

WANT TO PLACE LONG-RANGE SHOOTING Gallery in amusement park. Write terms. Shooting Gallery, 1783 E. Ninth St., Cleveland, Ohio. ja29

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 335 S. High, Columbus, Ohio. ja22

MISCELLANEOUS

BASERBALL PITCHING MACHINES—FIVE Rotaries, nets or cages, A-8 balls; reasonable. Seymour Aronson, 3100 Brighton 2 St., Brooklyn, N. Y. fe12

TAPE RECORDERS, TAPES, ACCESSORIES. Unusual values. Dressner, Box 66B, Peter Stuyvesant Station, N. Y. 9. ch-19

M. P. FILMS & ACCESSORIES

COMPLETE MAJOR 16MM. SOUND PROGRAMS. Westerns, Features, Serials. Special monthly six month, yearly rates. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

16MM. SOUND FILMS FOR SALE, RENT OR exchange. Lists free. Crawford Film Service, 412 Page St., Fort Worth 4, Tex. ja29

MUSICAL INSTRUMENTS, ACCESSORIES

HAMMOND ORGAN—SPINET MODEL "M". Walnut finish. Write Box 1659, New Orleans, La.

HAMMOND ORGAN CONSOLES FOR SALE. Many models available, including Spinets. Excellent condition for serious cash buyers. Watch for my coming ads on Rink page. Bargain hunters, phonys, stiffs, lay off this ad. Ken Thompson, Organs, Waterbury Rd., RFD #2, Waterbury 12, Conn. Telephone PLaza 4-4945. ja29

PERSONALS

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 2 Columbus Ave., New York 22. ch-29

NEW YORK CITY—10 PICTURE POST-cards, 25¢; 5 sets, \$1; Letters remailed, 25¢; 5 for \$1. Berlin, 1075 University Ave., New York 52.

URGENT—C. D. BRANTLEY, PLEASE CONTACT Dan Ralls, Geneva Apts., Duncan, Okla. Phone 2098-M. Regard to Oil-Gas Lease.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds. Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. fe19

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. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-17

LEATHERETTE PHOTO CASES—14x2, \$25 1000; 2 1/2x3 1/4, \$9.41 gross. Brass corners, 1 1/2¢ case extra. We make all sizes. Samples, 25¢. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. ja22

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; best bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-17

PDQ—World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are also available. Fully guaranteed. Also portable cameras. Write for details. P D Q CAMERA CO. 1165 N. Cleveland Ave., Chicago 10, Ill.

Buy WHOLESALE Save up to 50% on BIG NAME MERCHANDISE! Send 50¢ Coin or Stamps for Catalog. Same Refunded with first order. GALENTINE COMPANY Dept. B, 519 East Jefferson Blvd., South Bend 17, Ind.

PRINTING

ALWAYS FASTEST SERVICE—QUALITY printing. Three-color 14x22 Window Cards, \$8 hundred; 17x26 size, \$12.50 hundred. Your copy up to 50 words. Also bumper and telephone pole cards. Tribune Press, Dept. W35, Earl Park, Ind. mar28

ATTRACTIVE BUSINESS CARDS—\$2.95 per 1000; 100 Posters (11x14), \$7; 1000 Bond Letterheads, \$6. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. ja29

IT'S MALLO PRESS—767-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets. ja22

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics; nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now. real future. Equip. for Hoover, K-109, New York 11, N. Y.

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. 817, Terre Haute, Ind. np

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 Thursday for the Following Week's Issue

COMMERCIAL PIANO MAN FOR MIDWEST traveling Orchestra. Guaranteed salary. Steeper bus. Want man to stay and help build organization. Little John Beecher, 1611 City Natl. Bank Bldg., Omaha, Nebr. ja22

COMMERCIAL TRUMPET MAN FOR COMMERCIAL style combo. Must read well, have good tone, and sing; cut shows. Locations only, \$90 minimum, tax paid. Won't tolerate characters. State past experience. Wire or write Orchestra Leader, Green's Crystal Terrace, Duluth, Minn.

PIANO MAN—HOTEL BAND, LOCATIONS; 4 or 5 notes. Buddy Bair, Van Cleave Hotel, Dayton, Ohio.

WANTED—HILLBILLY SINGER TO PLAY with three piece band. Must play good rhythm guitar; year round work, home every night. Send recording of work and salary expected. One radio show daily. Absolutely no drinking. Call or write Duane Bellows, 519 East Slater, Marshall, Missouri. Phone 16434.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

SOBER, RELIABLE BOSS CANVASSMAN—Handle any size; either one niter or week stands, circus or carnival. Also handle sound truck and cards ahead, or will handle lot on small carnivals. Salary work; excellent TV show. W. H. Sanders, 4139 Villa Ave., Macon, Ga. Ph. 5-4198.

VERSATILE YOUNG MAN—AGE 25, interested in show biz. Good talker; some experience as emcee; would consider any job with person or group. Box C-159, c/o Billboard, Cincinnati 22, Ohio.

MISCELLANEOUS

AVAILABLE FOR CLUBS, TV—PROFES-sional dancer and dramatic reader. Would like excellent TV show. Prefer station in Midwest. Just finished successful road tour. Contact Maurine Jennings, 337 S. Fifth, Quincy, Ill. ja22

OVER 25 WORLD ATTRACTIONS—EDU-cational, gigantic indoor walk-through exhibition. Booking United States, three months. Mr. Ernie, 210-6 Ave., N.E., Aberdeen, S. D. ja22

MUSICIANS

ACCORDIONIST — STROLLER SEVERAL years in lounges. Personnel several years with hillbillies. Rush offer to Box C-161, c/o Billboard, Cincinnati 22, Ohio.

AT LIBERTY — CONCERT CLARINET. Saxophone; graduate piano tuner-technician, desires location with music store in small town or city, prefer South or Middle West. Single, World War I veteran. Responsible, intelligent, clean character. Will submit photo, later come for personal interview. Details appreciated and answered. R. K. Grant, 4925 Baecich St., New Orleans 22, La.

AT LIBERTY—GIRL FOLK WESTERN singer. Plays rhythm guitar. Radio, club, theater experience. Prefer radio but consider all offers. Musician, Box #3, Brattleboro, Vt.

AVAILABLE IMMEDIATELY—BASS PLAY-er and drummer. Prefer established swinging combo. Semi name experience; all styles; jazz, Latin, etc. Bass ballad singer; sober. Will appear, reliable, cut or no notice. For pertinent facts call or wire Carold Sagen, 738 Hammond, San Antonio, Texas. Tele. LE 40654.

ELECTRIC GUITAR PLAYER—DOUBLES on Hawaiian, wishes to join combo. Good appearance and personality; single, age 35. Read or fake, solo. Prefers Florida location or the South. Billy Skipper, 30 Thurston Rd., Rochester, N. Y.

GIRL PIANO PLAYER—AVAILABLE IM-mediately. Read, fake, reliable. Cut shows, 1024 Highview, Capitol Heights, Md. ja22

GIRL STRING BASS—VOICALS, DOUBLE trombone; experienced. Prefer combo; lo-cation only. Eunice Johnson, 2100 Broad, Selma, Ala. Ph. 4-8045. ja29

GUITAR PLAYER—PREFERS WORK WITH small combo. Good vocals, plus flashy single. String, modern chords, terrific drive. Pay own transportation, by car. Married, neat appearance, sober. Write Cleo Scroggins, 1424 1st Ave. West, Kennewick, Washington. Phone 12032.

GUITARIST — YOUNG, VERSATILE, VO-cals. Will travel. Prefer club units on West Coast. Paul Adair, Franciscan Court, Redding, Calif. Phone 968.

LEAD ALTO OR TENOR, DOUBLING clarinet, sax; play any commercial style and cut shows on sight; Local 802; age 30; reliable; combo work preferred. Eddie Beau, 345 Wincobago Dr., Fond Du Lac, Wis.

ORGAN, GUITAR, HARMONICA TRIO—Can omit harmonica; union; location preferred. Bookers welcome. Write Musician, 4 Church St., Gloversville, N. Y.

PIANIST—COMMERCIAL STYLE. READ OR fake. Location only; available February 24. Write Pianist, 2009 Oakway, Colorado Springs, Colo.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. fe12

WANTED TO BUY

SMALL LIVE FREAKS, ODDITIES—GENU-ine museum curiosities; circus, wildlife and reptile show photos, advertising and books. Hadley's, Lowry City, Mo.

LOOKING FOR PERFUME DISPENSING machines. Write full details. Box M-108, c/o Billboard, Cincinnati 22, Ohio.

SMALL STEAM CALLIPE IN GOOD CON-dition. Please state size, price and condition. Len Dowling, P. O. Box 1279, Dothan, Ala.

TRAIN, ROTOWHIP, BOATRIDE, LITTLE Dipper, Mug Joint, Cash for bargains; no junk. Gallery equipment for sale. Shafer's Rides, Washington, Ind.

WANTED, 35x50 OR 35x50 TENT—FAIR condition. Also good picture programs 16mm. Have 16mm Silmatic Acme Pro-jector for sound. Billy Terrell, Box 504, Roseland, La.

WANTED — MERRY-GO-ROUND, ALSO other rides. State condition and price. Beauce Carnival, St. Georges, Co. Beauce, P. Q., Canada.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

ORGANIST AND WIFE AVAILABLE IN May. Want rink to run on percentage. Have organ, piano and solo-vox. Played in R.S.R.O.A. rinks and several America on wheels. Six years' experience as manager; four years in New Britain, Conn., and two years present location. Doug Morrow, Box 2076, Oak Ridge, Tenn. ja22

PIANIST — AVAILABLE IMMEDIATELY; age 30; reliable; union; sober, all around. Fast butterfly style; prefer society or tenor band; cut shows, experienced. Double or-gano, celeste. Joe De Gregory, 534 Linden Ave., Steubenville, O. ja22

PIANIST — ALL ROUND EXPERIENCE. Classical and popular music. Resort hotel or cocktail lounge. Kay Prentice, 849 Colburn St., Toledo, Ohio.

PIANO PLAYER—MALE, WHITE, WANTS employment with reliable group. I do not drink. age 36. Fake, popular, western, hillbilly. Prefer west coast or southern states. Write Charlie "Chick" Whitten, 1224 W. 6th, Eugene, Ore.

PIANO, DRUMS, TRUMPET TRIO—VO-calist optional; union; location desired. Write Drummer, 310 N. Market St., John-ston, N. Y.

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. fe12

TENOR, CLARINET, FLUTE—NAME EX-perience; 29, will travel. All offers con-sidered. Jerry Noble, Route 1, Box 37A, Phone 4-3376, Lafayette, La. ja29

TENOR, CLARINET — TRANSPOSE, VO-cals; sober, neat, experienced, reliable. Consider any reliable offer. Harold Nelson, 5236 Polk Ave., Houston, Tex. Phone WO-1422.

TROMBONE—SOME VOICALS AND AR-ranging. Cut or no notice. Married, sober and reliable. Call 2-141 or write Paul Hebert, 104 Leona St., Houma, La.

TRUMPET MAN — AVAILABLE IMM-Ediately. Read, fake, cut shows; travel, have car. Danny Knowles, Box 52, St. Andrew Station, Panama City, Fla. Phone SUset 5-5435.

PARKS & FAIRS

AVAILABLE NOW—FOR INDOOR AND outdoor events; high-class Novelty Tra-peze act. For full particulars, literature, etc., address Charles L. Croix, 1304 South Flamingy gasline, Wayne, Indiana. Telephone Eastbrook 3312.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian-apolis 21, Ind. ja29

BALLOON ASCENSIONS — SINGLE, double, triple; parachute drops, for parks, fairs, celebrations. Capt. Geo. D. Emerick, 927 1/2 1st Ave. S., Fort Dodge, Iowa. Phone Monroe 3266. ja29

NOTICE! AGENTS, OPERATORS, FAIR managers. Now booking 1955 dates. Bozo the Clown. Contact Bozo the Clown, 817 Francis, St. Joseph, Mo. Phone 4-8988.

PAMAHASIK'S FAMOUS BIRD ACT, best in America; open now and for sum-mer season, 3504 N. Eighth St., Philadel-phia 40, Pa.

SENSATIONAL HIGH DIVING—FEATU-ring suicide pool; the smallest diving tank in the world which is equipped with spears and its surface covered with a mass of flamingly gasoline. Featured by Fox Movie-tones as the plunge of death. Contact Capt. Earl McDonald, 456 Lamphier Place, War-ren, Ohio. Telephone 45337. ja22

THE MAN WHO CAN EAT DRY ICE—Professor Hawk featured Ripley's circus, available now. Send for Ripley's write-up of dry ice feat. Box A158, Billboard, 6000 Sunset, Hollywood 28, Calif. ja22

THE GREAT KELLY—"RIDE OF DEATH" Bicycle Chute Act, the world's only thrill show act creating fire and solid glass walls. Mike Kelly, Goshen, Ind. ja29

VOCALISTS

GIRL SINGER—DOUBLING COMBO DRUM. Reliable, young; location or travel. Box C-154, c/o Billboard, Cincinnati 22, Ohio ja29

COMING EVENTS

Arizona Phoenix—Home Show, Feb. 12-20. Wickenburg—Gold Rush Days, Jan. 23-30.

California Los Angeles—General Motors Motorama, March 5-13. Sacramento—Sportorama, March 25-27. San Bernardino—National Orange Show, March 17-27.

San Diego—Automobile Show, Feb. 2-6. San Diego—Cat Show, Jan. 29-30. San Diego—All-Breed Cattle Show, Jan. 29-30.

San Diego—Camellia Show, Feb. 26-27. San Diego—Flower Show, March 3-6. San Diego—Home Show, March 26-April 3.

San Francisco—China, Glass, Gift, Jewelry, Toy, Stationery and Housewares Show, Feb. 3-6, Kay Leber, 1355 Market St. San Francisco—National Sports and Boat Show, March 4-13. Thomas R. Rooney, 369 Pine St.

San Francisco—General Motors Motorama, March 26-April 3.

Connecticut Hartford—Sportsman's Show, Jan. 22-29.

District of Columbia Washington—National Capital Flower & Garden Show, March 10-16. Al Harloff.

Florida Bowling Green—Hardee Co. Strawberry Festival, Jan. 24-29. Daytona Beach—Volusia County Home Show, March 12-16. Irene Kellogg, Pilot Club.

Miami—Flower Show, March 18-21. Miami—Do It Yourself Show, Feb. 1-8. Miami—Antique Show, Feb. 9-14. Miami—Boat Show, Feb. 17-24. Miami—Orchid Show, Feb. 23-28.

Miami—General Motors Motorama, Feb. 5-13. Moorehaven—Chalo Nitta Celebration, Feb. 18.

Tampa—Home Craftsman's Show at Fla. State Fair, Feb. 5-19. Tampa—Dog Show, Jan. 23.

Georgia Atlanta—Southeast Sports & Boat Show, March 5-12.

Illinois Chicago—Boat Show, Feb. 4-13. Chicago—International Sports and Out-door Show, Feb. 18-27.

Indiana Fort Wayne—Sports Show, Feb. 15-20. Indianapolis—Sports Show, Jan. 28-Feb. 6. Indianapolis—Automobile Show, Jan. 21-29.

Iowa Des Moines—Iowa Sports & Vacation Show, March 31-April 5. Ottumwa—Auto Show, Feb. 4-6.

Kentucky Louisville—Sports Show, March 5-12.

Louisiana Baton Rouge—Livestock Show & Rodeo, March 5-12. LaPayette—Mardi Gras, Feb. 22. Lake Charles—Fat Stock Show and Rodeo, Feb. 24-27.

New Orleans—Mardi Gras, Feb. 13-22. New Orleans—Junior Livestock Show, March 2-3.

Michigan Hastings—Michigan Cornbelt Stock Show, March 2-3. Duncan G. Leitch. Lansing—Antique & Hobby Show, March 20-23. L. Verne Slout, Vermontville.

Minnesota St. Paul—St. Paul Winter Carnival, Jan. 28-Feb. 6. John Geisler, 356 Cedar.

Mississippi Carrollton—Carroll Co. Livestock Show, March 23. R. A. Cooper. Columbia—Marion Co. Livestock Show, March 10-12. D. O. Scott.

Forest—Southeast Miss. Dist. Livestock Show, March 17-19. G. D. Collier. Greenwood—Delta Dist. Livestock Show, March 24-26. E. H. Blackstone.

Hattiesburg—Forrest Co. Livestock Show, March 11-12. W. W. Kennedy. Hattiesburg—South Miss. Dist. Livestock Show, March 14-16. N. S. Hand.

Mendenhall—Simpson Co. Livestock Show, March 14-16. J. P. Ponder. Port Gibson—Southwest Miss. Dist. Livestock Show, March 21-23. E. C. Newman.

Sardis—Northwest Miss. Dist. Livestock Show, March 28-30. R. P. Lewis. Tupelo—Lee Co. Livestock Show, March 25-26. W. J. Fernel.

West Point—Northeast Miss. Dist. Livestock Show, March 31-April 2. E. E. Wooten.

Missouri St. Louis—Sports Show, Jan. 18-23.

New York New York—General Motors Motorama, Jan. 20-25. New York (Bronx)—Sports and Vacation Show, March 5-13.

New York (Bronx)—National Motorboat Show, Jan. 14-23. Syracuse—Herald-Journal Sports Show, Jan. 31-Feb. 6.

Syracuse—Automobile Show, Feb. 20-27. Syracuse—Homemaker Show, March 8-11. Syracuse—Builders Exchange Show, March 21-30.

Utica—Sports Show, March 24-29.

Ohio Cincinnati—Sports Show, Feb. 8-13. Cincinnati—Mid States Sports, Vacation & Boat Show, Feb. 8-13.

Cleveland—Sportsman's Show, March 8-22. Columbus—Sports Show, March 22-27. Dayton—Do-It-Yourself Show, March 18-20. Retail Hardware Dealers' Association.

Toledo—Sports, Home, Boat and Auto Show, March 5-13. Paul Spor, Ohio Building.

Toledo—Flower Show, March 22-27. Geo. Yakobian Enterprises, 1718 Jefferson Ave. Toledo—Home and Travel Show, Feb. 15-13. Milt Tarloff, 505 Spitzer Bldg.

Oklahoma Oklahoma City—Antique Show, Feb. 23-28. L. Verne Slout, Vermontville, Mich. Oklahoma City—Home Show, March 27-April 3. Gus Fields, Biltmore Hotel.

Pennsylvania Philadelphia—Gift Show, March 26-31. Donald C. Little, 220 Fifth Ave., New York.

Texas Austin—Livestock Show, Feb. 28-March 6. Brownsville—Charro Days, Feb. 17-20. Stephen A. Bosio, Box 752. Brownsville—Charro Days, Feb. 12-20. Dallas—Garden Center Flower Show, March 12-19. Joseph B. Rucker, State Fair Park. Dallas—Natl. Pigeon Show, Jan. 19-22. Dallas—N. Texas Cat Club Show, Jan. 22-23.

Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 28-Feb. 6. Houston—Fat Stock Show and Livestock Exposition, Feb. 2-13.

Houston—Sports Show, March 18-27. Laredo—Washington Birthday Celebration, Feb. 17-18. Mercedes—Rio Grande Livestock Show, March 8-13.

Mission—Citrus Fiesta, Jan. 26-30. San Antonio—Livestock Exposition, Feb. 18-27.

Virginia Norfolk—Do-It-Yourself Show, Feb. 19-22. 28-March 3. Richmond—Home and Garden Show, March 22-27.

Washington Seattle—International Trade Fair, March 11-25. Kenneth V. James, 215 Columbia St.

Wisconsin Milwaukee—Home Show, March 12-20. Milwaukee—Milwaukee Sentinel Sports & Vacation Show, March 26-April 2.

CANADA Alberta Edmonton—Spring Livestock Show and Sale, March 21-25.

Quebec Quebec—Winter Carnival, Jan. 6-Feb. 22. Toronto—Sportsmen's Show, March 11-19.

GLAMOUR STYLE HOLLYWOOD EARRINGS! DIRECT FROM MANUFACTURER \$36.00 gross \$3.50 in dozen lots Sensational Seller! All popular styles that women desire. Large DANGLES, small DANGLES, TAILORED, RHINE-STONE, BUTTON TYPE with screw-on earwires or for pierced ears. Many summer styles! THE YEAR'S HOTTEST EARRING PROMOTION! Immediate delivery. Sold 1 dozen styles (assorted) to package. 144 different styles.

Take the lines of least resistance with NAME BRANDS 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.

with it since 1907 ENGRAVERS 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 (no 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 Chicago, Ill. 7739 Avelon Chicago phone: WAterfall 8-8855 1512 W. Powhatan Tampa, Fla. Florida phone: 33-7371 DAY & NIGHT SERVICE

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WE ARE MANUFACTURERS OF All Kinds—PULL TICKET GAMES • TIP BOOKS • Buy Direct From Manufacturers at Very, Very Reasonable Prices. Columbia Sales Co. 302 MAIN ST., WHEELING, W. VA. Phone: Wheeling 340

1954 Phonograph Exports Top Over \$10 Million Mark

Jukes Grab 70% of Coin Market; Germany, Canada, Venezuela Lead

CHICAGO, Jan. 15. — For the sixth consecutive year, the automatic phonograph export market has nearly doubled.

According to U. S. Department of Commerce figures and conservative estimates for November and December, the 1954 dollar volume

hits well above the \$10 million mark, \$10,233,715.

Compared to 1953's total (\$6,317,533), last year's figures show an increase of slightly over 75 per cent. Compared to 1952's total of \$4,248,223, the increase is closer to 160 per cent.

60% Gain

The number of machines exported during the first 10 months of 1954 (17,005) far exceeds 1953's 12-month total of 14,179. For the same 10-month period, 1954 shows a gain of 60 per cent compared to 1953, and over 100 per cent compared to 1952.

Certain to hit a new high when the 12-month official totals for

1954 are compiled, is the average price per machine exported. Average unit price in 1952 was just under \$400, climbed to over \$440 in '53, and is now hitting the \$500 mark. This steady climb of unit price clearly shows the trend of the foreign market to new equipment.

Far ahead of its closest competitor on the export list was Western Germany with 2,652 machines, valued at \$1,891,718. Second was Canada with 1,720 machines, valued at \$860,101, and third was Venezuela with 1,226 machines and a price tag of \$846,171. Belgium, fourth on the list, was the only

(Continued on page 68)

MFRS. MAY SHOW AT CONVENTION; MOA OPTIMISTIC

Miller: 'Closer Than Ever Before'; Execs Vote on Major Meet Issues

By JIM WICKMAN

CHICAGO, Jan. 15.—Juke box manufacturers may exhibit at the 1955 Music Operators of America convention.

At least that was the optimistic view taken by 21 executive officers of MOA here this week as they wound up three days of pre-convention planning, including numerous meetings with representatives of the four major manufacturers.

George A. Miller, president and business manager of MOA, said at the close of the three-day meeting that MOA and the manufacturers were closer to an understanding than ever before in the organization's history.

1st Complete Meet

Should the manufacturers decide that they will exhibit in Chicago March 28-30, it will mark the first really complete music machine convention ever held.

No announcement had been made by the manufacturers at press time.

In addition to the business of meeting with manufacturers, MOA executives completed the ground work for the entire convention, voted on major issues to be presented to operators during

convention business meetings and set up preparations for combating any legislation that might be presented in the coming year aimed at removing juke box exemption from the copyright act.

One of the most important issues voted upon at the three-day meeting was a proposal to change the

(Continued on page 70)

ANTWERP

New Quarters For Rock-Ola In Antwerp

ANTWERP, Belgium, Jan. 15.—Music operators here will soon find distributor offices in this city as modern and up-to-date as the best in the U. S.

Last week the Brabo Corporation, Rock-Ola distributor thruout Belgium, announced that it would soon take quarters in a new building located on the main square of Antwerp.

The new site will include offices, a large showroom and a complete service department.

U. S. juke boxes imported in this country totaled \$837,905 during the first nine months of 1954.

LATIN AMERICA

Fla. Distributors Find Plus \$\$ in Exports

MIAMI, Jan. 15. — The three major distributors of coin-operated equipment in Miami have had a taste of exporting used juke boxes and games to neighboring Central and South American republics—and they like it.

In fact, one of them has developed such a substantial foreign

trade that it now rivals its domestic business in volume.

Bush Distributing Company, the local giant in exports, jumped into the lead with its initial attempt in 1950 to sell reconditioned juke boxes to its neighbors to the south and has never had cause to regret it.

Bush distributes Wurlitzer phonographs in South Georgia, Florida, Cuba and Puerto Rico and represents manufacturers of games in its territory, including Chicago Coin Machine Company, Williams Manufacturing Company and Exhibit Supply.

Local Exporters

The other two local companies which have been exporting on a lesser scale in the past two years are Taran Distributing, outlet for Rock-Ola phonographs, Genco Manufacturing & Sales Company and United Manufacturing Company games, and Southern Music

(Continued on page 76)

Wurlitzer to Unveil '55 Line Jan. 23-24

NORTH TONAWANDA, N. Y., Jan. 15.—The Rudolph Wurlitzer Company will unveil its 1955 phonograph line to operators in 42 major cities thruout the country January 23-24.

Robert H. Bear, phonograph sales manager, said that the event, known as "National Wurlitzer Days," would also be held in Canada, Mexico and Puerto Rico at the same time.

Bear said that letters from all distributors, as well as from the factory, had been mailed to operators inviting them to attend the event.

Distributors had their first look at the new line in Miami Beach last December 6-7 when Wurlitzer held a world-wide distributor meeting.

Bear said that many of the distributors had already reported that recording artists were expected to be on hand at the showings to greet operators and guests.

New speakers and wall boxes will also be shown by all distributors, Bear said.

The announcement this week confirmed earlier reports (The Billboard, January 15) that the meeting would be held this month.

MGNJ Begins Poster Policy

NEWARK, N. J., Jan. 15.—The Music Guild of New Jersey's program of providing monthly promotional material for its members got under way last week with the sending of 5,000 posters and decals to operators in the area.

The two-color posters list the top 10 tunes a carry public relations messages, as do the decals.

Plans for the MGNJ's annual meeting, to be held at the Military Park Hotel here April 2, were discussed last week at the board meeting. Herman Halperin is in charge of entertainment; Harold Chasen is in charge of arrangements, and Joe Lederman is in charge of the yearbook.

1955 MOA Convention Exhibit Information

CHICAGO, Jan. 15.—Complete exhibit information on the 1955 Music Operators of America convention, scheduled at the Morrison Hotel here March 28-30, was released this week by George A. Miller, president and business manager of the national association.

The information followed a special MOA executive meeting in the hotel this week (see separate story).

As previously announced, exhibit space will be on the open floors, rather than in individual rooms. Space open to exhibitors includes the Constitution Room, parlors A, B, C and D and the Grand Ballroom.

Charges for exhibition space follows:

A space 10 feet by 10 feet will cost exhibitors \$300. This includes a half page ad in the convention program and five admission badges.

Additional space will cost \$25 for each additional 10 feet by 10 feet of space, plus a \$100 entrance fee.

A full page ad in the convention program will cost an additional \$50.

A \$500 package deal will be offered for parlors A, B, C and D. This includes a half page ad in the convention program and 10 admission badges. Each recording company in parlors will receive 10 free badges.

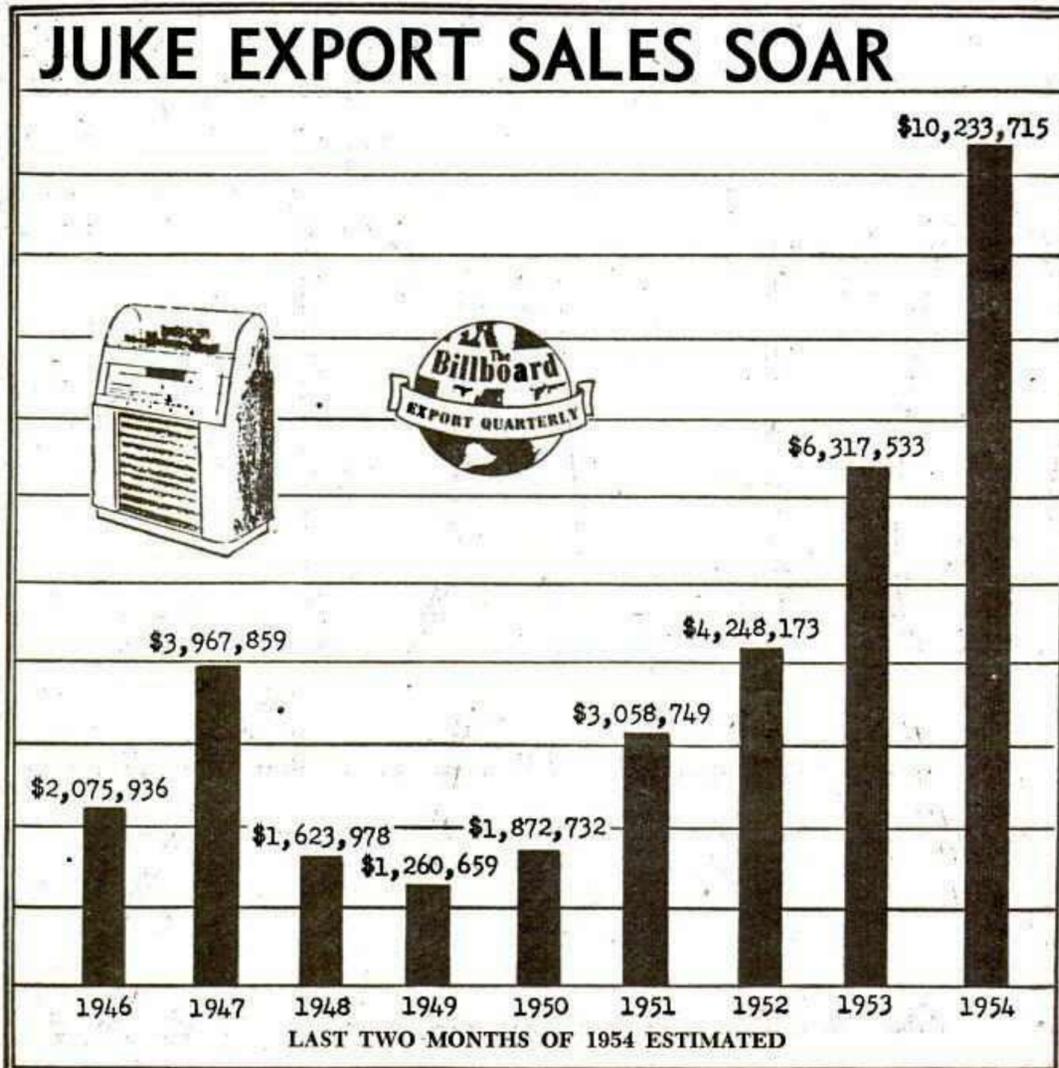
Exhibitors will be allowed to set up displays Sunday (27) and remove them Thursday (31), without additional charge. Storage space prior to Sunday is available

(Continued on page 68)

Atlas' Export Catalog Ready

CHICAGO, Jan. 15.—Atlas Music Company, Seeburg distributors, announced this week that its new export catalog was ready for distribution.

Nate Feinstein, who heads the firm's export division, said that all equipment in the catalog is illustrated and that he considers the book the most up-to-date of its kind.



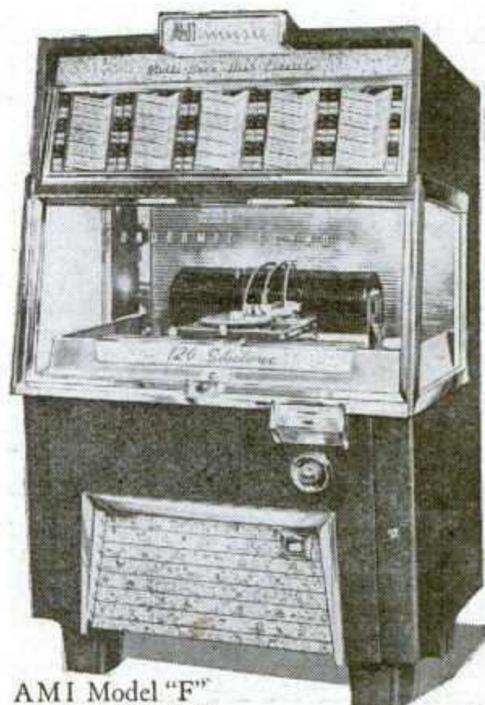
"AUDIO"

DECEMBER 1954 ISSUE *says it!*

Authoritative Magazine of the High Fidelity Industry
Has High Praise for the New AMI Model "F" Juke Box

THE WORD "JUKE-BOX" as an adjective takes on a new meaning. Long used by audio engineers to describe boomy bass, insufficient treble, and high distortion, the term has been understood by everyone. But the newest instrument just introduced by AMI Incorporated bears a much closer resemblance to a high-quality home music system than to the juke boxes of the past, and its electrical and acoustic characteristics are well worth study by anyone interested in high-quality sound reproduction. For in this instrument are incorporated features which may well find their way into home-type equipment.

"AMI's new Model F juke boxes signal the end of an era of poor sound in coin-operated music machines. Combining a high-quality pickup and amplifier with a two-way speaker system so placed as to overcome the disadvantages of many locations in which these instruments are required to work will serve to raise the public acceptance of these instruments. One need only hear one of these new models to be convinced that high fidelity has come to the juke box."



AMI Model "F"
120, 80, 40 Selections

Your AMI Distributor Will Be Happy to Give You a Reprint of the Full Four-Page Text of this Extraordinary Article

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

Monthly Phonograph Exports

3-Year Comparison

First Quarter

	1954		1953		1952	
	No.	Value	No.	Value	No.	Value
January	1,251	\$ 519,949	943	\$ 462,409	924	\$ 264,409
February	1,644	809,999	1,180	589,334	852	379,573
March	1,184	546,722	953	448,978	813	334,527
TOTALS	4,079	\$1,876,670	3,079	\$1,500,721	2,589	\$ 978,539

Second Quarter

April	2,214	\$1,255,932	953	\$ 401,040	706	\$ 294,625
May	1,692	814,365	1,170	544,147	760	319,857
June	1,597	789,393	1,065	147,832	988	320,226
TOTALS	5,503	\$2,859,690	3,188	\$1,395,019	2,454	\$ 934,708

Third Quarter

July	1,766	\$ 970,788	955	\$ 404,794	967	\$ 394,214
August	1,650	773,326	942	405,809	684	203,871
September	1,943	1,115,600	1,144	482,665	959	383,083
TOTALS	5,359	\$2,859,714	3,041	\$1,293,268	2,610	\$ 981,168

Fourth Quarter

October	2,064	\$1,053,802	1,366	\$ 544,686	1,268	\$ 516,413
November	*Est. totals two		1,912	812,621	902	382,379
December	remaining months		1,603	771,218	1,098	454,246
TOTALS*	5,579	\$2,637,641	4,871	\$2,128,525	3,268	\$1,353,038
YEAR TOTALS	20,520	\$10,233,715	14,189	\$6,317,533	10,901	\$4,248,223

* Estimates for last two months of 1954.

Phono Exports Top \$10 Mil

• Continued from page 66

other country to break into the \$800,000 bracket in the first nine months of '54. (See chart on juke box exports.)

West Germany Tops

Western Germany's buying record is unsurpassed. In 1952, a total of \$1,210 was the extent of its imports. In 1953, the figure rose to \$209,573. Estimates for 1954 show Western Germany's total well over the \$2 million mark, and probably 50 per cent higher than the next closest country on the U. S. export list.

Canada, always among the top five, ran fourth on the list during the first eight months of '54, but

Canada Exports

• Continued from page 66

ones. Exorbitant sums as high as \$5,000 have been reported for a single location.

The heaviest competition, of course, is for location owners just opening a new restaurant or cocktail lounge, or a location owner completing a remodeling job.

Another problem arising from this dollar war for locations is ease of credit.

However, many operators said that they thought U. S. firms would eventually step in and set up various policies with regard to price and financing.

Who will make the first move is a big question in Canada.

But in spite of the problems, Canada continues to climb faster than ever on the U. S. juke box export list, ranking second only to Western Germany in 1954 during the first nine months.

And the potential of the juke box industry in this country is still far ahead of its imports.

turned in a \$149,598 price tag in the month of September, boosting its position to second.

Venezuela, in third place, drops from the No. 1 spot for the first time in five years. Interesting to note are the totals which gave Venezuela the honors during that period. In 1949, \$402,247 grabbed the No. 1 position, with Cuba, the nearest competitor, with \$163,183. Western Germany doubled these amounts in every quarter of 1954.

In 1950 and 1951, Venezuela topped the list with \$463,932 and \$714,738 respectively. Belgium, fourth on the 1954 nine-month list, nearly doubles the 1950 high and far overshadows the 1951 figure.

In 1952, Venezuela hit the \$1 million mark, the first country to reach that peak following the boom year of 1947. The seven digit mark was reached again in 1953 by Venezuela with \$1,263,096. The amount recorded for Western Germany for the first three quarters of last year already tops these amounts.

Following are nine-month totals of the 10 top importers:

	No.	Value
Germany	2,652	\$1,891,718
Canada	1,720	860,101
Venezuela	1,226	846,171
Belgium	1,921	837,905
Colombia	2,010	740,048
Mexico	1,303	608,367
Netherlands	1,337	404,928
Cuba	785	327,327
France	406	246,844
Salvador	235	147,755

A combined total of all coin machine exports hit \$12,513,551 for 10 months of 1954. Juke boxes represented approximately 70 per cent of this figure.

The possibility of the juke box export business hitting the \$15 million mark in 1955 looks highly probable.

Leslie Moves To New Qtrs.; Gross Up 20%

NEW YORK, Jan. 15.—Leslie Distributors, major Eastern one-stop with offices here, in Pittsburgh, and in Hartford, Conn., this week moved its local office from 750 10th Avenue to larger quarters—1,500 square feet of floor space—at 639 10th Avenue.

Lou Boorstein, Leslie executive, said the move was dictated by the increased volume of business—20 per cent—handled during 1954 as compared with the previous year. Boorstein said that while established customers are buying more records than they have in the past, the 20 per cent pick-up is accounted for largely by operators who have started buying their disks at Leslie during 1954.

Price Break

The recent break in record prices (The Billboard, January 15) has caused a shift in the price structure at Leslie. The one-stop had formerly charged a straight 60 cents a disk for either 45's or 78's, a differential of about 5 cents over the wholesale price.

The firm now charges 60 cents for 45's and 63 cents for 78's, and Boorstein feels that the price for 78's may eventually become academic, as the diskeries are determined to squeeze them from the market to concentrate on the donut disks.

Boorstein feels that existing 78 juke boxes will become antiquated sooner as a result of the increased price spread between the two disk types, with the 78's going primarily for export.

MOA Convention

• Continued from page 66

to exhibitors on the third floor, also without charge.

Letters to all prospective exhibitors will be mailed next week, Miller said. Personal contact with exhibitors will be made at a latter date, he said.

Convention headquarters will be set up in room 440. Convention meetings will be held in the Venetian Room.

The convention banquet has been scheduled for Wednesday evening (30). Tickets are priced at \$15 per person.

Miller said that business meetings would be held in the morning so as not to conflict with exhibit hours.

Vince Shay, Empire Coin Machine Exchange, is joining Stanley Levin and Mickey Schaffer as an associated partner in the All State Coin Machine Exchange (see separate story in Amusement Game section).

Bilotta, Vukelic Partners In Century Distributors

BUFFALO, Jan. 15.—John Bilotta and Stephen L. Vukelic announced this week that they had entered into a full partnership in Century Distributors, Wurlitzer outlet in Western New York and Western Pennsylvania.

Bilotta, who also heads Bilotta Distributors, now has an active interest in two Wurlitzer distributing companies in New York and Pennsylvania. Bilotta's firm covers Central New York and Northern Pennsylvania and has offices in Newark, N. Y., Albany and Syracuse.

Century Distributors has headquarters in Buffalo.

New York operator showings of the new Wurlitzer line are scheduled for January 23-24 in Buffalo, Newark and Albany, and in Erie,

Pa. Bilotta said that additional showings would be skedded in Rochester and Syracuse at a latter date.

Bilotta added that his Newark office would also continue to handle allied coin-operated machines, including games and rides.

No personnel changes were anticipated in either organization. Vukelic remains as president of Century Distributors.

Bush to Show New Wurlitzer In Five Cities

MIAMI, Jan. 15.—Bush Distributing Company, Wurlitzer outlet for South Georgia, Florida, Cuba and Puerto Rico, announced plans for showings of the new Wurlitzer phonograph in its territory.

President Ted Bush said the Miami and Jacksonville offices would unveil the new model January 23-24, along with its Havana branch, to coincide with National Wurlitzer Days. Bush and Ozzie Truppman will be host to South Florida operators in Miami, while manager Joe Barton greets the North Florida and South Georgia trade in Jacksonville. Manager Leon Shapochnik will preside at the unveiling in Cuba.

Bush added that a showing in Tampa would be held January 30 at the Hudson Manor Hotel, to be followed by one in Orlando on February 7.

Hirsh Bows Retirement Program

WASHINGTON, Jan. 15.—The Hirsh Coin Machine Corporation here this week announced a retirement program for its employees.

It is believed to be the first distributor of juke boxes, games and vendors to install such a plan.

Hirsh de La Vieu, head of the firm, explained that the program provides that upon reaching the retirement age, the employee will receive a monthly income equivalent to 35 per cent of his current earnings.

The plan will be administered by the National Bank of Washington and the firm's retirement committee, composed of representatives of management and employees.

COIN CALENDAR

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

January 24—Amusement Machine Operators' Association of Greater Baltimore, bi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.

January 25—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.

January 27—Music Guild of New Jersey, annual election of officers, Guild headquarters, Newark, N. J.

January 29—Association of Amusement Machine Operators of the Province of Quebec, 1st annual banquet, Montreal.

January 31—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

February 3—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

February 11—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

February 19-20—National Automatic Merchandising Association, regional meeting, Atlanta Biltmore Hotel, Atlanta.

March 5-6—National Automatic Merchandising Association, regional meeting, Adolphus Hotel, Dallas.

March 19-20—National Automatic Merchandising Association, regional meeting, Lord Baltimore Hotel, Baltimore.

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.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

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:

Record buyers for the syndicate and chain stores believe that the recent price changes were basically sound but see much confusion ahead until price differentials are settled.

Decca Records re-signed three of their top artists when Kitty Kallen, Bill Haley and Victor Young inked new contracts this week.

Columbia Records' president Jim Conkling doesn't believe that the recent price changes in records were really necessary. He believes that increased sales will come thru increased use of record playing equipment—not the lower prices.

The purchase of more than half of Capitol Records' stock by E.M.I. poses many questions about the future status of record catalogs and record distribution throught the entire world.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

If you want to get into the

BIG MONEY



Get in to see your Wurlitzer Distributor on

NATIONAL WURLITZER DAYS

Sunday • Monday • January 23-24

The Rudolph Wurlitzer Company • North Tonawanda, New York

Established 1856

COINMEN YOU KNOW

Chicago

Communications to:
Ken Knauf
Central 6-8761

MOA Execs Meet To Map Convention . . .

The Morrison Hotel was the scene this week of the meeting of the executive board of Music Operators of America. The group made arrangements for the MOA convention, March 28-30 (see separate story in Music section). Among the committee members visiting town this week were: Clinton S. Pierce, Brodhead, Wis.; Albert S. Denver, New York; Hirsh de La Vizez, Washington; Martin Britz, Great Falls, Mont.; William Hullinger, Delphos, O.; Les Montooth, Peoria, Ill.; Ray Cunliffe, Chicago; Harry Snodgrass, Albuquerque, N. M.; Sidney H. Levine, New York.

Tom Withrow, Midland, Tex.; Jack Mulligan, Sharon, Pa.; James Tolisano, Hartford, Conn.; Howard Ellis, Omaha; Melvin Missmer, Allentown, Pa.; Dick Stienberg, Newark, N. J.; William Blatt, Miami; Louis Ptocek, Manhattan, Kan.; Max Hurvich, Birmingham; Victor Ostergren, Gary, Ind.; Norman Gefke, Sioux Falls, S. D.

Visitors at J. H. Keeney & Company during the week included Barney Sugarman, Runyon Sales, New York; Willie Blatt, Miami, and Joe Abraham, J. M. Novelty, Youngstown, O. Roy McGinnis, Keeney president, is leaving Tuesday (18) for Florida. Walter Harrison, chief engineer, is undergoing surgery this week. Paul Huebsch, general sales manager, reports Bill Bolles, Keeney Eastern sales representative, covered the New England States during the week.

Herb Perkins, Purveyor Distributing Company, is due back from

OPS TO JOIN MARCH OF DIMES JANUARY 23-29

CHICAGO, Jan. 15.—Music operators will join the March of Dimes campaign January 23 thru 29.

The 21-member board of directors of Music Operators of America this week endorsed the March of Dimes drive and the first of eight letters to music operators urging them to take part was mailed by George Miller, MOA president.

The date set for music operator participation: January 23 thru 29.

The action was taken by the board during a three-day pre-convention planning meeting in Chicago (see separate story).

In his first letter to operators, Miller suggested that a contribution of one day's income from an operator's machines was a good method of backing the drive. He further suggested that large placards be placed on machines stating that all income from them would go to the March of Dimes for that day. "That would be another good way to raise income for the drive."

Addressing himself to the operator, Miller stated:

"The income that you secure for this purpose should be paid to your local chapters so that you will receive the publicity and benefit from the program that you deserve. If State or local associations should handle the program, then all money should be paid to the March of Dimes on a local basis by each individual or thru a committee appointed by the membership. Where there are no associations, it should be done on an individual basis and the money should be turned over to the local chapter."

the West Coast this week after a trip to Hawaii and coastal cities. Monty West, swamped with work, meanwhile, at the Chicago office, will be happy to have Herb back in the Windy City.

At First Coin Machine Exchange, Joe Kline, Wally Finke, Fred Kline and Sam Kolber were busy this week with an unusually large number of out-of-town visitors from nine States and Alaska. Included were coinmen from Illinois, Indiana, Wisconsin, Michigan, Ohio, Missouri, Oregon, Minnesota, Iowa, and Fairbanks, Alaska. Wally Finke reports the new Chicago Coin games, Criss Cross Target and Thunderbolt Bowler, very well received, and orders picking up for the Em-Ro coin-operated parking lot gate.

Visitors at Genco Manufacturing & Sales Company this week included Irv Blumenfeld, General Vending, Baltimore; Lou Dunis, Dunis Distributing, Portland; Johnny Michaels, Dunis Distributing, Seattle, and Sam London, London Music, Milwaukee. The Big Top Rifle Gallery is still going strong at the Genco plant.

Mel Binks, Binks Industries, will be a grandfather—for the second time—soon. Don Binks reports the plant busy with the new shuffle game attachment shipments. The firm has added substantially to plant personnel for production of the unit, the Binks, Skill Tournament.

Ben Becker, United Manufacturing Company sales representative, dropped in at the United plant during the week after traveling the Eastern area. Other visitors included Charley Kagle, Central Distributing, St. Louis, and Irv Morris, Irving Morris, Inc., Newark.

New York

Communications to:
Aaron Sternfeld
PLaza 7-2800

Coin Union Sets Banquet Date . . .

Al Gilbert, of the Coin Machine Employees' Union, announced that the organization will hold its annual banquet April 24 at Alan Gale's Carnival in the Capitol Hotel.

Ben Ginsberg, Herald Amusement Company, is back on the route after a siege of illness. Harold Schlessinger, Personal Music, is set up at his new Manhattan headquarters.

Mrs. Mildred Reigelhaupt is leaving her job as secretary at the Music Operators of New York to assume full-time duties as a housewife. Her place will be filled by Hilda Gleicher.

New members of the Associated Amusement Machine Operators of New York are Al Babistein, Alba Vending; N. L. Goldmark and Jean Parker, Willmark Music Corporation; Bernard Berman, B&B Amusements; William Chase, W. H. Stuebinger Company, Inc.; Mrs. Frances Slater; Morris Wurtzel, C&S Amusement Company; John Boyle and Leon Markowitz.

Ira Zucker, COAD-New York, who sold his route to B&B, is going into business again. Bill Chase and Joe LaMotta are now ex-partners, with each handling his own route.

Al McNamee, Bronx, and Dick Di Ciccio, Westchester Amusements, Yonkers, have joined the Coin Machine Employees' Union. Morris Wurtzel has bought part of Sol Tab's Hy-Sol Music. Harry Schwartz and Joe Leting are new CMEU members.

Bernie Boorstein, Leslie Distributors, local one-stop, became father of a daughter Thursday (13). Lou Wolberg, Runyon Distributors, reports that the Bally Mystic is racking up heavy sales. Buddy Fox, Runyon, is out of the hospital.

Visitors to 10th Avenue last week included Charles McAvoy, Poughkeepsie, N. Y.; John Bullock,

Ltch Sheldrake, N. Y., and Mrs. Gertrude Browne, Paramount Vending, Beacon, N. Y.

Irving Joel Green, son of Abe Green, Runyon Sales, was Bar-Mitzvahed last week. Bob Held, Regal Music serviceman, said the firm's employees are happy about the health and burial benefits provided by employers Ben Linn and Charles Bernoff.

Suren D. Fesdijan, head of the Mondial Commercial Corporation, is in Paris. He is expected to return next month.

Joe Young and Abe Lipsky, Young Distributors, will be on hand to greet operators at the Wurlitzer outlet's open house, Sunday and Monday (23 and 24) to celebrate Wurlitzer Days.

Walter Haenle, head of Prince Vending, Newark, N. J., and a juke box operator for 30 years, has sold his route to Jack Kromberg, Art Distributors, Irvington, N. J.

Los Angeles

Communications to:
Joel Friedman
HOLLYWOOD 9-5831

Ops, Record Stars At Music Meet . . .

The monthly meeting of the Los Angeles division of the California Music Merchants' Association drew a heavy turnout of operators and guest recording stars. New members attending were Nat Ferraro, Downey; Lloyd C. Hargrave and Larry Schnept, Los Angeles, and H. L. Myers, Gardena. Talent on hand included Leo Diamond, Rush Adams, Bob London, Lee Winters, and Nick Therry.

Sierra Distributing Company, Wurlitzer phonograph distributors in Southern California, host a cocktail party and dinner-dance for operators and their wives on Saturday (22). Approximately 600 guests are expected. The affair will introduce the Sierra staff, including Wayne Copeland, Ray Powers and Jack Doland, to the coinmen.

Ross Keglars Roll Into First

MIAMI, Jan. 15.—Ross Rock-Ola sprinted into first place in the AMOA Bowling League Monday night (3) by blanking Radio Center 4 to 0.

Advance Music forfeited 4 points to Marino Music when only two of its five players showed up, giving up the loop leadership it held for many weeks.

All-Coin Amusements trimmed Music Makers, 4 to 0, and American Operating won 3 out of 4 from Acme Music.

Following are the standings after 42 games:

	Won	Lost
Ross Rock-Ola	37	19
Advance Music	36	19
Music Makers	23½	25½
Acme Music	29	27
Marino Music	27	29
Radio Center	24½	27½
All-Coin	18	34
American Operating	18	38

Leon Guss, of Advance Music, emerged with the evening's top scores in high individual game (209) and high individual series (556). High team game honors went to Acme Music with 743, and high team series to All-Coin's 2,053.

Guss' 556 series was good enough to give him third place for the season in that department, behind Buddy Cohen (Acme Music) with 570, and Hyman Cohen (All-Coin) with 558.

Eddie Weber, rolling for American Operating, hit 192, Eddie Dee (Acme) chalked up a 182, Harold Craver (American) 166, Hyman Cohen (All-Coin) 171, and Marion Godwin (All-Coin) 161.

Only six percentage points now separate the league-leading Ross Rock-Ola aggregation from the second-place Advance Music.

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 Jan. 15	Issue of Jan. 8	Issue of Jan. 1, 1955	Issue of Dec. 25
AMI				
Model A	\$100.00	129.00	\$129.00	135.00
Model B		175.00		250.00
Model C		195.00	215.00	275.00
Model D-40	295.00	300.00	295.00	300.00
		329.00		329.00
Model D-80	395.00	469.00	469.00	469.00
Model E 80		495.00		450.00
Model E 120		595.00(2)		469.00
EVANS				
Constellation		240.00	240.00	240.00
MILLS				
Constellation		175.00	175.00	175.00
ROCK-OLA				
1422	35.00	49.50		
1426	50.00	55.00		
1428	100.00			
1434	325.00	325.00	325.00	325.00
1436 Fireball 45 RPM				395.00
SEEBURG				
H 146 M Hideaway		115.00		
H 177 M Hideaway		135.00		
M 100-A (78 RPM)	375.00	375.00(2)	375.00(2)	350.00
		385.00	395.00	375.00(2)
				450.00
M 100 B	495.00	525.00	525.00	565.00
		575.00(2)	575.00(3)	500.00
M-100-C	595.00	650.00	650.00	565.00
				625.00(2)
				675.00
146	35.00	89.00	89.50	89.00
147	50.00	119.00	119.00	119.00
148 M		149.00	149.00	75.00
148 ML		159.00	159.00	149.00
WURLITZER				
1015	35.00	75.00	75.00	99.50
1050		85.00		75.00
1017				65.00
1080		99.50	99.00	99.00
1100	135.00	150.00	150.00	195.00
		195.00		195.00
H 1217		159.00	159.00	159.00
1250 Hideaway		135.00		159.00
1250				250.00
1400		395.00	395.00(2)	395.00
1450		395.00	395.00	395.00(2)
1500	395.00	445.00		395.00

Mfrs. May Show at Meet

Continued from page 66

complete membership set-up of the association. At present, MOA membership can be obtained by one of two methods: either by an individual basis, adopted last year at the convention, or by a local association membership.

Membership Change

What the executives voted on this week was a proposal to eliminate all local association memberships, putting it on an individual basis only. The proposal was passed and as a result all operators at the convention will put the idea to a vote for adoption.

Miller explained that the reason for this move was to give every operator an equal vote. As the system now works, he said, an operator can be outvoted in his local association and therefore his vote is never heard at the convention.

Insurance Plan

Another important topic to be discussed at the coming convention will be a national hospital insurance plan.

Miller, who last month launched a hospital insurance program to music operators in California, said that since the plan covered both operators and their employees, it was a natural for the music machine business. Benefits are higher and rates are lower, he said, than any other plan considered. The Bankers Life Company, of Des Moines, has underwritten the plan for the California association and has announced that it will do the same for MOA, Miller said.

Regarding business other than the convention, the executives voted to adopt the week of January 23-29 as March of Dimes week. Miller said that 11,000 direct mailings would be made to oper-

ators throught the country asking their support.

The mailings will urge operators to contact their local March of Dimes directors and inform them that they plan to donate one day's collections to the campaign. Miller said that all contributions would be made on local levels so that credit for the donation would go to the proper parties. (See separate story.)

Exhibit Space

Applications for convention space will be in the mail to prospective exhibitors within the next 10 days, Miller said. (See separate story in this section for complete exhibitor information.)

The banquet for the coming convention will be held on Wednesday evening (30). This will mark the first time in MOA's history that the last evening was slated for this event. Tickets for the banquet were increased to \$15 per person.

NJBM Label

Also discussed at the executive meeting at the Morrison Hotel was the recent decision of MOA to sponsor Barney Young's NJBM record label. It was announced at that time that over 30,000 records were being shipped directly to operators from Columbia Records, which has the contract to press the disks.

Miller said that the record was reported going over big with operators already spotting it on locations.

The meeting closed Wednesday evening (12), with Miller and Sidney Levine, MOA legal counselor, leaving for Washington to lay the groundwork for the possibility of future copyright legislation.

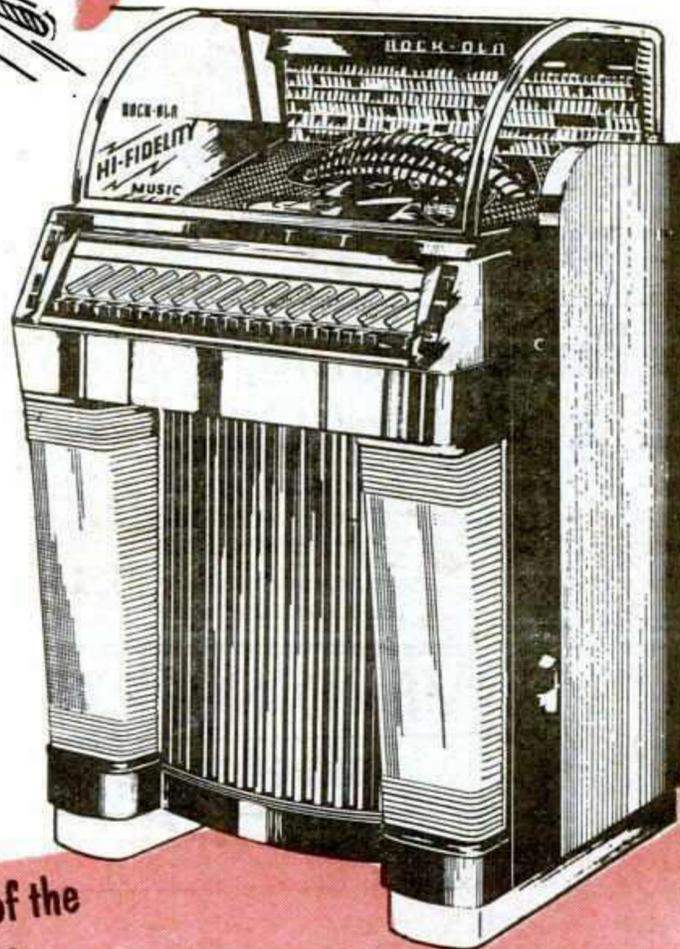
ROCK-OLA

TRACKS like a locomotive



Model 1446
120 SELECTIONS

The featherweight ROCK-OLA Tone-Arm with Hi-Fidelity, wide range pick-up Cartridge operates with floating action for longer record life yet TRACKS THE RECORD LIKE A LOCOMOTIVE, assuring continuous uninterrupted tone regardless of jarring or other outside shock.



Ask Your Route Man— He Knows!

Here's what K. V. Medrud of the DAN THE MUSIC MAN Inc. organization of Pocatello, Idaho, says:



We here at Dan the Music Man's are really happy with our Rock-Olas, as they are the most trouble-free phonographs we operate. They are especially accessible for record changing and collecting and are therefore more profitable to the Boss.
K. V. "Kenny" Medrud

ROCK-OLA MFG. CORP.
800 N. Kedzie Ave. • Chicago 51

'54 Vender Exports to Hit 7th Straight Record, Up 6%

Estimated 20,435 Machines Shipped For \$1,168,109, Canada Takes 75%

CHICAGO, Jan. 15.—The vending machine export market, which has edged to new dollar volume records the past six years, appears to have squeaked out a new record for 1954—the seventh consecutive year.

An estimated 20,435 American-made venders, valued at \$1,168,109, were shipped to foreign countries last year, an increase of 6.3 per cent over 1953's \$1,093,474 total.

(Total 1954 figures include a conservative trade estimate for November and December since official U. S. Department of Commerce figures are not yet available for these two months.)

Canada continues to completely

dominate automatic merchandising's export market, accounting for 76.5 per cent of vander exports for the first 10 months of 1954 or \$881,121 of the total \$890,821 for that period.

Canadian Boom

The boom in Canada's vending industry, coupled with the reluctance of Canadian manufacturers to enter vending, accounts for the country's near-monopoly of the U. S. vander export market.

Canada's 10,000-vending-machine industry today does about \$15,000,000 a year, a 250 per cent increase over 1951. Six of every 10 of these machines are reported located in Ontario.

Canadian manufacturers have skirted vending so far because of the necessarily short production runs and the high costs of tooling and labor. Equipment is therefore imported from the U. S. or assembled.

(Continued on page 75)

AROUND THE CLOCK

Outdoor Vending Booms in Europe

CHICAGO, Jan. 15.—Outdoor vending, relatively new to the U. S., is Europe's biggest avenue of automatic selling.

Shopkeepers in Europe have used outdoor machines to keep open around the clock for years. In Holland, Germany, Sweden and Denmark, government regulations require stores to close at 6 p.m. and to remain closed all day Sunday. Therefore, the shopkeeper who wants his share of the business finds vending machines almost an absolute necessity.

An example: The average tobacco store where 35 per cent of the business is done thru vending

machines which operate only while the store itself is shut.

The "open until midnight" drugstore, an American fixture, is unknown abroad. A regulation governing venders located outside storekeeper's shops prevents retailers from locating machines outside their stores unless the item being

(Continued on page 74)

Balloon Unit Scores at NRDGA Meet

NEW YORK, Jan. 15.—The first trade showing of Capitol Projectors' Balloonmat, at the National Retail Dry Goods' Association convention, went over with a bang, according to Sam Goldsmith, Capitol executive.

The five-day show, which ended Thursday (13) at the Hotel Statler, was attended by more than 7,000 retail store executives, according to Mike Hirze, NRDGA official.

Hirze said that a'out half of the

(Continued on page 75)

IRON CURTAIN VENDING

Moscow Automat Vends Caviar, Salmon, Beer

MOSCOW, Jan. 15.—Not even the Iron Curtain can stop the growth of automatic selling. In fact, it may not be too long before the Soviet government adds the coin-operated vending machine to its long list of Russian inventions.

But in Russia, automatic selling is limited to the automat restaurant system where diners pick their dishes from coin-operated cubby holes like postoffice boxes. Moscow's chrome-and-marble Zakusochaya Avtomat (automatic light-lunch) is a prime example.

At the Avtomat, Russians buy wine and soft drinks, and sandwiches—ham, cheese, salami, salmon and even red caviar.

First opened in 1937, the Moscow Avtomat has just reopened after a year's shutdown for a complete overhaul.

Unlike automats in the U. S., slotted tokens are used instead of regular coins. Everything from one ruble (25 cents) on up is issued in paper money and only fruit juice costs less than one ruble.

The coin slots are keyed for 13 varieties of tokens worth from 50 kopeks to four rubles. The diner buys tokens from a cashier, buys his food, and carries it to a chest-high table for a stand-up lunch.

Open-face sandwiches cost the Avtomat customer 1.56 rubles (38 cents), cookies and pastries 2.35 (59 cents), beer 2.45 (61 cents), cold plates 4 (\$1) and wine 2.80 (70 cents).

The then Soviet trade minister Anastas Mikoyan brought the idea for automatic lunch back from a trip to the U. S. in the 1930's.

Ron Carpenter East. Ad Mgr. BB Coin, Vend

CHICAGO, Jan. 15.—Ron Carpenter, eight-year veteran of The Billboard and Vend advertising sales staffs, has been named Eastern advertising manager of both The Billboard's coin machine division and Vend.

Carpenter joined The Billboard in October, 1946, in the New York advertising department. He took over complete responsibility of

(Continued on page 74)

ANIMATED VENDING

Multi-Product Vender Rotates, Has 8 Cols.

CHICAGO, Jan. 15.—Great Britain is becoming acquainted with multi-purpose automatic merchandising.

An example of the multi-product vender now being produced there is Vendol, a machine made by Brecknell, Dolman & Rogers, Ltd. Similar to the Danish Wittenborg machine, Vendol includes an additional feature: Animation.

Both wrapped and unwrapped items of varying sizes are accommodated in eight columns which rotate two complete turns per

minute. The columns are mounted on a vertical spindle in the center of the machine and are driven by a fractional hp. electric motor with a reduction gear.

Rotation allows all items to be seen thru three plate-glass windows on the side; illumination is provided for additional product highlighting.

Operation Features

The vender is operated by inserting a coin (it vends at six dif

(Continued on page 75)

Canada Heads List of Top Vender Markets

CHICAGO, Jan. 15.—Canadian vender imports accounted for 76.5 per cent of the total U. S. machines exported for the first 10 months of 1954, taking the lion's share of exports as in previous postwar years. (See separate story for total vender exports.)

Leading the Latin countries as vender buyers for the first nine

(Continued on page 74)

Canteen Buys Sterling, Major N. J. Factory Op

NEW YORK, Jan. 15.—The Automatic Canteen Company of America, fresh from contracting for the purchase of 52 per cent of the stock of the Rowe Corporation, this week made another major move when it bought the Sterling Vending Company, an in-plant operator serving industrials thruout New Jersey.

Nathaniel Leverone, Canteen board chairman, who made the announcement, also said that Canteen has opened a new franch office at Nutley, N. J.

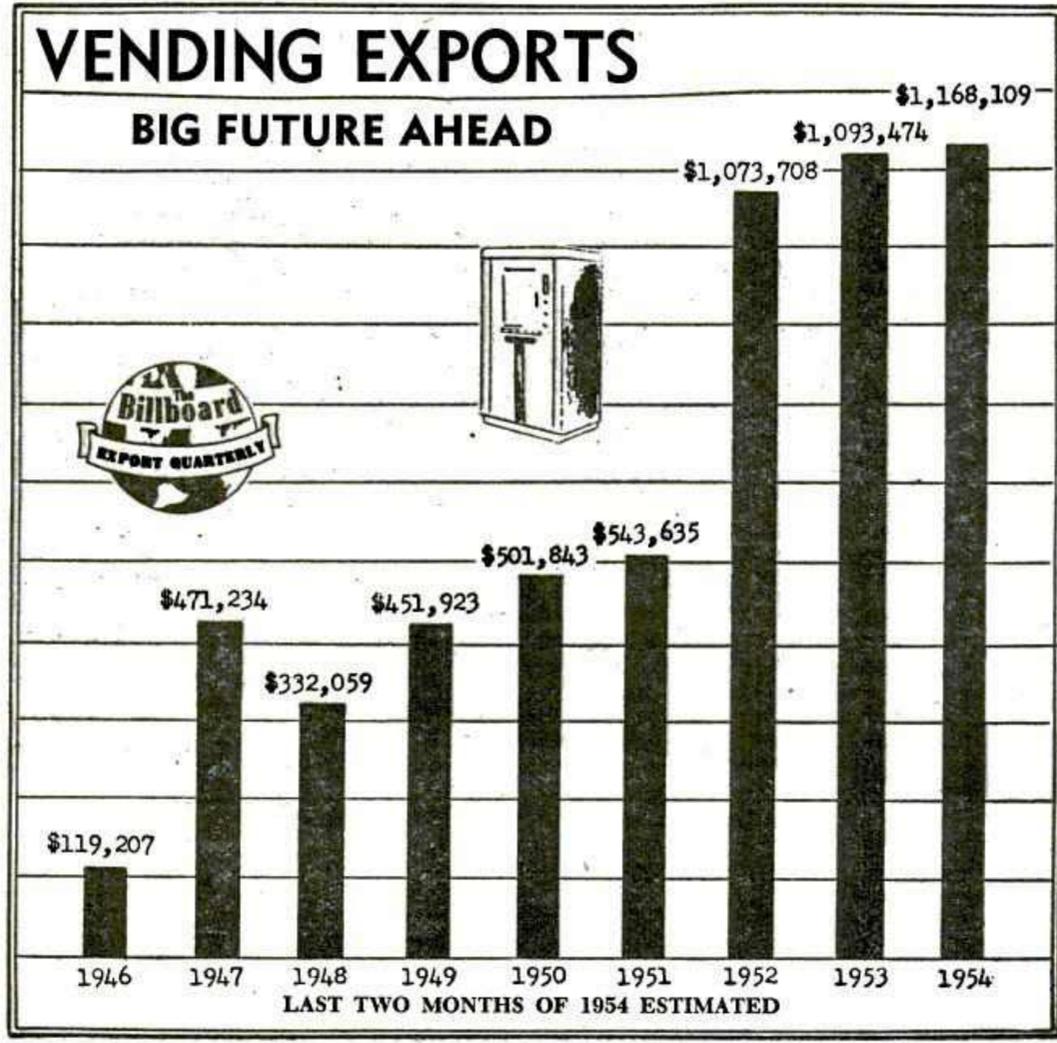
Some of the Garden State's prime industrial locations are operated by Sterling, among them the Western Electric Company, the Federal Telecommunication Laboratories, the Bell Telephone Laboratories, the Reynolds Metal Company, Linde Air Products Company and the Becton Dickenson Company.

The firm was founded 26 years ago by Henry W. Hartmann. Hart-

mann will join the Canteen staff at Nutley, with the headquarters being moved to that city from Belleville, N. J.

According to William J. Bowen,

(Continued on page 75)



Vender Mfrs. Draw Blank At RIS Show

NEW YORK, Jan. 15.—The first annual National Retail Industry Show, sponsored by the Store Modernization Institute, proved unsuccessful for three vender manufacturers which displayed their wares at the five-day meet which ended Tuesday (11) at Madison Square Garden.

Vender exhibitors were Apco, Inc., Arthur H. DuGrenier, Inc., and the Rowe Manufacturing Company and its Spacarb division. Also exhibiting were several amusement game firms (see separate story in games section).

The vender manufacturers exhibiting ran into union and con-

(Continued on page 75)

Apco to Hold L. A. Showing Of Full Line

NEW YORK, Jan. 15.—A special Western showing of the complete line of Apco SodaShoppes CoffeeShoppes and Combination SodaShoppes-CoffeeShoppes will be held Saturday and Sunday (22 and 23) in the New York room of the Hotel Statler, Los Angeles.

According to Mel Rapp, Apco executive vice-president, more than 1,000 operators, bottlers and theater concessionaires who operate venders in the 11 Western States will be at the showing.

Equipment to be displayed will consist of one, two and three-drink SodaShoppes Juniors; three, four and eight-drink SodaShoppes; the

(Continued on page 75)

CMA Elects Officer Slate

NEW YORK, Jan. 15.—Sidney Burck, head of the Long Island Tobacco Company, this week was elected president of the Cigarette Merchandisers' Association.

Other officers elected were Max Weiss, vice-president; Morris Kahan, secretary; Jackson Bloom, treasurer, and Sam Schwartz, second vice-president.

Elected to the board were Benjamin Gottleib, Max Heliche and Abe Lesh. All officers and board members were elected for the first time. Matthew Forbes remains managing director.

Vender Exports by Countries

January Thru August, 1954

Countries	Units	Value
January		
Canada	460	\$ 45,244
Mexico	98	6,080
Venezuela	29	7,509
Cuba	100	525
Salvador	2	960
Other Countries	560	9,070
TOTALS	1,249	\$ 69,988
February		
Canada	792	\$ 50,253
Mexico	600	4,500
Venezuela	30	8,414
West Germany	10	1,000
Other Countries	10	2,950
TOTALS	1,442	\$ 67,117
March		
Canada	1,712	\$264,913
Venezuela	500	6,083
Colombia	2	1,180
Mexico	1	523
Cuba	131	2,472
Belgium	800	6,930
West Germany	13	3,400
TOTALS	3,183	\$290,201
April		
Canada	1,246	\$ 65,585
Mexico	18	1,848
Salvador	8	3,883
Bermuda	25	1,192
Venezuela	21	6,215
Belgium	500	3,750
West Germany	2	900
TOTALS	1,820	\$ 83,373
May		
Canada	396	\$ 58,128
Venezuela	2	559
Salvador	4	2,560
Panama	4	2,034
Italy	4	6,140
Kuwait	10	2,697
Other Countries	110	6,190
TOTALS	530	\$ 78,308
June		
Canada	955	\$ 50,418
Cuba	100	1,425
Belgium	600	5,850
Other Countries	205	6,550
TOTALS	1,675	\$ 64,243
July		
Canada	1,339	\$ 50,237
Canal Zone	5	995
Cuba	240	4,888
Venezuela	20	5,435
Belgium	450	3,750
France	3	1,045
Other Countries	20	5,540
TOTALS	2,077	\$ 71,890
August		
Canada	1,423	\$ 50,356
Venezuela	29	9,483
Argentina	1	1,351
France	19	5,170
Philippine Republic	9	10,000
Australia	1	528
Other Countries	100	4,000
TOTALS	1,582	\$ 80,888
September		
Canada	1,919	\$ 45,987
Venezuela	150	12,725
Belgium	1,000	8,400
France	200	4,900
Salvador	5	3,125
Hong Kong	10	2,500
Colombia	1	956
Other Countries	230	6,820
TOTALS	3,514	\$ 85,413

SOMETHING TO REALLY CROW ABOUT!



YES, MR. OPERATOR

you can now afford to put better merchandise in your Capsule Vendors at Lower Cost. Victor saves you from \$1 to \$3 per M on filled capsules by automatic sealing; thereby saving you time and money.

Victor makes the finest capsules at low cost, the finest charm items at low cost, the finest bulk and capsule vendors, at low cost. **BUY VICTOR AND SAVE!**

At least 15 to 20 NEW charm items or miniatures will be released by Victor within the next 30 days, for bulk, rocket, or capsule vending. These miniatures are ORIGINAL, not copies.

Give your customers a treat and use the finest charms obtainable. They cost you no more and will do a terrific job of selling!

BETTER BUYS by VICTOR

VICTOR CHARMS	In Bulk	In Capsules
Chic'n Egg (action)	\$18.00 M	\$22.50 M
Cheese & Mouse (action)	18.00 M	22.50 M
All Plastic Salt & Pepper Shakers	13.50 M	17.50 M
Metal Top Salt & Pepper Shakers	14.00 M	18.00 M
Rocket Puzzles	15.25 M	19.50 M
Snap-Spin Tops	7.50 M	12.50 M
Sling Shots	8.75 M	15.00 M
Lorgnette	13.50 M	17.50 M
Ejector Knife	15.25 M	19.50 M
Scabbard Knife	15.25 M	20.00 M

Cane Tie Clip, Jump Ring & Top Hat	13.25 M	19.00 M
Cane Tie Clip, Jump Ring & Boxing Glove	15.00 M	21.00 M
Cane Tie Clip, Jump Ring & Game Bag	15.00 M	21.00 M

Wire Puzzles, Plated, 4 Kinds, Mixed	7.00 M	12.50 M
Magic Photo Ring	12.50 M	19.00 M
Jump Photo Ring	13.50 M	18.00 M

Above prices F.O.B. your VICTOR distributor's door. Other Capsule Items and Prices Will Follow.

World's Largest Manufacturers of Vendors, Charms and Capsules.

Get them at your nearest VICTOR distributor

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

CIGARETTE, CANDY AND DRINK MACHINES!

THIS WEEK'S SPECIALS!

ROWE DIPLOMAT ELECTRIC ← 8 Cols., 340 Cap. →	ROWE CANDY MERCHANT with changemaker 7 Cols., 158 Cap. →
\$150.00	\$165.00

UNEEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap.	\$ 75.00
Model E, 8 Cols., 240 Cap.	92.50
Model E, 12 Cols., 300 Cap.	90.00
Model 500, 9 Cols., 350 Cap.	100.00

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap.	\$ 85.00
President, 8 Cols., 320 Cap.	130.00
Crusader, 8 Cols., 380 Cap.	145.00
DUGRENIER CHAMPION, 9-11 COLS., 420 CAP.	100.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model	\$ 52.50
Stoner Candy, Prewar, 160 Cap.	135.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED.

WRITE FOR INFORMATION!

All Equipment Unconditionally Guaranteed.
Trade Prices 1/3 Deposit, Balance C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

HATCHING EGG with UGLY DUCKLING

Vends Perfectly in 1¢ Machines



\$12.75 per 1,000

f.o.b. Jamaica, N.Y.
Immediate Delivery.
Or: At Your Distributor.

ALSO—HATCHING EGG, with UGLY DUCKLING in CAPSULES

\$17.50 per 1,000 f.o.b. Jamaica, N. Y.

Feature this superior gimmick in your ball-gum charm machines. Vends by itself. You get your penny back. We advise you dress-and-fill at least 150 in each machine.

SAMUEL EPPY & CO., INC.

91-15 144th Place
Jamaica 35, L. I., N. Y.

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"



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manufacturing co., inc.
11421 knightsbridge ave.
culver city, calif.

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.

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 \$7.50.
(Foreign rate, one year, \$8)

892

Name

Address

City..... Zone.... State.....

Occupation



SCHOENBACH STAMP VENDORS
Folder Type

ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$24.50 ea.
3 Col. Vendor \$32.50 ea.

STAMP FOLDERS Very Low Prices
1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

CLEARANCE SALE CIGARETTE and CANDY MACHINES

Fully reconditioned and ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

BYRONER 8-COLUMN UNIVENDOR, 160 capacity, complete with base, prewar model\$99.00
ROWE CANDY 8-COLUMN, 120 capacity, complete with base... 60.00
NATIONAL 9-18, 162 capacity, complete with base 70.00
9-COLUMN "W" with base—king size 55.00
7-COLUMN "S" with base—king size 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. Write for more detailed list of available machines.

NATIONAL VENDING
308 Furman St. Brooklyn, N. Y.
Triangle 5-1857

Ready for Delivery Now!

OAK'S NEW TAB GUM VENDOR

R. R. WHITEHEAD
1075 Woodland Avenue S. E.
Atlanta, Georgia



FOR YOUR SUPER LOCATIONS

The New Improved 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 . . . \$71.80 per case
25 cases or more . . . 67.80 per case

KEEP IN TOUCH

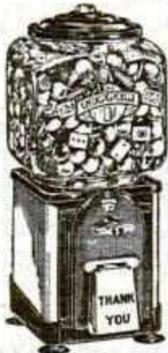
With Your VICTOR Distributor for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

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

Place Your Orders With Your Nearest VICTOR Distributor
VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, Illinois



Here's the Capsule Vender that's Bringing the Big Money



Northwestern SUPER JET

THE HOTTEST MONEY-MAKER IN THE CHARM FIELD TODAY

★ Magic Flow Hopper for accurate vending of ALL capsules.

- ★ Giant capacity; wide open top for easy loading.
- ★ Distinctive three-dimensional display front.
- ★ Baked enamel or bright chrome-plated finish.

AT YOUR NORTHWESTERN DISTRIBUTOR OR WRITE

THE NORTHWESTERN CORPORATION

2124 E. Armstrong Street Morris, Illinois



Your Best Buy Is VICTOR CAPSULE VENDOR

Try four and you'll buy more

Special Get-Acquainted Deal
4 CAPSULE VENDORS & 1000 Filled Capsules, all for \$92.95.

Order from
ROY TORR
LANSDOWNE, PA.

RECONDITIONED VENDORS

BULK VENDORS

N.W. Model 49, 5c	\$12.50
N.W. Model 39, 1c	7.50
N.W. Standard, 1c & 5c	7.50
Silver King, 1c	8.50
Silver King, 5c	8.50
Silver King Hot Nut, 5c	12.50
Victor Model V, 1c, Globe	8.00
Victor Model V, 1c Cabinet	8.50
Columbus Model 462B, 5c	7.50
Columbus Tri-More, 3 Comp.	17.50
Asco Hot Nut, 5c	7.50
Atlas Bantam 5c Tray	5.95
Regal's 1c	7.50
Jewel Vendors, 5c, 2 Comp.	7.50
Cadillac Jr., 5c	6.95
4 Comp. 1c Bulk Vender	5.00
Cash Tray, 5c, As Is	1.00
Min. Order 5 Mchs.	

SPECIALS

Acorn 5c Bulk Vender, Like New	\$10.00
Acorn Capsule Machine, Taken in Trade, Like New, 10 Pcs. Ea.	12.95
Master 1c Bulk Vender, New	7.50
Advance 1c Ball Gum Machine, New	5.00
Atlas 1c & 5c Comb. Ball Gum Vender, New	9.95

Write for Catalog of New & Used Vendors, Accessories & Supplies
1/2 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

Around-the-Clock Vending

Continued from page 72

built into the store front under the display window. This is a permanent installation and is filled from inside the store.
In Holland, virtually all machines are owned individually and operated by shopkeepers. Over 30 per cent of all cigarettes purchased are sold thru vendors in this country, and a substantial portion of all candy and pastry sales.

Op a Rarity

The vending operator as he is known in the U. S. is a rarity in Europe. There are only a handful of operating companies. The majority of vendors are owned by individual shopkeepers who personally stock them and put them out in front of their shops each evening and on Sundays.

Since the shopkeepers have little or no experience in maintaining vending equipment, the manufacturers must offer extensive service facilities which enable repairs to be made on location. Machines are sold direct to the shops by the manufacturers' salesmen and many of the larger companies offer financing.

And unlike the automatic selling industry in the U. S.—where there are dozens of machine types—European manufacturers build only three basic kind of vendors:

1. The cigarette machine which operates on the pull-out drawer principle.
2. The window unit which opens out and is used for various odd-shaped items including pastry as well as candy.
3. The Vitrinomat, an adaptation of the cigarette machine which is

One large tobacconist in Amsterdam has a battery of eight big cigarette machines which disappear into the sidewalk during the day. In the evening they are pulled up and completely cover the store front.

Large Units

An enterprising Dutchman earns his living by standing in front of the large installation and operating it for customers. He work from 6 in the afternoon until 1 a.m. and lives on the tips.

Canada Heads

Continued from page 72

months of 1954 were Venezuela, Mexico, Salvador, Cuba, Belgium, France and West Germany appeared as promising European markets.

Token purchases of U. S. vending equipment were made by Bermuda, Canal Zone, Australia and Hong Kong.

Among the important buyers are Venezuela, which bought \$56,423 in vendors for the first nine months; Mexico, \$12,951; Cuba, \$9,310; Salvador, \$1,528; West Germany, \$5,300; Colombia, \$2,136; Belgium, \$28,680; Bermuda, \$1,192; France, \$11,115; Italy, \$6,140; Philippine Republic, \$10,000.

Duty Barrier

American vending machines were banned in Canada until January, 1951, because of Canada's shortage of U. S. dollars. Despite a formidable duty barrier, Canada's venter imports from the U. S. have increased each year since 1951 and continue to increase.

The duty on U. S. machines coming into Canada is 7 1/2 per cent if the importer can satisfy customs officials that a similar unit is not currently being made in the country. Otherwise, the tariff is 22 1/2 per cent.

A \$100 U. S. machine, for example, coming into Quebec province, faces costs totaling \$38. That includes 22 1/2 per cent import duty, 10 per cent sales tax and the special 5 per cent provincial sales tax, as well as the local vending license, plus shipping and handling expenses.

Altho most U. S. machines need only minor coin mechanism alterations to fit them for the Canadian market, cigarette machines are an important exception, and two Canadian manufacturers so far have made some 2,000 machines which are now operating in the country.

Ron Carpenter

Continued from page 72

merchandise department sales in 1948.

In 1952 he was named to handle advertising sales in both the coin machine division and Vend, sister publication of The Billboard.

In a joint announcement, G. R. Schreiber, editor and publisher of Vend, and Hilmer Stark, general manager of the coin machine division, stressed that growth during 1954 necessitated both the assignment of additional responsibilities and an increase in the size of the New York advertising sales department.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #29 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post-Car (Metal)	7.45
Advance #D 1c B.G.	4.45
Advance #D 1c Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.60
Pistachio Nuts, Vendor's Mix	.55
Pistachio Nuts, Sheik	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.40
Spanish	.33
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.33
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Lotanges	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rein. Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.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.
L'ONGacre 4-6467

VICTOR CHARMS

Chic'n Egg (action)	\$18.00	M \$22.50	M
Cheese & Mouse (action)	18.00	M 22.50	M
All Plastic Salt & Pepper Shakers	13.50	M 17.50	M
Metal Top Salt & Pepper Shakers	14.00	M 18.00	M
Rocket Puzzles	15.25	M 19.50	M
Snap-Spin Tops	7.50	M 12.50	M
Sling Shots	8.75	M 16.00	M

All Victor models available. 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

SACRIFICE SALE!

34 New Victor Toppers Deluxe, Write, 5 or 1c mechanism—Gum or Charm Wheel, 21 Glass Globes & 13 All-Plastic Globes, 4 slightly used Victor Toppers, Deluxe, 5 or 1c mechanism, \$6 ea. 3 new Acorns & lbs. \$9 ea. 2 slightly used Silver Kings, \$5 ea. 20 new Iron Stands, \$2.75 ea. 11 new SWAMI Fortune Machines, \$11 ea. CURTIS DIST. CO., 31-07 37th St., Long Island City 3, N. Y.



NEW DESIGNS
NEW IDEAS
NEW FINISHES
send 35c Complete Sample Kit
Quality filled Capsules, F.I.B. Badges, Flicker Action Pictures, Initial, Military, Cameo and Jewel Rings.
National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.

Beautifully Designed Candle Sticks

WITH REAL CANDLES
in a variety of assorted plated finishes (copper, nickel, silver, and Hamilton finishes)
as finely turned as a collector's miniatures—perfect for holidays and birthdays

FILL YOUR OWN CAPSULES
1 M Capsules and 1 M Candle Sticks with Candles, \$17.25 per M
FILLED CAPSULES
1 M Candle Sticks with Candles . . . \$20.00 per M
Complete line of filled capsules! Complete line of Capsule Merchandise for Sale—Empty Capsules, Key-chains, etc.

PAUL A. PRICE CO.
55 Leonard St., New York 13



VICTOR'S TOPPER
1c BALL GUM MACHINE
\$12.50 each.
\$12.00 100 or more.
VICTOR'S SUPER V CAPSULE VENDOR
\$17.95 each
\$16.95 each—100 or more.
FILLED CAPSULES
Assorted Mixture \$14.00 per box of 700
Write for prices on gum and charms for 1c machines.
Per Box of 700
Salt & Pepper Shakers in Capsules \$12.48
Top Hats With Earrings 17.00
Playing Cards 10.50

GARDNER & LOSE
2611 Hale Ave. Louisville 10, Ky.

CIGARETTE MACHINES

Reconditioned As New
DuGRENIER Model W, 9-col. . . \$99.50
DuGRENIER Electric, 7-col. . . 125.00
Eastern Electro, C-8 129.50
Smokeshop, Electric, 9-col. . . 129.50

BRAND NEW

CHIPMAN, 6-col. \$99.50
One-Third Deposit on All Orders.
Write for Free 32-Page Vending Machine Catalog.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

GIVE TO DAMON RUNYON CANCER FUND

Monthly Vender Exports

Quarterly Comparison 1951-1954

First Quarter

1954		1953		1952		1951	
No. Venders	Value						
January 1,249	\$ 69,388	January 1,352	\$ 102,359	January 1,048	\$ 30,232	January 620	\$ 74,247
February ... 1,442	67,117	February ... 1,695	90,642	February ... 1,056	59,742	February ... 498	22,077
March 3,183	290,201	March 2,157	91,014	March 938	50,783	March 1,756	76,898
Totals ... 5,874	\$ 426,706	Totals ... 5,204	\$ 284,015	Totals ... 3,042	\$ 140,757	Totals ... 2,874	\$ 173,322

Second Quarter

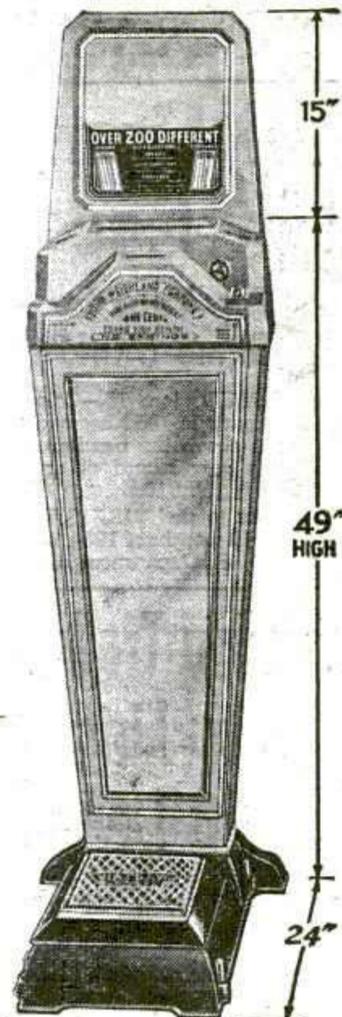
April 1,820	\$ 69,388	April 1,885	\$ 123,312	April 4,103	\$ 87,832	April 1,035	\$ 54,883
May 530	78,308	May 1,200	83,742	May 1,821	65,345	May 584	70,654
June 1,675	64,243	June 667	112,397	June 3,832	81,769	June 550	51,192
Totals ... 4,025	\$ 225,924	Totals ... 3,752	\$ 319,391	Totals ... 9,756	\$ 234,946	Totals ... 2,169	\$ 176,739

Third Quarter

July 2,077	\$ 71,890	July 896	\$ 44,718	July 4,618	\$ 67,630	July 693	\$ 41,640
August 1,582	80,888	August 1,598	49,873	August 4,745	84,598	August 378	32,751
September .. 3,514	85,413	September .. 1,127	93,926	September .. 4,265	91,666	September .. 655	27,610
Totals ... 7,173	\$ 239,191	Totals ... 3,621	\$ 188,517	Totals ... 15,628	\$ 247,894	Totals ... 1,726	\$ 102,001

Fourth Quarter

October 1,024	\$ 54,341	October 1,206	\$ 78,544	October 5,804	\$ 138,348	October 387	\$ 52,047
*November .. 730	144,516	November .. 730	144,516	November .. 3,782	144,899	November .. 292	20,837
*December . 1,609	78,431	December .. 1,609	78,431	December .. 3,001	82,076	December .. 305	18,799
*Totals .. 3,363	\$ 277,288	Totals ... 3,645	\$ 301,491	Totals ... 12,587	\$ 365,323	Totals ... 984	\$ 91,683
Year Total. 20,435	\$1,168,179	Year Total. 16,222	\$1,093,474	Year Total. 38,350	\$1,073,708	Year Total. 7,753	\$ 543,635



13" WIDE

WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE

PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

YACHTING
(Capsule Style)

If you haven't the bankroll to afford a yacht, you can boost your bankroll with Guggenheim's new miniature sailboats in your vending machines. These little boats with separate contrasting sails really float and are breath-propelled!

Hoist new sales with this nautical charm — you're sure to go overboard for it.

1 m SAILBOATS in CAPSULES
\$17.00

Fill your own!
1 m sails.....1 m boats.....
1 m capsules...all for
\$14.00

EMPTY CAPSULES
Over 100m 3.50 per m
Over 25m 3.75 per m
Less than 25m ... 4.00 per m

Order from distributor or

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

Apco to Hold

Continued from page 72

Dual-Station Theater Model SodaShoppe, the CoffeeShoppe, the CoffeeShoppe Junior and the combination unit.

In addition to Rapp, Stan Rheeling, vice-president and divisional manager of Apco's Western branch, and Bert Farmer, Regional representative in New Mexico and Colorado, will be on hand to greet visitors.

Vender Mfrs.

Continued from page 72

cession trouble as soon as the show opened.

The concessionaire at the food stand would not allow any cigarettes or food products to be dispensed at the stand—even for demonstration purposes.

Union Threat

According to two reliable sources, a local union threatened to picket the show if the venders were used to dispense any goods. Ned Irish, Garden executive, said he was powerless to stop such action.

One exhibitor said he was asked to tape up the coin chutes of his floor models.

Most of the vender exhibitors explained they would not return next year. John W. Evans, managing director of the show, said he "didn't think he'd have vending firms back next year."

Apco displayed two six-drink SodaShoppes, one three-drink SodaShoppe, CoffeeShoppe and a Smokeshop. The booth was manned by Mel Rapp, executive vice-president assisted by Walter Sherman, Joe Bendas, Phil Newman and Ray Barnes.

At the DuGrenier booth were Richard DuGrenier, Francis DuGrenier Jr., and Bob Klein. DuGrenier exhibited its cigarette and candy venders.

Al Panuzzo, Spacarb field engineer, was in charge of the Rowe-Spacarb exhibit, assisted by Jack Hobson and Jack Pollard. The Auto-Snak batteries and cigarette venders were exhibited.

Multi-Product

Continued from page 72

ferent prices), waiting for the desired compartment to reach the operating position, then sliding open the appropriate door. The column then stops rotating, and after the article is removed and the door released, it resumes rotating with the seven other columns.

Each sliding door is arranged so the initial movement will stop the appropriate column when the selected item can be viewed thru the glass in the door. If the customer changes his mind before he actually opens the door, the column will revolve again; thus permitting a new selection.

Physical aspects of the new machine: two front doors open for loading; columns may be rotated by hand for filling. A separate locked cash drawer is not accessible during the restocking operation. The machine is six feet high, two feet five inches deep, and three feet seven inches wide.

St. Patrick Match Books Available

NEW YORK, Jan. 15.—Cigarette vending operators who want special St. Patrick Day match books—recently popular with tavern locations—must place their orders by the end of the month in order to get delivery in time for the holiday, the match industry information bureau announced today.

Tavern owners in Irish neighborhoods last year were offered specially inscribed match covers in the approved St. Patrick's green color.

1954 Exports

Continued from page 72

bled there using U. S. parts and patents.

"But as the industry grows, mainly thru imports from the U. S., Canadian manufacturers benefit, because a market is being built up which they will certainly eventually supply," explains Alan King, president, Canadian Automatic Merchandising Association (see separate story on top vender importing countries for further details on the Canadian vender market).

Top Countries

Vender exports have kept increasing each year since 1948 (see graph). In each of these years, Canada has held uncontested No. 1 position, with five Latin American countries accounting for much of the remainder—Venezuela, Mexico, Colombia, Cuba, Salvador. European entries in the U. S. vender export field are Belgium, France, West Germany and Italy. The Philippine Republic imported some venders during the year, too (see chart in this section for complete market breakdown by countries for the first 10 months of 1954).

The unit-dollar volume figures for the first 10 months of 1954 indicate a reverse in the trend to exporting newer, larger and more expensive machines.

Smaller Venders

In 1952, 38,350 venders exported brought a total dollar volume of \$1,073,708 or an average price per machine of approximately \$28. In 1953, just 16,122 venders shipped brought just about the same dollar total (\$1,093,474) for a average machine price of about \$67.70, following a trend of increasing average machine prices.

However, for the first 10 months last year, the average price dropped to about \$49, indicating that more used and more smaller machines were being exported, a large percentage of bulk machines.

(See separate stories and charts in this section detailing various phases of the current overseas vender market.)

Balloon Unit

Continued from page 72

750 members of the association are independents doing \$100,000 a year or less, while the remainder are chains and independents doing more than \$100,000 a year.

Interest High

He added that interest in the balloon vender ran high during the meet, with many store operators exploring methods of selling balloons and working them into their promotion schemes without maintaining counters for their sales.

Hirze said that the balloon vender could be utilized in promotions, but that such balloon promotions would work best in stores catering to lower and middle-income groups, rather than in so-called class outlets.

Goldsmith said the results at the show surpassed anything that either he or Leo Willins had expected. He said the firm now has a heavy backlog of orders as a direct result of the exhibition.

No other coin machine firms exhibited at the show.

Canteen Buys

Continued from page 72

manager of the branch, the Nutley structure, containing 10,500 square feet of floor space, was built to provide larger and more modern facilities.

The building contains storage space for all types of merchandise used in the firm's various Canteens, a repair shop and office quarters. The shop is equipped for all type repairs, and a full stock of replacement parts is on hand.

Several hundred business, industrial and civic leaders were entertained at an open house there Wednesday (12). Greeting them were Leverone, Bowen; H. E. Spenser Jr., Canteen vice-president, and other Canteen executives.

DISA Dates Set

NEW YORK, Jan. 15.—The Edgewater Beach Hotel, Chicago, has been selected as the site of the 36th annual meeting of the Dairy Industry Supply Association. The organization is an association of dairy industrial supply and equipment firms, with more than 410 members.

Lorillard Ups Bass

NEW YORK, Jan. 15.—A. Judson Bass Jr., has been promoted to field manager at the Chicago sales headquarters of P. Lorillard Company. He was formerly field manager at Dallas.

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.
Chloro-Vend Ball Gum, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 40¢ lb.
Bubble Chicks, 320 & 520 ct. 36¢ lb.
Tab (short stick), 100 ct. 38¢ box

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

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

Operators want New and Original Charms, not copied charms. Copies seem to be a practice among certain manufacturers who apparently haven't the ability to originate.

VICTOR VENDING CORP.

'54 Coin Exports Up 22½%; Hit Record \$14½ Million

Top Year for Juke, Vender Trade; Game Market Steady Due to Boom

CHICAGO, Jan. 15.—Coin machine exports in 1954 boomed 22½ per cent above the previous year, setting a new record of an estimated \$14,687,810.

Exports totaled \$12,513,551 for the first 10 months of 1954, according to U. S. Department of Com-

merce figures, and estimates of the final two months of the year place the year's total above \$14½ million.

Juke box exports, accounting for about 70 per cent of total coin machine exports, totaled an estimated \$10,233,715, setting a record for this department.

Vending machine exports also set a new mark in 1954; with an estimated total of \$1,168,109, up 6.3 per cent over 1953.

Amusement game shipments dropped off from 1953's record high of \$3,960,181, to an estimated \$3,285,986 in 1954. (1954 totals are based on Department of Commerce figures thru October and estimates of the final two months.)

Coin machine exports have shown a steady, record-breaking climb since 1950, when dollar volume passed well above the \$3 mil-

(Continued on page 78)

Foreign Trade Bureau Lists Exports Laws

WASHINGTON, Jan. 15.—License regulations for exporters of coin-operated amusement games, juke boxes and vending machines were explained this week by the Bureau of Foreign Commerce.

Guy Dunham, in the export control section of the bureau, reports that games, juke boxes and venders can be exported to any country outside the Iron Curtain, Hong Kong, Macao, and Viet Nam under a "general license."

While technically all exports are licensed, those which can be shipped under a "general license" do not require any application for

(Continued on page 78)

Export Firm Sees '55 Trade Up 40%

German Mfrs. May Vie With U. S.; Austria, Brazil, Argentina Choice Coin Markets

CHICAGO, Jan. 15.—O. O. Mallegg, Inc., export firm dealing in juke boxes, shuffle, pinball and coin-operated billiard games, expects U. S. coin machine exports in 1955 to increase 40 per cent over last year.

Forecasting the biggest coin machine export year on record, O. O. Mallegg, head of the firm, says: "This will be a banner year for exporting shuffle games, pinball games and juke boxes." Mallegg returned recently from a trip covering Europe and North Africa.

Mallegg singles out Germany as the most active market and the country with the biggest future potential for U. S. coin machine exports. (See separate stories.)

(Continued on page 77)

SEES BIG YEAR

Op Assn. Head Predicts Brisk '55 Coin Trade

BRIDGEPORT, Conn., Jan. 15.—"Amusement machine business has been holding up very well and is steadily improving, and I sincerely feel that 1955 will be an exceptionally good year for the industry."

Thus spoke James V. Fitzpatrick, president of the Bridgeport Coin Machine Operators'

(Continued on page 78)

BOOST EXPORTS

Chi Game Distribs Sell World Markets

CHICAGO, Jan. 15.—With the amusement game export market steady during 1954 and due to increase in 1955, Chicago distributors have stepped up shipments to foreign markets.

Shipping mostly pinball games, and some Arcade equipment, Empire Coin Machine Exchange found Belgium its top 1954 market, according to Howard Freer of the sales staff. Other large shipments went to Singapore and Tokyo. Shipments to Italy, Peru and France were more limited. Prospects for 1955 look good for shipments to North Africa, Honduras and South American countries.

Sam Kolber, of the First Coin Machine Exchange export department, said the firm's exports were

mainly pinball games, with shuffle game shipments just being introduced. Sweden, Switzerland, Belgium and South Africa were the top markets for the firm in 1954. Sweden, where shuffle games are just being introduced, may prove a good customer in 1955 in this field. Other shipments go to Venezuela.

(Continued on page 77)

Chi Coin Bows New Shuffle Target Game

CHICAGO, Jan. 15.—Criss Cross Target, a new combination shuffle-target game was shipped to distributors this week by the Chicago Coin Machine Company.

Scoring features three nine-number cards, each corresponding to target holes on the playfield.

The player shoots steel pucks—15 shots for a dime—down a mica board turned up at the end, which drops the puck onto an inclining rubber target area of nine holes.

Getting five shots to fill out each of the three cards lighting up on the backglass, the player tries to

(Continued on page 78)

Canadian City Studies Game License Bid

SASKATOON, Sask., Jan. 15.—Proposals for licensing coin-operated amusement games, including pinball games, have been received by City Council and referred to the police commission for study.

Operators of business places where games are installed, thru a solicitor, said licensing should

(Continued on page 77)

LATIN AMERICA

Fla. Distribs Find Plus \$\$ in Exports

Continued from page 66

Company, distributor of AMI phonographs.

All three distributors agree that in addition to the plus business represented by exports which flow from Miami to the rapidly develop-

ing Latin American countries such as Columbia, Venezuela, Peru and Panama, there is the equally important factor of providing an ideal outlet for older machines. This fact, they point out, increases their domestic activity by enabling them to take in more old equipment in trades. Too it enables the distributor to sell more new equipment.

The three firms expect to step up their overseas selling in 1955, predicting the coming year will bring an increased demand for all coin-operated equipment south of the border.

Ted Bush, of Bush Distributing Company, said that several Latin countries were stabilizing their currency, which should have a beneficial effect on easing import restrictions.

He pointed out, however, that exporting is loaded with unseen problems and could easily result in

(Continued on page 79)

Red Light Turns Yellow For Gun Games in N. Y.

NEW YORK, Jan. 15.—While local amusement game operators haven't exactly been given the green light for gun games, a new ruling by the New York Licensing Board has changed the red light to a blinking yellow one.

The location is the cornerstone of the local amusement games licensing policy, and New York operators can place gun games on locations if they're the right kind.

Commissioner Edward T. McCaffrey, head of the NYLB, explained the gun game directive recently handed down by his department. Gun games may be

placed on locations if the game is registered with the board under the location's name; if the location is not generally frequented by minors under 16, not accompanied by parents, guardians or other responsible adults, and, finally, if the location is not within a city

(Continued on page 77)

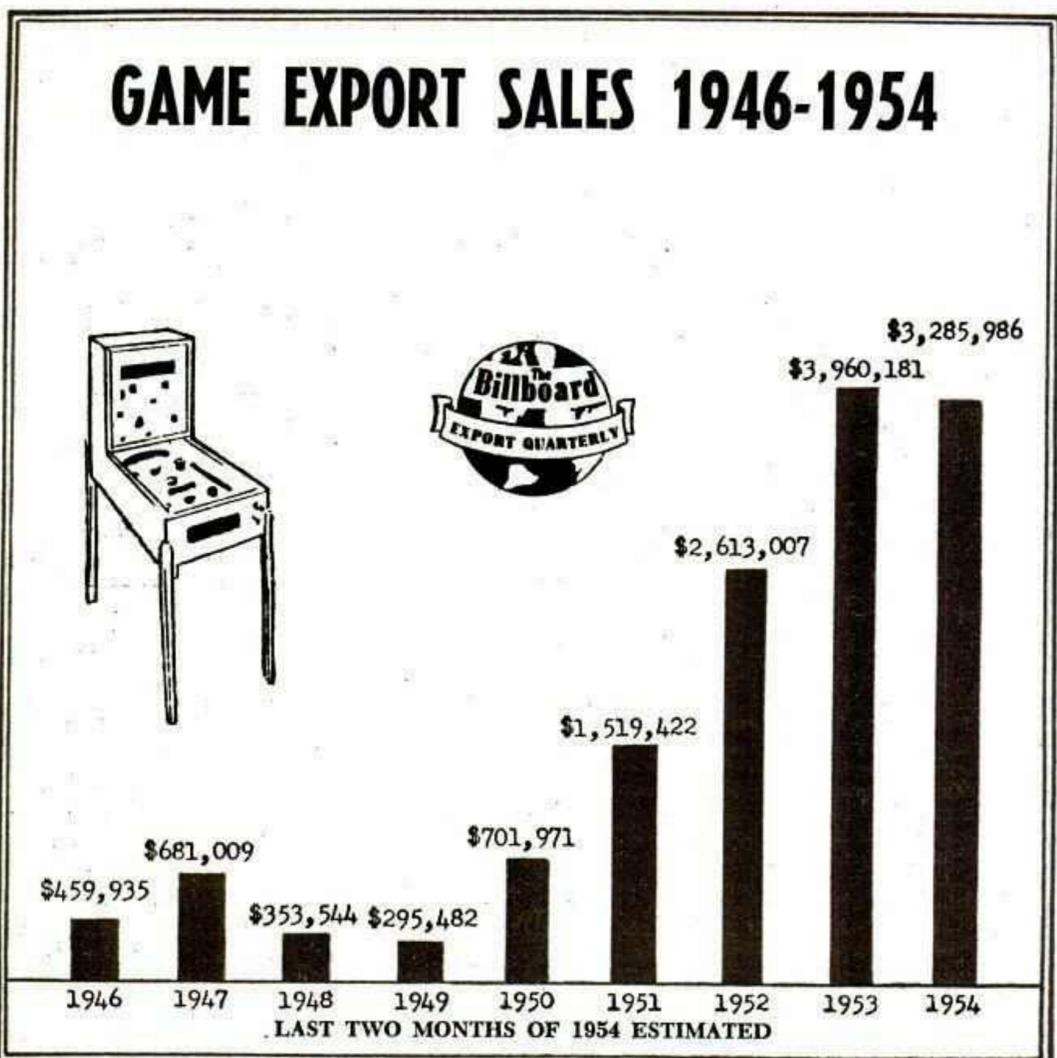
Detroit Shuffle Group Names New Officers

DETROIT, Jan. 15.—The following officers were elected for the new year by the Detroit Shuffleboard Association at its meeting Thursday (6) in the Hotel Tuller: President, Martin M. Burke, Brown Amusement Company; vice-president, Tom Dewberry, T. J. Amusement Company; secretary-treasurer, Bob Calderwood, G. T. & C. Company; executive director, Fred W. Chlopan; director of leagues, John C. Westerdale.

Board Members: Joseph Brilliant, James Darios, Everett DeWitt, Jake Dumler, Maurice Feldman, Kenneth Guinan, Mark Linkner and Dale Sauve.

Chairman of Finance Committee, Charles Friedenber; program committee, Joseph Kanterman; sick committee, David Yamshom, and sergeant at arms, Sam Weisser.

The installation banquet will be at the Westwood Inn, February 10. Many notables will be invited.



Vince Shay Joins All-State Firm

CHICAGO, Jan. 15.—Vince Shay, of the Empire Coin Machine Exchange sales staff, announced this week that he was leaving the firm and joining Stanley Levin and Mickey Schaffer as partner in the All-State Coin Machine Exchange.

All-State began operations early last October as a new Chicago distributing company handling all types of coin-operated amusement games.

Shay has been active in the coin machine business for more than 35 years. He joined the sales staff of Mills Novelty Company in 1919 and, at the age of 23, five years later, he was appointed general sales manager of the

(Continued on page 78)

Sees 1955 Exports Up 40%

Continued from page 76

Germany, according to Mallegg, not only offers the best market for U. S. games and juke boxes, but is making arrangements to ship her own coin machine products to this country.

American Dollars

Germany is one of the few countries with American dollars, enabling her to bring in large quantities of U. S. coin machines, says Mallegg, and she is one of the few



O. O. MALLEGG

countries to manufacture her own coin machines successfully.

The Wiegandt-Automaten, Berlin, producer of the Diplomat juke box, and Theodore Bergman & Company, Hamburg, manufacturer of the Symphonie juke box, are among the top German juke box manufacturers, according to Mallegg. The Diplomat plays 100 selections, 45 r.p.m. disks, and plans are to export it to the U. S., Canada and South America.

The Symphonie, a 40-selection unit, plays 45 r.p.m. records also. The German juke boxes are exported at a relatively low selling price, and this factor proves a boon to international sales. One drawback with the German models, is that many, including the Diplomat, have cabinets constructed of metal rather

Boost Exports

Continued from page 76

Netherlands, Canal Zone, Mexico and Alaska.

Europe Biz Up

Judd Weinberg, Judd Industries, subsidiary of D. Gottlieb & Company, reports export business is picking up thruout Europe, especially for five-ball games. With trading easier on the French market, the firm is increasing shipments to that country. Switzerland, Holland, Belgium and North Africa are other markets Weinberg feels will definitely improve this year.

Donan Distributing Company has not handled export trade in the past, but Don Moloney, head of the firm, sees the export field as a lucrative one. He expressed a desire to begin exporting this year.

Purveyor Distributing Company, another firm making steady annual exports of amusement games, finds the South Pacific area a good market.

Chicago Export Center

Despite its distance from the trade ports of New York, San Francisco and New Orleans, Chicago has rapidly gained in stature as an export center. Over-all foreign trade has developed to a point where there are more than 100 firms specializing in the exporting of Chicago amusement products.

A major factor in the development of Chicago as an export center has been the availability of international freight forwarding, steamship and air line agencies, railroad freight representatives and foreign banking facilities. Another key factor has been the establishment of Chicago offices by such major ports as New York, Mobile, New Orleans, Baltimore, Boston and San Francisco.

than wood. Tone quality in the German-made juke boxes, says Mallegg, nevertheless compares favorably with U. S. models. He believes that Germany has the potential to take the leadership from the U. S. in the exporting of juke boxes.

German Records

Telefunken, a large German record company, furnishes much of the music for German juke boxes. Besides making its own records, about 80 per cent of the firm's business consists of taking American records and re-pressing them for the German market.

Favorite German recordings are those of popular American music, including jazz, and rhythm and blues tunes. Classical music is not popular on the German juke boxes. Telefunken sells records to other countries, including South America.

Amusement games popular in Germany are pinballs featuring horse racing themes, card game themes and bingo pinball play.

Austria, says Mallegg, is just opening up as a good game and juke box market. New and used shuffle and pinball games and some gun games are currently being shipped there in large quantity. Restrictions on imports are being lifted in Austria, as in Germany. One of the few coin machines manufactured successfully in Austria is a coin-operated football game, popular in that country, which sells for about \$125 net.

Tremendous Market

Many European juke box shipments are slated for Argentina and Brazil, which Mallegg calls "A tremendous market, that will overshadow other markets in the future." These countries are virtually untapped as coin machine markets, and opening up to game and juke box imports. Shipments from Europe have already started to these countries. Other highly rated Latin American markets for games and juke boxes are Cuba, Porto Rico, Peru, Venezuela and Colombia, the latter country just beginning to import juke boxes.

Many of these countries don't have enough dollar exchange to buy from the U. S., but can trade more easily with Germany. Australia, New Zealand, South Africa, India and a number of the small Near Eastern countries, in the same position, are starting to buy from Germany.

European Mfg.

Manufacturing of coin machines has begun in Belgium, Holland and in Denmark. A juke box built in Denmark, the Jensen juke box, is rated highly by Mallegg. France, a difficult export market due to limited licenses, is also doing its own manufacturing.

Export markets in Cuba, Porto Rico, Venezuela, Colombia and Peru deal mainly in five-ball games. Shuffle games, however, are coming in gradually, in both new and used varieties, and may create a more diversified game market.

Mallegg has had years of experience in the coin machine export market, handling juke boxes since 1938, and is acquainted with markets thruout the world.

Canadian City

Continued from page 76

be strictly controlled, and submitted the licensing proposals.

Police Chief James Kettles favors prohibition of pinball games except in billiard parlors.

Mayor John McAskill suggested the police chief's proposal appeared to be going too far. The pinball games are games of amusement, not gambling games, he contended, but he said he agreed with the petitioners and others that minors should not have access to the games.

The move to control games in business places, begun at the end of last year, took the form of a petition to the council by operators of the business places. It asked for an amendment to the present license bylaw which would limit the number of games in the city and make them incidental to business, rather than a business in themselves.

Bush Adds Dining, Recreation Rooms To Distrib Office

MIAMI, Jan. 15.—Bush Distributing Company, Wurlitzer outlet, opened an air-conditioned recreation and dining room this week as an added customer attraction.

The newest addition to Bush's fast-growing distributor office is called the "Wurlitzer Key Club" and is open to all local and Latin American coinmen.

President Ted Bush said that a part-time cook had been hired to prepare lunches for employees and customers. Coffee, Bush said, would be served from 9:30 a.m. until 3 p.m.

Sam Stern, Williams Manufacturing Company, reports the firm's engineers busy working on new game models for the future. The new engineering department building will be completed within a week. The engineers will have new facilities and equipment. Game production is now concentrated on the new Safari gun game.

Red Light Turns Yellow

Continued from page 76

block of a public, private or parochial school.

What complicates the matter somewhat is that gun games are regarded as electric eye shooting galleries and do not come under the same provisions as do shuffleboards or baseball games.

Also the issuance of the okay to the location for gun games is at the discretion of the licensing board, which means that some luncheonettes and drugstores could be approved, while others could be rejected.

The Associated Amusement Machine Operators of New York is anything but enthusiastic about the placement of gun games on any locations other than bars or similar locations frequented exclusively by adults.

No Trouble Wanted

An Association spokesman pointed out that for the past few years there has been no trouble with PTA, church or civic groups about youngsters spending their lunch money on coin-operated games, and AAMONY doesn't want any.

Many of the members feel that the few new locations opened aren't worth jeopardizing the excellent relations with the municipal government and the community which have been built up over the years.

One member pointed out that luncheonettes likely to be cleared for gun games because of a preponderantly adult patronage lie primarily in industrial neighborhoods. These locations, he added, would be poor ones because factory workers usually eat and run during their lunch periods, and play would be at a minimum.

Bar locations, he continued, are still the best for gun games, so why not leave well enough alone?

An out-of-town operator was prepared to bring 50 new gun games to the city as a result of the new ruling, but, after discussing the possible repercussions with local operators, changed his mind.

The consensus is that even though it is now possible to get permits for gun games in luncheonettes and drugstores, there is little possibility of a stampede.

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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. ja29

DISTRIBUTORS, OPERATORS — LOW priced Ball Point Vendor and Kleenex, Doekin, Pond Tissue machine. Both money makers. Write Standard Mfg., Box 11, Hubbard Woods, Ill. ja29

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

Help Wanted

WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. fe26

WANTED—SERVICE MAN TO SERVICE Bingos, Music, Shuffle Alleys. Must be sober, willing to work. Good wages. Box M-106, c/o Billboard, 2160 Patterson St., Cincinnati, Ohio. ja29

FOR SALE

CAPSULED CHARM ASSORTMENTS
\$21.50 per 1,000
Top items—let us prove it
One brand new Acorn 5¢ Capsule Charm Vendor (free with each 5,000 charms purchased during January. One-third deposit.)
SHELDON SALES CO.
881 Main St. Buffalo 3, New York

MAKE OFFER—THREE HAWKEYE DIME, electric automatic potato chip machines in original cartons, cost \$189.50. Mrs. Harold Oberman, Serena, Ill.

SALESMAN-DISTRIBUTOR — EXPERIENCED calling on clubs to sell new outstanding Non-Coin Operated Machines. Terrific money-makers; low priced fast sellers, high commissions. Amusement Sales Co., 41 Union Square, N.Y.C. ja29

SACRIFICE — 200 TELEX BED RADIOS, with reading lamp, detachable under pillow speaker. Reg. \$75 retail; only \$25 each. Write Radio, 111 Fayetteville St., Raleigh, N. C. np

Routes for Sale

250 GUM AND CHARM MACHINES—ALL late model Victor. Now netting \$500 month. Leaving state reason selling. Books open for any qualified buyer. \$7500. All middle Tenn. Box M-99, c/o Billboard, Cincinnati 22, Ohio. ja22

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.
CIGARETTE MACHINES JUST OFF LOCATION: 25¢ or 30¢ operation. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. Evergreen 6-4234. ch

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 3, Ill. ff

WANTED — RISTAUCRAT JUKE BOXES. State quantity, price and condition in first letter. Supreme Dist., 416 S.W. Eighth Ave., Miami, Fla. ja22

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Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

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 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
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- 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.

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RIS Show Disappoints Coin Mach. Exhibitors

NEW YORK, Jan. 15.—Most of the coin machine firms which exhibited at the first annual National Retail Industry Show, a five-day meet at Madison Square Garden ending Tuesday (11), experienced poor results.

Among the firms showing were Auto-Photo Company, Inc., Redd Distributing Company, Scientific Machine Corporation, International Mutoscope Corporation and Presto Recording Corporation. Three venter manufacturers also showed (see separate story in vending machines section).

Herb Klein, sales manager, in charge of the International Mutoscope booth, said he was disappointed in the attendance and did not plan to return. The Mutoscope booth, also manned by Herb Galante, included a 3-D viewer, Photomat, Drivemobile, Voice-O-Graph and regular viewer.

Scientific was the exception to the "poor results" rule and reported it was fairly satisfied. Bob Gunther, assistant to Max Levine, Scientific president, reported that the firm had picked up several good location prospects.

Service Offer

Scientific offered a service whereby store owners could have installed at no cost to them—a Carrousel, Aqua-Duck, Boat Ride or Rocket Ride. All major repairs would be handled by Scientific, with the amusement firm furnishing the location instructions for making minor repairs.

At the end of the month, the location makes out a check for 60 per cent of the gross and mails it

to Scientific. A meter registers the number of rides, and the location mails the meter slip with the check. The rides, of course, remain the property of Scientific.

In the background music field, Thomas B. Aldrich was in charge of the Presto exhibit. Presto makes tape-playing equipment, with the location or operator leasing the tapes. Aldrich said the firm was making some inroads in suburban shopping centers.

While no reliable attendance figures are available, the consensus is that attendance was considerably below expectations. The show was designed to attract retail store and chain executives and some top officials from retail outlets did appear.

Milwaukee Coin Ops Await License Change

MILWAUKEE, Jan. 15.—Coin machine operators are watching closely developments as the result of the petitioning of the Common Council licensing committee (26) by the Greater Coin Machine Operators' League for a new licensing set-up.

The committee is to meet January 20 for a discussion of the league's proposal. Suggested changes would revise the schedule of coin machine fees, placing them on a graduated scale according to the number of machines owned and operated.

Individuals, such as tavern keepers and restaurant owners who own and operate coin machine equipment on their premises, would be forced to buy an operator's license. Also included in the trade group's petition was a request for a rewording of the present ordinance which classifies all coinmen as "distributors." Changes, if adopted, also would distinguish between individual coin machine operators and wholesalers of equipment.

Support for the league's request for city licensing of tavern keepers and other individuals owning and operating coin machine devices, came this week from the Milwaukee Tavernkeepers' Association. An innkeeper himself, Wendelin Kraft, executive secretary of the group, informed The Billboard that he in-

tends to give his support to the Greater Coin Machine Operators' League's plea for the licensing of all who own and operate machines.

"Operating a juke box," said Kraft, "is a business all by itself and a tavern keeper is better off leaving the coin machine business to the people who are specialists in that field." He and his organization will support the proposed changes, as long as the suggested fees are not too high and burdensome to the pub owners.

The total number of locations which own music and games equipment, according to Kraft, is relatively small, and he feels that a resoultion to charge them a license fee for their privately owned equipment stands a good chance of being okayed.

Alexander N. Rubin, counsel for the Greater Coin Machine Operators' League, who presented the petition to the city fathers, reports his organization is optimistic over chances for success.

Chi Coin Bows

Continued from page 76

get three numbers in-line on each of the cards for high scores.

In-line scores are made in vertical, horizontal and diagonal rows of numbers, the highest score awarded for making a diagonal in-line. The value of the center hole increases after a player makes 3-in-line on any one card.

Scoring values in the game change from card to card. On the first card, all holes score 30, with the first 3-in-line getting a 90-point bonus. The center hole scores 90 for vertical in-lines, 120 for horizontal and 150 for diagonal.

On the second card scores for all holes jump to 20, first 3-in-line scores 60 extra, and center hole scores 60 for vertical, 80 for horizontal and 100 for diagonal in-lines. The third card triples the original scoring values.

An important feature of Criss Cross Target is a new feature which permits return of the puck to the player with no chance of the puck falling on the floor, and permits the player to remain in a shooting position. This consists of a circular pocket sunk in the play-board within ready reach of the player.

The game accommodates up to six players in one game, equipped with six three-digit scoring reels. The firm is readying a match-feature model of the Criss Cross Target.

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Foreign Trade

Continued from page 76

a license. The exporter merely marks on the package the destination, and that the shipment is going under the "general license." Exports of all these items to Iron Curtain countries, however, must have licenses validated by the Commerce Department.

Exports of juke boxes to Hong Kong and Macao must have validated licenses—that is, the exporter applies for a license and gets government approval for the shipment. However, vending machines and coin-operated amusement games can go to Hong Kong under a "general license."

All exports to Red China and North Korea are embargoed. All exports to Viet Nam require a validated license, as do all exports to Macao, a Portuguese colony on the Red China coast, near Hong Kong.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

	Issue of Jan. 15	Issue of Jan. 8	Issue of Jan. 1, 1955	Issue of Dec. 25
ABC (United)	\$25.00	50.00	\$50.00	\$45.00
All Star (Gottlieb)			94.50	50.00
All Star Baseball (Williams)	375.00			99.50
Army & Navy	65.00			275.00
Atlantic City (Bally)	99.50			95.00
	10.00(2)	110.00(4)	110.00(3)	110.00(2)
	125.00(2)	115.00	115.00	125.00(3)
	145.00	125.00(2)	125.00(2)	145.00(3)
Basketball Champ (Chicago Coin)	195.00(3)	195.00(2)	175.00(2)	175.00
Basketball (Genco)	350.00	350.00	195.00(2)	195.00(2)
Basketball Two Player (Genco)	250.00	345.00	350.00	350.00
Beach Club (Bally)	225.00	265.00	225.00	250.00
	275.00(2)	225.00	249.50	275.00(2)
	295.00	275.00(2)	275.00	295.00
	300.00(2)	295.00(2)	300.00(2)	300.00(2)
Beauty (Bally)	305.00	310.00	310.00(2)	305.00
	195.00	210.00	210.00	210.00(2)
	215.00	220.00	220.00	220.00
	225.00	240.00	225.00(2)	225.00(3)
	245.00	245.00	235.00	245.00(2)
Be Bop (Exhibit)		84.50	245.00(2)	84.50
Big Ben			84.50	84.50
Blue Skies (United)			235.00	235.00
Bolero (United)		49.50	49.50	49.50
Boston (Williams)				49.50
Bowling Champ (Gottlieb)		69.50	69.50	90.00
Bright Lights (Bally)		59.50	59.50	69.50
		75.00	75.00	59.50
Bright Spot (Bally)			39.50	75.00
			90.00	90.00
Buffalo Bill (Gottlieb)	75.00	84.00	115.00	95.00
			49.50	95.00
			115.00	95.00
		59.50	59.50	59.50

'54 Coin Exports Up 22 1/2%

Continued from page 76

lion mark, increasing at least \$2 million each year since then, as the following table shows:

Coin Machine Exports 1946-1954

1946	\$ 2,655,078
1947	5,120,102
1948	2,309,589
1949	2,038,064
1950	3,076,546
1951	5,121,806
1952	7,621,879
1953	11,370,188

(Nov. & Dec. estimated) 14,687,810
(Editor's Note: See music machines for detailed juke box figures, vending machines for that equipment.)

Canada, leading market for U. S. amusement game exports in 1954, accounted for \$1,054,654 of this trade out of a total \$2,044,284 shipped in the first eight months of the year. Canadian game imports in 1953 were higher, \$1,669,836 in the same eight months, accounting for in large measure the drop in total 1954 game exports.

Other leading markets for game exports in 1954, all far below the Canadian level, however, were Venezuela, Belgium, France, Japan, Switzerland and West Germany.

A healthy sign for amusement game exports is the report from several large export firms in the U. S., that new and expanding markets are opening up in both European and Latin American countries.

Increasing European markets for amusement games are expected to be realized in Germany, France, Spain, Portugal, Italy and Finland, where economy is improving and restrictions are being eased.

With the Venezuela game market ever expanding and new markets opening in Brazil and Argentina, which could furnish markets for U. S. games as well as European models, Latin American game trade is likewise expected to rise in 1955.

In the last several years amusement games have accounted for a larger share of the coin machine export market than ever before. With juke boxes accounting for the greatest volume of coin machine exports over the years, the gap has begun to narrow in the last several years, with games taking a higher cut of the market. In the first five months of 1954, games accounted for close to one-fourth of the total coin machine export volume. The game share of the market was above 30 per cent each of the years, 1951-1953.

Altho dollar volume of amusement game exports leveled off this

year after a steady climb since 1950, the quality of shipments has been maintained. Game exports have a per-game average of about \$135, approximately the same as the 1952-1953 yearly average.

Sees Big Year

Continued from page 76

Association since its organization in 1950.

Fitzpatrick, veteran operator, has been in the business for the past 27 years, having worked in all phases of the industry. A quiet man in his late 40's, he started in the industry before machines were electrified, and was one of the first in this area to have faith in the future of coin-operated phonographs.

Fitzpatrick moved into the amusement machine field from the vending business. He opened a studio with wired music which served entire Fairfield County until five years ago. He has an extensive record library which at one time contained 100,000 disks.

The experienced operator now has one of the largest amusement machine concerns in Connecticut. In the same location for 10 years, Fitzpatrick personally supervises his business, putting in from 10 to 15 hours a day at his desk. He has 11 employees, and his territory extends from Norwalk, Conn., comprising a goodly portion of the State.

Fitzpatrick is active in civic, religious and fraternal work, being a member of the Church of Assumption of Fairfield, the Knights of Columbus, and the Algonquin Club of Bridgeport.

Fitzpatrick is presently experimenting with 10-cent play machines in the outlying areas, and says that results thus far have been promising.

NEW MACHINES

Our Own Grandma Exhibit Sportland Gallery Williams Jet Fighter Genco 2-Player Basketball Seeburg Coon Hunt

Astroscope	\$125.00
Solar Telescope	118.00
Mystic Pen	125.00
Gypsy Palmist	100.00
Whee Gee Mystic	100.00
Exhibit Mystic Eye	135.00
Exhibit Radiogram	145.00
Love Analyst	100.00
Cupid's Wheel	100.00

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STANDARD METAL TYPER CO.
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BALLY CONEY ISLANDS \$ 75
BALLY SPOT LITES 75
BALLY ATLANTIC CITIES 125
BALLY PALM BEACHES 135
BALLY YACHT CLUBS 140
BALLY BEAUTIES 160
BALLY BEACH CLUBS 225
UNITED 4-PLAYER DELUXES 300
UNITED CASCADES 75
CHICAGO COIN DOUBLE SCORES 145
CHICAGO COIN CROWN BOWLERS 150
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Cable: "COVENMUSIK"

	Issue of Jan. 15	Issue of Jan. 8	Issue of Jan. 1, 1955	Issue of Dec. 25
Cabana (United)	165.00	185.00	125.00	150.00
Canista (Genco)			165.00(2)	185.00
Champion (Bally)		89.50	89.50	89.50
China Town (Gottlieb)		119.50	119.50	119.50
Citation (Bally)	15.00	15.00	15.00	15.00
Comy Island (Bally)	64.50	75.00(2)	75.00(2)	85.00(2)
County Fair	75.00	75.00	75.00	75.00
Circus (United)	150.00	175.00	150.00	175.00(2)
Cue Tee	195.00			
Cycbne (Gottlieb)				75.00
Dafy Derby (Williams)	275.00	295.00	295.00	295.00
Deer	160.00	165.00		
Deluxe Baseball (Williams)	325.00	350.00	325.00	350.00
Disk Jockey (Williams)		50.00		75.00
Danino	20.00			
Double Feature (Gottlieb)		79.50	79.50	79.50
Double Shuffle		59.50	59.50	59.50
Dreimy (Williams)		79.50	79.50	79.50
Dude Ranch (Bally)	275.00	295.00	300.00(2)	295.00
	300.00	310.00	310.00	310.00
	315.00	320.00	310.00	315.00
	325.00(2)	325.00(2)	325.00(3)	325.00(3)
	340.00	340.00	360.00	360.00
El Paso (Williams)		59.50	59.50	59.50
Fairway	65.50			85.00
Floating Power (Genco)		49.50	49.50	49.50
Flying High (Gottlieb)	110.00			110.00
400 (Genco)	59.50			59.50
Five Star (United)	25.00	50.00	50.00	50.00
Four Horsemen (Gottlieb)		99.50	99.50	99.50
Frolic (Bally)	125.00	150.00(2)	150.00(2)	150.00
	150.00(2)	160.00	160.00	175.00
	160.00	175.00(3)	175.00(3)	190.00
	175.00(3)		190.00	
Golden Nueget	99.50			99.50
Gondola (Exhibit)		49.50	49.50	49.50
Gold Cup (Bally)		59.50	59.50	59.50
Guy-Dolls (Gottlieb)		64.50	64.50	95.00
Havana	200.00	315.00	265.00	315.00
Hawaii (United)	345.00	395.00	325.00	345.00
		355.00	395.00	385.00
Hayburner	25.00	75.00	75.00(2)	75.00(2)
Hi-Fi (Bally)	345.00(3)	375.00(2)	375.00(3)	375.00
	375.00(3)	380.00	390.00	399.00
	380.00	390.00	385.00(2)	400.00
	399.00	400.00	390.00	399.00
Hit 'n' Run (Gottlieb)		59.50	109.50	65.00
Ice Frolics	295.00(2)	295.00	295.00	325.00
	325.00(4)	325.00(2)	345.00(2)	345.00
	350.00(2)	340.00	365.00	365.00(2)
		345.00(2)		
		350.00		
Jockey Specials (Bally)		54.50	54.50	54.50
Jumping Jack (Genco)			90.00	90.00
King Pin (Chicago Coin)		89.50	89.50	89.50
Knock Out (Gottlieb)		79.50	79.50	79.50
Lazy Q	135.00			145.00
Lite-a-Line (Keeney)		35.00	35.00(2)	35.00
Long Beach (Williams)				59.50
Lucky Inning (Williams)		59.50	59.50	59.50
Maryland (Williams)		69.50	69.50	69.50
Mexico (United)	345.00	400.00	295.00	345.00
		345.00(2)	400.00	375.00
		400.00	400.00	400.00
Monterrey (United)			49.50	49.50
Nevada (United)	375.00	425.00	395.00(2)	425.00
		435.00	450.00	450.00
Nifty (Williams)		79.50	79.50	79.50
Nine Sisters	135.00			145.00
Oklahoma (United)		69.50	69.50	69.50
Palm Beach (Bally)	99.50	135.00	125.00(2)	125.00(3)
		135.00	145.00	145.00
		135.00	145.00	135.00
Palm Springs (Bally)	285.00	305.00	325.00	335.00
	325.00(3)	340.00	350.00(4)	340.00(2)
	335.00	340.00	375.00	325.00
	350.00	365.00	365.00	355.00
Paradise (United)		49.50	49.50	49.50
Pinch Hitter (United)		59.50	59.50	59.50
Pinky (Williams)		79.50	79.50	79.50
Pin Wheel (Gottlieb)	145.00			165.00
Poker Face (Gottlieb)			165.00	165.00
Quarterback (Williams)	75.00		75.00	75.00
Quintette		145.00	145.00	145.00
Rio (United)	275.00	245.00	250.00	275.00
		255.00	275.00	275.00
Rondeevoo (United)		49.50	49.50	49.50
Sally (Chicago Coin)		49.50	49.50	49.50
Screwball (Genco)		49.50	49.50	49.50
Sharp Shooter (Gottlieb)		59.50	59.50	59.50
Shindig	145.00		135.00	135.00
Skyway	195.00			
Siljfest	35.00			
South Pacific (Genco)		54.50	54.50	54.50
Spark Plug	25.00			
Special Entry (Bally)		49.50	49.50	49.50
Spot-Lite (Bally)	70.00(2)	69.00	70.00(2)	69.00
	75.00(2)	75.00(2)	70.00	75.00(2)
	79.50	95.00	85.00(3)	85.00
		100.00	100.00	85.00
		95.00	100.00	75.00
Star Lite				
Stars (United)		75.00	90.00	75.00
Struggle Buggy	115.00		125.00	
SummerTime (United)		49.50	49.50	49.50
Sunshine Park			49.50	
Super World Series (Williams)	195.00	195.00	150.00	195.00
Surf Club (Bally)	325.00	375.00	385.00(3)	385.00(2)
	375.00(3)	385.00(2)	390.00	395.00
	385.00(2)	390.00	395.00	399.00
	390.00	425.00	450.00	400.00
	395.00(2)			450.00
	425.00			
Tampico (United)		69.50	69.50	69.50
Texas Leaguer (Keeney)		69.50	45.00	69.50
Three-of-a-Kind		18.50	18.50	18.50
Three Musketeers (Gottlieb)		69.50	69.50	69.50
Thunderbird	195.00			
Tropics	225.00(2)	155.00	175.00	175.00
		225.00(3)	235.00(3)	225.00(3)
Tumbleweed (Exhibit)		74.50	74.50	74.50
Turf King (Bally)	25.00	25.00	99.50	25.00
Twenty Grand	50.00			
Varieties	525.00	575.00		
	595.00			
Virginia (Williams)			49.50	49.50
Yacht Club (Bally)	140.00	145.00	145.00	149.00
	150.00(2)	150.00(2)	150.00(2)	155.00(2)
	155.00	155.00	155.00	155.00
	195.00(2)	195.00	175.00(2)	160.00(2)
			195.00	175.00
			195.00	195.00(2)
Zingo	65.00	65.00	65.00	65.00

Latin America

Continued from page 76

an unprofitable operation for the unwary. Large-scale operations, backed by experience in efficient service and effective advertising, help to alleviate these problems.

Bush and his export manager, Ken Willis, have teamed up with good results in bringing their wares before buyers in the Latin countries. Willis covers the circuit of nearly a dozen Central and South American countries two and three times a year by plane, making personal contacts, renewing acquaintances and sizing up market conditions.

One major reason for Bush's success is his promotion program, which includes monthly advertising in the Spanish edition of The American Exporter and institutional advertising in the Spanish edition of Life magazine. This advertising has helped Bush distributing to gain a steady increase in volume and in overseas inquiries every month for the past few years.

Service, Key Factor

Service is a key factor in the sales program, says Willis. The machines leaving the plant for overseas destinations are put thru a rigid series of tests and refinished by a special process. Coin chutes are revamped so as to handle particular coins of the countries to which they are shipped, and lightweight crates—which save dollars in lower freight costs—were developed.

The success of the assembly line system worked out by Bush is attested by the high percentage of repeat orders and the standing requests for a fixed number of machines every month to the same customers.

Bob Norman, of Southern Music Company, said that his firm got started in the export business a little over a year ago when a Miami branch office was established. Headquarters of Southern Music, owned by Ron Rood, is in Orlando, Fla.

Ideal Location

One of the factors which caused Rood to establish a Miami office, said Norman, was its ideal geographical location in respect to Latin American markets.

Altho the firm has not yet hit its stride in going after this business, Norman said a drive in that direction was planned this year. The mailing of literature and one trip to South America by a Southern representative in 1954 produced a gratifying flow of orders, he said.

Ads have been run by Southern in The American Exporter and in one of Cuba's largest newspapers which also circulates in other Spanish-speaking countries.

Most overseas shipments of coin machines from Miami move by air—not only because they reach their destinations more quickly, most of the time overnight, but also because hauling by ship often proves costlier in the long run due to long inland rail movements to New York or New Orleans.

However, in the past few months direct steamer service from Miami to principal ports such as Maracaibo and Caracas, Venezuela, and Barranquilla, Colombia, has been established, and shippers are turning to this mode of transportation when time is not of the essence.

Potent Advantage

Miami's location gives local distributors a potent advantage over their State-side competitors, as it is usually cheaper to ship from here by air to practically any South American country than from any other point in the United States. Since it is the customer who pays the freight, this is tantamount to a slash in price.

Bush and Willis sold a customer in Peru one of the first juke boxes ever seen in that country. Since then Willis has flown over countless times with full loads of phonographs packed in chartered planes. Now the company has augmented the juke boxes with games, and Willis says that Peru is taking to them also. Significantly, he points out that the juke box in Peru is undergoing the same evolution which occurred in the United States. It started out by being placed in bars and bordellos, and now is finding its way into some of the finest establishments in that country.



EXPORT BUYERS!

Be FIRST with Equipment from FIRST! Quality Equipment—Finest Reconditioning—Special Packing! WE'RE EXPERTS IN EXPORTS!

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 - GOLD STAR 215
 - DAISY MAY 205
 - DRAGONETTE 195
 - HAWAIIAN BEAUTY 185
 - JOCKEY CLUB 185
 - MYSTIC MARVEL 185
 - LOVELY LUCY 175
 - GREEN PASTURES 165
 - ARABIAN KNIGHTS 155
 - PINWHEEL 155
 - SHINDIG 155
 - POKER FACE 145
 - MARBLE QUEEN 145
 - GUY-DOLLS 135
 - GRAND SLAM 115
 - FLYING HIGH 105
 - QUINTETTE 95
 - QUEEN OF HEARTS 95
 - CORONATION 85
 - CHINATOWN 85
 - SKILL POOL 85
 - HAPPY DAYS 75
 - FOUR STARS 75
 - QUARTETTE 75
 - NIAGARA 75
 - GLOBE TROTTER 75
 - ROSEBOWL 75

- COUNTER GAMES**
- NEW**
- M & T ZIG ZAG (Bingo Type Game), Reg. \$79.50—Now \$69.50
 - KICKER & CATCHER 49
- FIRST-Conditioned**
- ABT CHALLENGER \$25
 - POP-UP 24
 - PLAY POKER 19

- NEW**
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 - Genco BIG TOP
 - United BONUS
 - Keeney SPORTSMAN
- FIRST-Conditioned**
- United CARNIVAL, Fl. Sample
 - Genco RIFLE GALLERY
 - YOU SHOOT (Live Ammunition Target Game) 345
 - Exhibit SHOOTING GALLERY 295
 - Seeburg COON HUNT 75
 - Genco SKY GUNNER 155
 - Exhibit JET GUN 155
 - Seeb. SHOOT THE BEAR 150
 - Ex. SIX SHOOTER 115
 - C.C. PISTOL PETE 75
 - Ex. DALE GUN 65

- NEW**
- CC THUNDERBOLT
 - CC FIREBALL
 - United MARS
 - Bally MYSTIC
 - Bally MAGIC
- FIRST-Conditioned**
- UNITED—Match**
- MERCURY ... IN STOCK!
 - BANNER \$405
 - ACE 375
 - TEAM, 10/25c 335
 - IMPERIAL 285
 - CLASSIC 195
 - CLOVER 165
 - STAR 10th FRAME 125
 - STAR 95
- UNITED—High Score**
- CHIEF \$325
 - ROYAL 275
 - OLYMPIC 185
 - CASCADE 155
 - SUPER 10th FRAME 115
 - CARNIVAL 4 PLAYER 95
 - DELUXE 4 PLAYER 75
- CHICAGO COIN**
- HOLIDAY ... LIKE NEW!
 - STARLITE ... SPARKLES!
 - PLAYTIME \$435
 - SUPER FRAME, 10/25c 350
 - CROWN (Match) 185
 - TRIPLE SCORE 175
 - DOUBLE SCORE 145
- KEENEY**
- DOMINO (Match) \$185
 - CARNIVAL 165
 - 4 PLAYER, Jumbo Pins with Formica 79
 - BIL LEAGUE 65
 - BOWLER 65
- GENCO**
- SHUFFLE MATCH POOL \$295
 - SHUFFLE POOL 195

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SPECIAL TO ARCADE OPERATORS

The following includes a partial list of ARCADE EQUIPMENT which we have on hand available for prompt shipment. From time to time new Arcade Equipment appears on the market, which we will have available for you. We are also in position to accept your trades, so please bear us in mind for all of your ARCADE REQUIREMENTS. You can do no better than dealing with the CLEVELAND COIN MACHINE EXCHANGE, Inc. A new and complete listing is now being prepared—write for your copy. A BETTER DEAL ALWAYS—18 YEARS OF RELIABLE SERVICE.

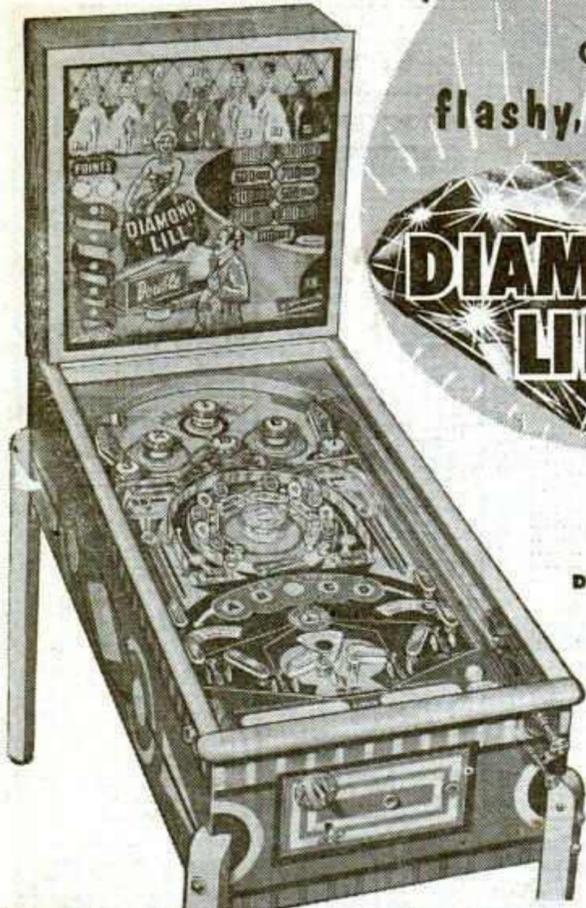
- ARCADE EQUIPMENT**
- Ex. & Shooter \$125.00
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 - Deluxe Photo 395.00
 - Genco Sky Gunner 175.00
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 - Bally Big Inning 150.00
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 - Goalies 100.00
 - C. Coin Pistol \$ 95.00
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 - Evans Ski-Roll 95.00
 - Ex. Dale Gun 55.00
 - Genco Basketball 350.00
 - Lite League 75.00
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 - Quizzer With Film 95.00
 - Sci. Pitch'n & Bat'n 180.00
 - Twin Shoe-Shine 150.00
 - Wurlitzer Skee Ball \$150.00
 - Super World Series 195.00
 - Hayburners 75.00
 - County Fair 75.00
 - Standard Metal Typer 275.00
 - Wms. Del. Baseball 350.00
 - Bal-a-Score Sr. 95.00
 - Ex. Deluxe Pool Card Vendors 50.00
 - Jennings Barrel Roll 125.00
 - Grandma Fortune Tellers 125.00
 - C.C. Basketball 125.00
 - Harvard Metal Typer 150.00
- UNITED BOWLERS**
- 6 Player Regular \$ 50.00
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 - Imperial 265.00
 - Clovers 160.00
 - C.C. Double 195.00
 - 6 Pl. 10th Frame 110.00
 - 6 Pl. Olympic 175.00
 - Royal 225.00
 - Rainbows 375.00
 - 10th Frame 75.00
 - League Bowler 350.00
 - Chief 315.00
 - C.C. Advance Bowler 250.00
 - C.C. Match Bowler 100.00
 - C.C. Gold Cup 225.00
- BINGOS**
- Atlantic City \$125.00
 - ABC 50.00
 - Surf Club 385.00
 - Beach Club 275.00
 - Saddle & Turf 295.00
 - Yacht Club 135.00
 - Cony Island 75.00
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 - Five Stars 50.00
 - Hawaii 395.00
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 - Mexico 400.00
 - Nevada 425.00
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- DELUXE METAL DISCS** for use in your standard Metal Typer. You will particularly notice the DeLuxe finish of this equipment, and the fact that we offer these at the unusual attractive price of \$10.95 per M in lots of 10 M or more, stacks of 100. Write for price on the Harvard Discs.

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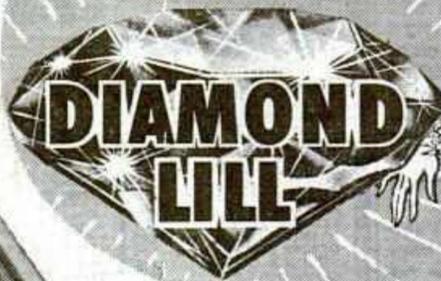
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flashy, colorful



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- ♦ Resetting Sequence Nos. 1 to 10 scores points
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- ♦ Special rollunders spots numbers
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6 ft. long
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- * Regulation size cues
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- * Sides of table are finished in beautiful pearlloid grey, rest of table being natural finish hardwood
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PLA-POOL—A low-cost, profitable coin-operated pool table. Here's a competitive game of skill (not a gambling device) that will never suffer from fading player appeal. Ideal for group or individual play. High returns on this low-cost investment insure good profits in any location. Handsome and sturdy unit never requires service other than collections—no complicated mechanism. Write for descriptive literature and price.

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WURLITZER		AMI	
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1250, 48 Sel.	199.50	Model C-40	179.50
5204A, 104 Sel. Wall Box	39.50	Model B-40	139.50
5206, 48 Sel. Wall Box..	49.50	Model A-40	109.50

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148-ML Blonde	109.50		
147	89.50		
Coon Hunt	Write		

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Seeburg 5/10/25 3-Wire.	\$14.50
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- BEACH CLUB 270
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- BALLY BEAUTY 220
- YACHT CLUB 145
- FROLICS 160
- ATLANTIC CITY 100
- ICE FROLICS 320
- JOHNSON FAREBOX COIN COUNTERS, slightly used, like new 180

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1-4 p.m. daily

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MARS**

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 - BINGO-TROPICANA
 - Sensational—New
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 - USED SHUFFLES
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CALDERON DISTRIBUTING Co.
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**ELECTRIC
SCOREBOARDS**

- Overhead, 15-21 pts. 15-21-50 pts. \$125 ea.
- Wall Model, 15-21 pts. and 15-21-50 pts. \$95.00 ea.
- 50 pts. \$95.00 ea.
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SHUFFLEBOARDS
22", 20" and 18"—
Refinished Playfield
and Cabinet

Each \$149.50

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- TICKETS
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- 3 Monarch, 15-21
- 3 Rock-Ola, Frame Reconditioned.
- Each \$75.00

ZIG-ZAG (New)
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Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.
MID-STATE COMPANY
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United Del. Target \$435	United Classic \$195	Chicago Crown \$185
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United Speedie 395	United Clover 175	Keeney Diamond 245
United Ace 365	United Cascade 165	Keeney Super 285
United Leader, F.P. 315	United Del. Carnival 445	Keeney Deluxe 125
United League 295	Chicoin Starlite 375	Genco 2 Pl. Basketball 250
United Team 295	Chicoin Criss Cross 335	Genco Match Pool 245
United Imperial 285	Chicoin King Bowler 310	Genco Rifle Gallery 375
United Royal 275	Chicoin Gold Cup 250	

EXTRA SPECIAL! CHICAGO COIN HOLIDAY \$510
CLEANING HOUSE! PICK 'EM UP: CITATION . . . \$15; TURF KINGS . . . \$25
CLAY NEMEROFF • CHARLEY PIERI Write for Latest List.
Monarch Coin Machine, Inc. 2257-59 N. Lincoln, Chicago 14, Ill.
Lincoln 9-2996-7-8

LET'S TRADE!

We Have

- UNITED BONUS GUN
- UNITED CARNIVAL GUN
- GENCO BIG TOP
- NEW EXHIBIT SPORTLAND GUN
- MUTO. DRIVEMOBILE
- AUTO PHOTO

RECONDITIONED

Genco Rifle Gallery \$375.00	Exh. Jet Gun \$145.00
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Voice-o-Graph 495.00	Telequiz & Film 115.00
Wms. Super Pennant 395.00	Goalee 99.50
Wms. Big League, F.S. 345.00	Chicken Sam 99.50
Wms. Maj. League, 6 Pl. 345.00	Chi. Pistol 99.50
Wms. DeL. Baseball 325.00	Wms. Star Series 89.50
Seeb. Coon Hunt 295.00	Exh. Dale Gun 89.50
Genco Sky Gunner 195.00	Mer. 13-Way Ath. Scale 79.50
3-D Theatre 199.50	Scientific Baseball 79.50
Chi. 4-Player Derby 195.00	Flash Hockey 75.00
Ev. Bat-a-Score 175.00	Wms. Quarterback 75.00
Ch. Basketball Champ 195.00	Exh. Hi-Ball 75.00
Shoot the Bear 150.00	

What Have You?
1/2 deposit, balance Sight Draft or C.O.D.

Empire COIN MACHINE
EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

NEW!

BEST OF ALL!

IT'S A *Williams* WINNER!



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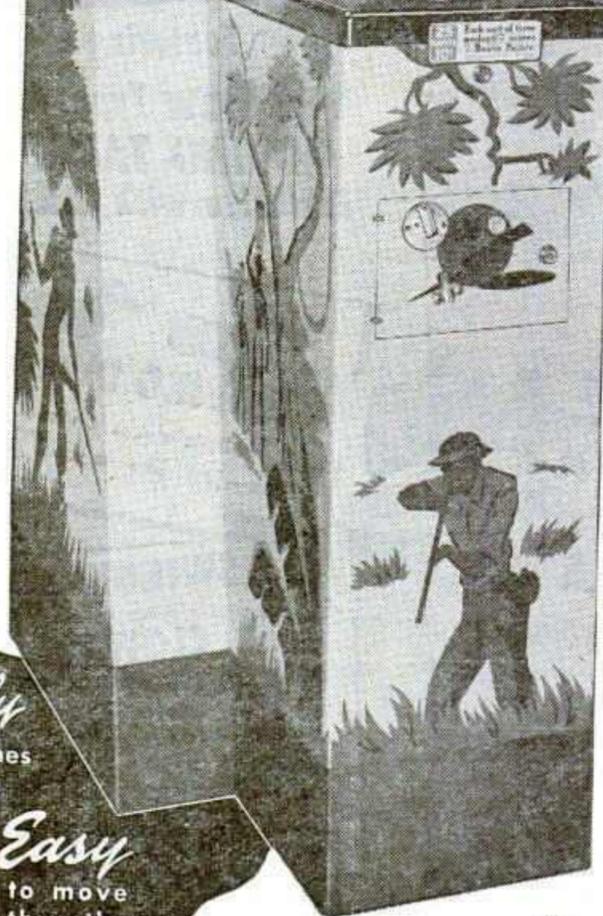
DELUXE MODEL WITH
TRIPLE MATCH and REPLAY feature



NEW MOVING TARGETS!

Free-Swinging
Genuine Sharp Shooting Remington Rifle

**MORE PROFITS
MORE ANIMATION**



Only 28 inches wide

Easy to move thru the smallest doorway!

NEW POP-UP TARGETS! . . . NEW HIGH SCORING

2 BONUS POINTS added to Score for each Unit of Time under 70!

2 PANTHERS—Sharpshooting knocks down both panthers for 2 POINTS each!



5 LEOPARDS ready to spring! Hit each leopard for ONE POINT each!



5 LIONS good for TEN POINTS each!



3 GORILLAS lurch out from behind both sides and top of mountain when any three targets are hit consecutively. Gorillas continue to swing into view as long as shooter keeps on hitting 'em. Good for 20 POINTS each. Hitting 3 Gorillas on last five shots good for 100 POINTS each!



★
Adjustable
for Rapid-Fire Shooting at option of the operator

See Your *Williams* Distributor Now!

Convertible
to Novelty Play



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

SERVING THE ENTIRE WORLD

GUARANTEED THOROUGH RECONDITIONING — COMPLETELY CHECKED—WORN PARTS REPLACED—CAREFULLY EXPORT PACKED—PARTICULAR ATTENTION TO EVERY DETAIL! MORE FOR YOUR MONEY—UNLIMITED QUANTITY—IMMEDIATE SHIPMENT ANYWHERE!

BINGO GAMES—Completely Reconditioned

BRITE LITE \$75	ATLANTIC CITY \$125	DUDE RANCH \$315	HI-FI \$345	Universal 5 STAR \$85
BRITE SPOT 85	BEAUTY 210	PALM SPRINGS . 345	VARIETY 525	Keeney LITE-A-LINE 75
COONEY ISLAND .. 95	BEACH CLUB ... 275	ICE FROLIC 325	HAWAII 340	United LEADER .. 85
SPOT-LITE 85	YACHT CLUB ... 150	SURF CLUB 375	NEVADA 395	United A.B.C. 95

THE NEWEST OF GUNS "WILLIAMS SAFARI"

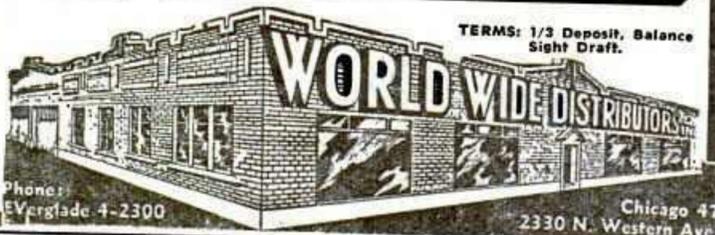
Moving Targets—Hi-Score—Spot-A-Target Timing Feature—Wild Jungle Theme—Beautiful Styling—The Best for Less. See It—Play It—Now.
Immediate Delivery

PIN GAMES

DAISY MAE \$215	GREEN PASTURES \$160
GOLD STAR 210	FLYING HIGH 170
HAWAIIAN BEAUTY .. 185	QUEEN OF HEARTS .. 75
DRAGONETTE 195	CUE-TEE 220
LOVELY LUCY 165	THUNDERBIRD 145
MYSTIC MARVEL 175	NINE SISTERS 195
JOCKEY CLUB 175	LAZY Q 195
PINWHEEL 125	STRUGGLE BUGGIES .. 125
ARABIAN KNIGHTS .. 175	

PHONOGRAPHS

ROCK-OLA 1432—50 SELEC. \$295
WURLITZER 1500 A..... 575
WURLITZER 1550 A..... 595
A. M. I. "A"..... 195
WURLITZER 1015..... 125



TERMS: 1/3 Deposit, Balance Sight Draft.

Phone: EVERGLADE 4-2300

Chicago 47
2330 N. Western Ave

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.
735 S. Brook St., Louisville 3, Ky.

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Panoram Operators!

FOR SALE
Overhauled Projectors for Spares. We carry a full line of Panoram Paris.
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SAY YOU SAW IT IN THE BILLBOARD!



Joe Ash Says

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

THIS WEEK'S SPECIALS

CHICAGO COIN TRIPLE SCORE BOWLER \$170.00
UNITED ROYAL SHUFFLE ALLEYS \$260.00
FOR IMMEDIATE DELIVERY

ACTIVE

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666 N. Broad St. Phila. 30
FRemont 7-4495
Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

LET'S TRADE!

We Have

NEW: UNITED MARS, COMET TARGETTE

United Leader, match	\$295
United Imperial, match	275
United Classic, match	200
United Olympic, high score	190
United Cascade, high score	165
Genco Shuffle Pool	195
Genco Match Pool	275

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Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

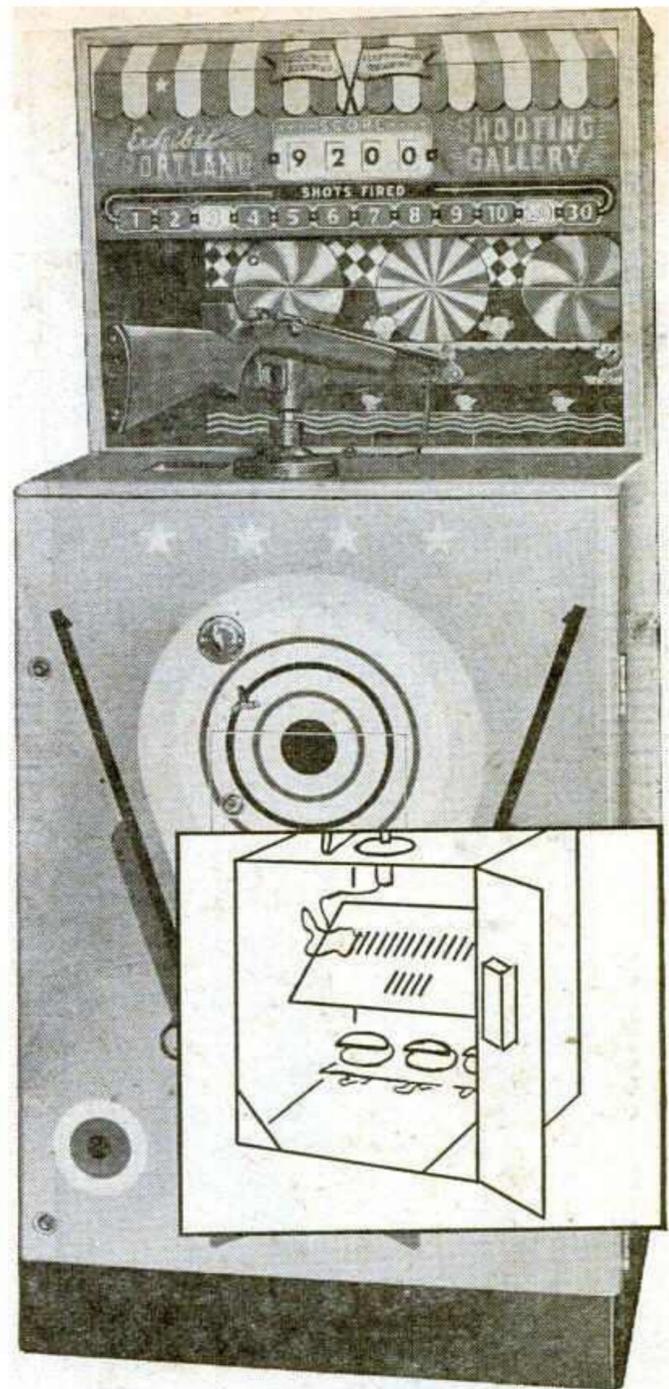
only **EXHIBIT**
 has complete service
 from the **FRONT!**

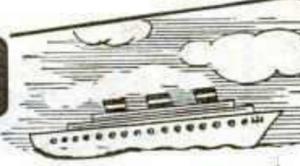
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No. 414

SPORTLAND SHOOTING GALLERY

ESTABLISHED SINCE 1901
EXHIBIT SUPPLY
 4218 W. LAKE STREET CHICAGO 24, ILLINOIS



WESHIP  **all over the world**

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HI-FI.....\$375	RIO.....\$225
ICE FROLICS. 395	LONG BEACH 45
BEACH CLUB 285	STARLITE... 25
SPECIAL—GENCO SKY GUNNER.....\$120	
FINANCE YOUR KIDDIE RIDES	
LIBERAL TERMS	Horses—Space Ships Boats—Moon Rides Merry-Go-Rounds—Drivemobiles
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REDD	DISTRIBUTING CO., INC.
298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040	
Exclusive Distributors for WURLITZER—BALLY—UNITED	

WANTED
COIN MACHINE
SALESMAN

One of Chicago's leading distributors has an opening for a salesman who knows the coin machine business. Prefer a man acquainted with Illinois and Michigan operators and territory; however, this is not essential. An excellent opportunity for the right man. Kindly send details of past employment and experience. A personal interview will be arranged. Our employees know of this ad. Write to: BOX 777, The Billboard
 188 W. Randolph St. Chicago, Ill.

DAVIS
DISTRIBUTING
CORP.

*Announces the formation of
 its new export subsidiary*

Davis World Export Corp.

738 Erie Blvd. East

Syracuse, New York

EXCLUSIVE EUROPEAN AGENT

HOLLAND, BELGIE, EUROPE

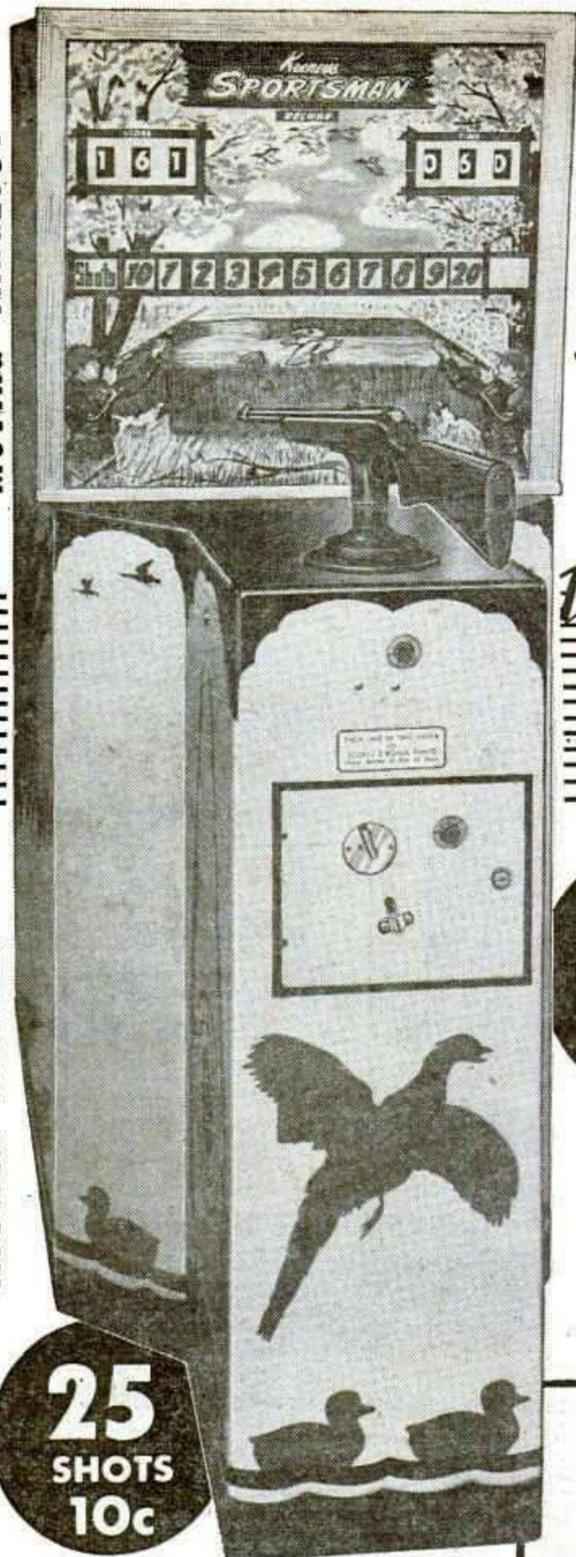
403 Avenue Louise

Brussels, Belgium

GIVE TO DAMON RUNYON CANCER FUND

MOVING TARGETS!

HIGHER SCORES!



25 SHOTS 10c

Out-Earning 'em All

Keeney's DELUXE SPORTSMAN

NOTE NEWLY DESIGNED GUN WITHOUT CHAIN

BIG EXTRA BONUS:

New MATCH-A-SCORE "0 to 9" gives player 10-50-100-200 or 500 Award Points!

- Rabbits—Pheasants—Ducks POP-UP on mystery basis!
- Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
- Slug Rejector • Standard 6 volt bulbs
- Genuine Regulation Hunting Rifle!

TIME 060

2 BONUS POINTS added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 at option of operator.

- 5 DUCKS in back row 3 points each
- 5 PHEASANTS in center row 20 points each
- 5 RABBITS in first row 2 points each

Cabinet only 29 in. at widest point.

IMPORTANT! This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

also AVAILABLE AS Keeney's **SPORTSMAN** without Match Feature or Replay Button

FITS EVERY LOCATION! SEE YOUR KEENEY DISTRIBUTOR NOW!

J. H. Keeney & CO., INC.
2400 N. FIFTEETH STREET • CHICAGO 32, ILLINOIS

Order KEENEY'S Deluxe **SPORTSMAN** NOW. Don't Delay!

LET'S TRADE!

We Have NEW Closeouts

- Wms. All Star Baseball, 6 Pl., Match ... \$375
- Genco Two Player Basketball 345
- Wms. Jet Fighter 395
- Exhibit Star Shooting Gallery 375
- Exhibit Shooting Gallery 350
- Mighty Mike Sparring Partner 895
- Air Football, 2 Player 375
- Air Hockey, 2 Player 350
- Set Shot Basketball, 2 Pl. 345
- Wms. Daffy Derby, 5 Ball 275
- Genco Silver Chest, Upright Bingo 125

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WANT TO BUY

Late Bingos
Gott. 5-Balls
Gott. Super Jumbo

SPECIAL

- Shuffle Pool \$145
- Variety Write
- Hi-Fi \$375
- Surf Club 395
- Palm Springs 350
- Dude Ranch 315
- Beach Club 300
- Frolic 175

SHUFFLE

- Targette \$445
- Chicago Coin Holiday 525

(ASCME)

ALL STATE COIN MACHINE EXCHANGE
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BELmont 5-6770



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

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.

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Parts and Service Manual Available

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1423 SPRING GARDEN STREET

SCOTT-CROSSE COMPANY

Rittenhouse 6-7712 PHILADELPHIA 30, PA.

VERY CLEAN!

- BEAUTY \$215.00
- SPOT LIGHTS 65.00
- Genco RIFLE GALLERY 350.00
- Genco NIGHT FIGHTER 175.00
- Genco SKY GUNNER 175.00
- Chi. Coin ADVANCE BOWLER 250.00
- United IMPERIAL 225.00
- Genco SHUFFLE POOL 175.00

UNIVERSITY COIN MACHINE EXCHANGE CO.

858 N. High St. Columbus 8, Ohio
Tel.: UNIVERSITY 6900

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WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
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Yes Please send me The Billboard for one year at \$10.889

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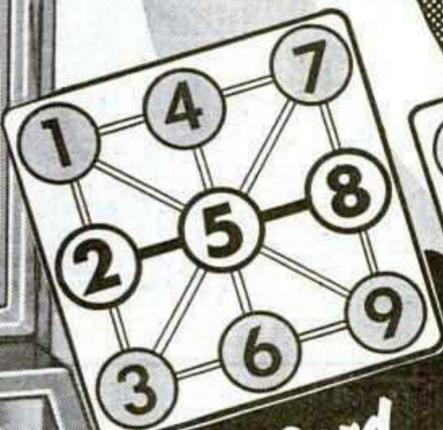
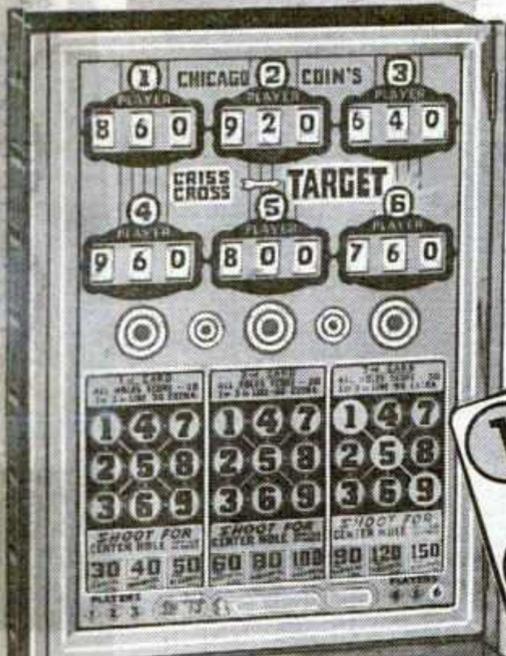
Occupation



Another First!
chicago coin's
6 PLAYER

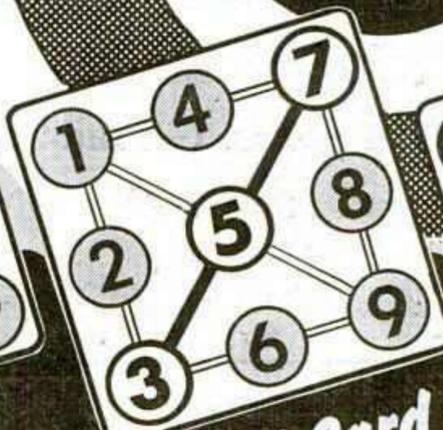
CRISS-CROSS TARGET

The
100% SKILL
SKEE-TYPE
GAME!



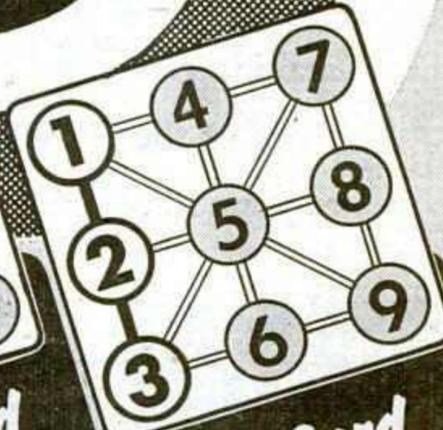
1st Card (Single Score)

ALL HOLES Score 10
1st 3 in line 30 extra
Then Center Hole Scores
30 for Vertical line
40 for Horizontal line
50 for Diagonal line



2nd Card (Double Score)

ALL HOLES Score 20
1st 3 in line 60 extra
Then Center Hole Scores
60 for Vertical line
80 for Horizontal line
100 for Diagonal line



3rd Card (Triple Score)

ALL HOLES Score 30
1st 3 in line 90 extra
Then Center Hole Scores
90 for Vertical line
120 for Horizontal line
150 for Diagonal line



Unbreakable
Plexi-Glass
Shield

Remember... For
Tops in Bowlers

chicago coin's THUNDERBOLT

New 4 Way Match Play!
"Flash-O-Matic" Scoring!

chicago coin's FIREBALL

Contains all Features of
Thunderbolt but is played as
Regular Bowler!

 • 3 Cards 10¢ 5 Shots per Card!

1725 W. DIVERSEY BLVD. • CHICAGO 14

NEW PUCK RETURN!

Convenient, Handy "Puck-
Return Hole" in Right Hand
Corner on Playfield Keeps
Puck from Falling on Floor!
No Need to Change Throwing
Position!

chicago coin

MACHINE COMPANY

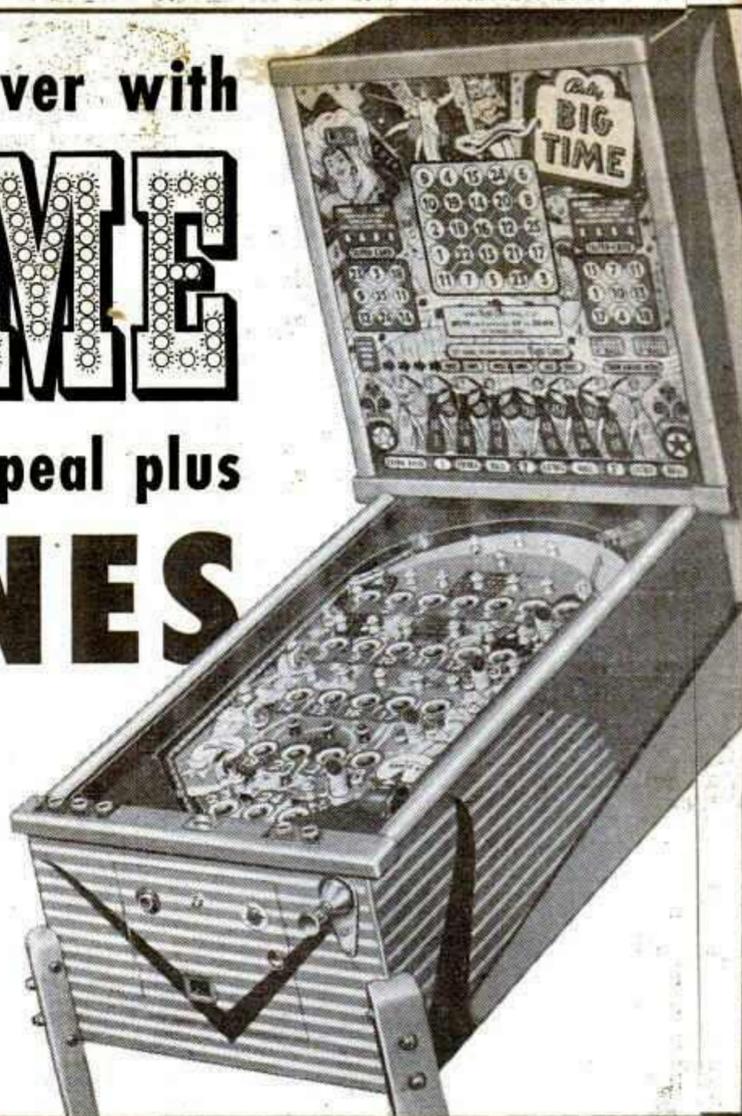
Operators report biggest earnings ever with

Bally **BIG-TIME**

popular BEACH CLUB-VARIETY play-appeal plus

5 MAGIC-LINES

Reports from coast to coast prove the money-making power of 5 MAGIC-LINES. Get your share of the BIG-TIME profits. Get BIG-TIME at your Bally Distributor today.



MORE players play MORE

thanks to new **SUPER-STRIKE** feature

SUPER-STRIKES increase earnings by attracting all types of players, from the "now-and-then" shuffler to the extra skilled regular. They all get a big dime's worth of fun playing MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in biggest bowler earnings on record. Get your share. Get MAGIC-BOWLER or MYSTIC-BOWLER now.

POPULAR
Speed-Control
SCORE-BOOSTER
Player controls speed of shot—not too fast, not too slow—to ring up highest scores for Spares, Strikes and the new thrilling Super-Strikes.

Bally

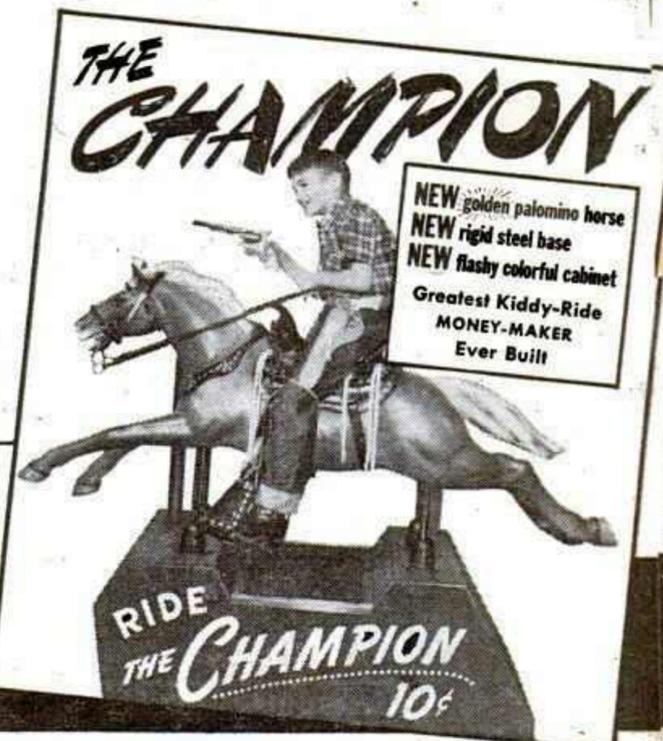
Magic-Bowler

WITH POPULAR MATCH-PLAY

Mystic-Bowler

WITHOUT MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY 3 PLAYS FOR A QUARTER
POPULAR SIZE: 8 FT. BY 2 FT.



BALLY MANUFACTURING COMPANY-2640 Belmont Avenue, Chicago 18, Illinois

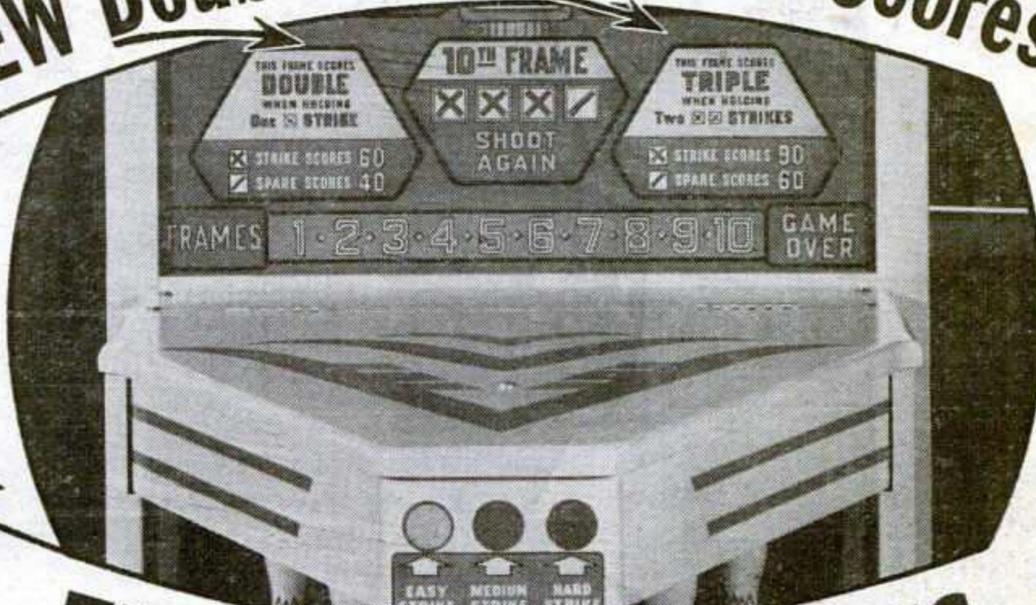
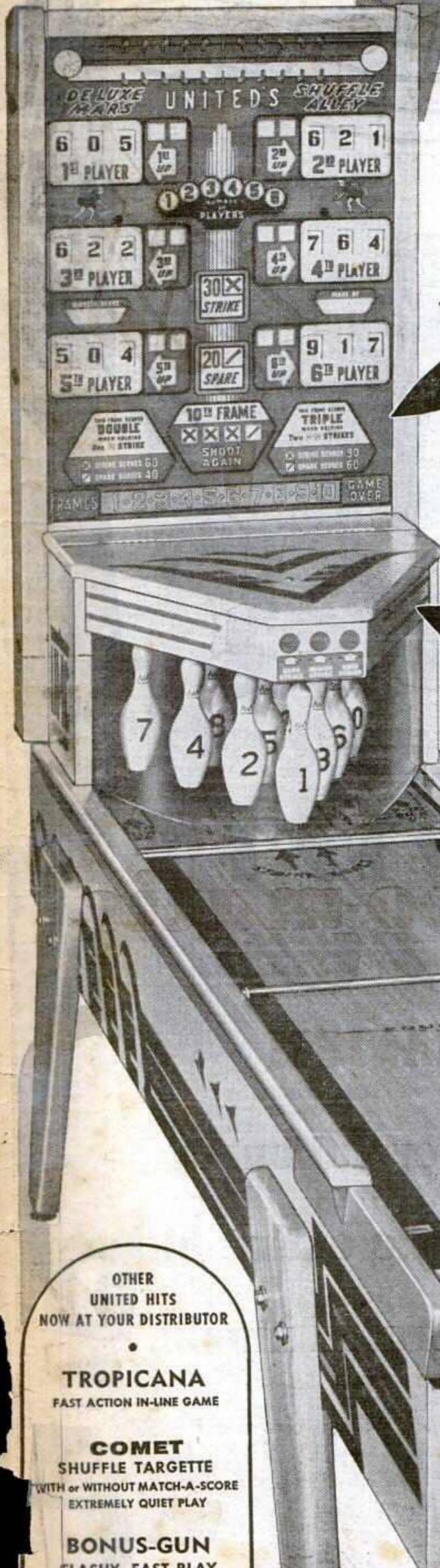
United's Deluxe

Mars

SIX PLAYER SHUFFLE-ALLEY

with

NEW Double Triple Strike Scores!



THREE STRIKE LANES

EASY
FRAMES
1, 4, 7, 10

MEDIUM
FRAMES
2, 5, 8

HARD
FRAMES
3, 6, 9

New Match-A-Score

SPELL

UNITED'S

CARRY-OVER FEATURE
STAR-NUMBER LITES LETTERS

NUMBER MATCH

+

CLOVER STAR NUMBER

MATCH SCORE FEATURES 3rd OR 10th FRAME

10th FRAME FEATURE

HIGH SCORE FEATURE

KING SIZE PINS

AVAILABLE IN

10¢-3 FOR 25¢ MODELS

NEW E-Z SERVICE FEATURES

TWO SIZES: 8 FT. BY 2 FT., 9 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR NOW!

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

TROPICANA
FAST ACTION IN-LINE GAME

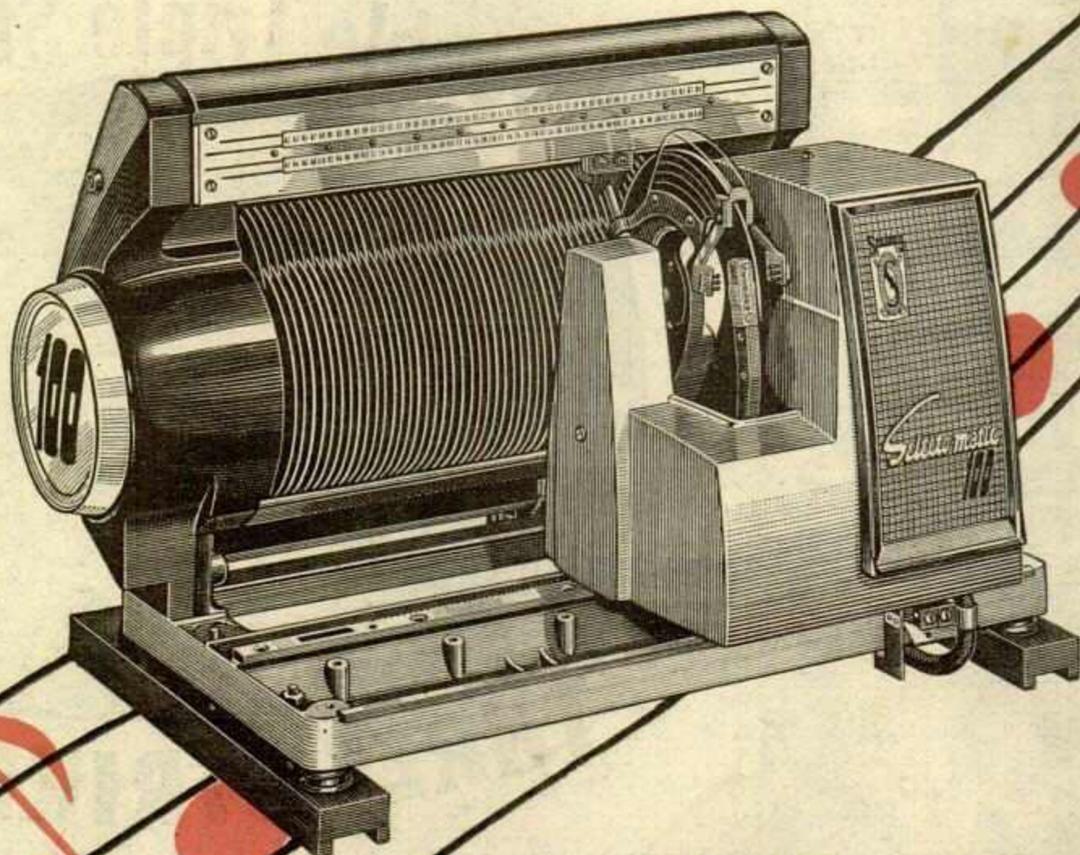
COMET
SHUFFLE TARGETTE
WITH or WITHOUT MATCH-A-SCORE
EXTREMELY QUIET PLAY

BONUS-GUN
FLASHY, FAST-PLAY
SHOOTING GALLERY
WITH TIME BONUS SCORE



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

MARS SHUFFLE ALLEY ALSO AVAILABLE
IN REGULAR MODEL
WITHOUT TRIPLE MATCH FEATURE



Select-o-matic 100

MECHANISM

the most revolutionary
development in the entire history
of coin-operated music



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

*America's finest and
most complete music systems*

